



# Mayor's Networking Business Event

April 2024

# Agenda

- Welcome and Introductory Remarks – Mayor Walter Schummer
- Presentation
  - Township of Brock
  - Brock Libraries
  - Durham Region Updates
  - Brock Board of Trade
  - Business in Brock
- Concluding Remarks
- Networking

# Municipal Information and Updates



# Council



Mayor – Walter Schummer

Regional Councillor – Michael Jubb

Ward 1 Councillor – Peter Frank

Ward 2 Councillor – Claire Doble

Ward 3 Councillor – Angela Canavan

Ward 4 Councillor – Cria Pettingill

Ward 5 Councillor – Lynn Campbell

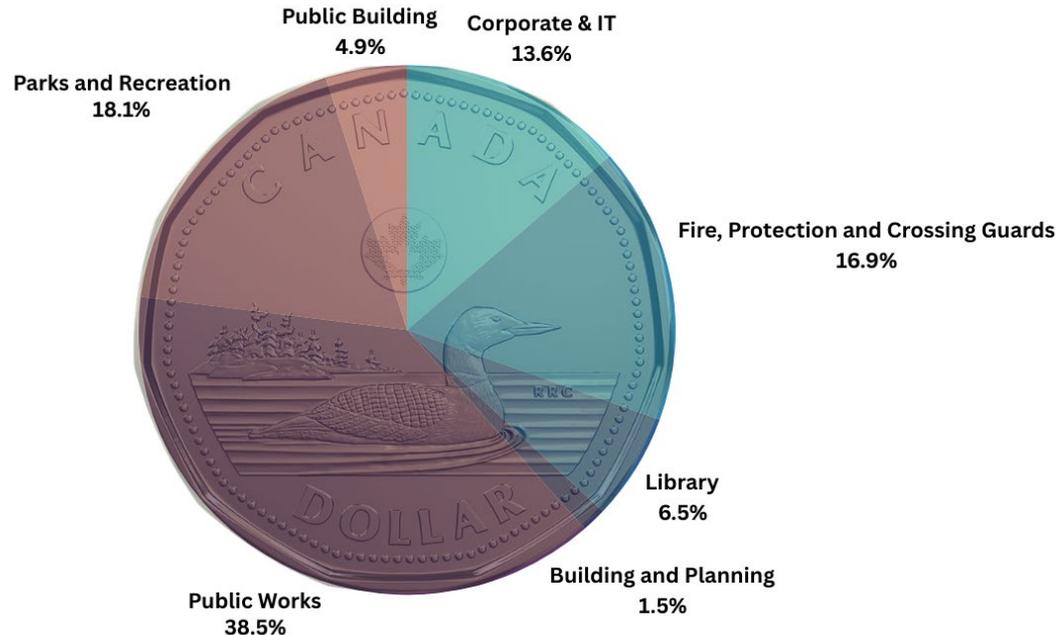


# Budget



The 2024 Budget for the Township of Brock was approved by Council on Monday March 4, 2024.

The total budget for 2024 is \$29,024,712, of which a total of \$10,713,733 is funded by tax levy and is used by the Township as follows:



# Capital Projects

Included in the 2024 budget is capital projects totalling \$13,845,000, including:

- Roads and bridges projects/fleet replacement - \$3,151,000,
- Parks and Recreation projects - \$10,370,000
- Fire and Emergency Services equipment - \$324,000
- Sunderland Arena Renovation and Rehabilitation - \$9,200,00
- Roads Rehabilitation - \$538,000
- Double Surface Road Treatment - \$375, 000
- Sidewalks, new and rehabilitation - \$300,000
- Mini Rescue Truck - \$250,000
- Ultra-Thin Resurfacing - \$200,000

# Municipal Responsibilities



Fire and Emergency  
Services



Development Services



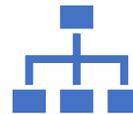
Public Works and  
Operations



Facilities and  
Recreation



By-law and Animal  
Control



Administration – CAO  
and Clerks Department



Treasury and Taxes



# Fire and Emergency Services



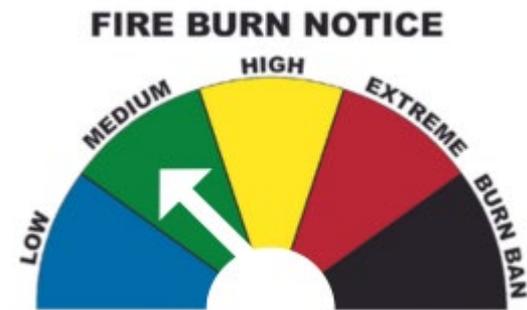
The Township of Brock Fire Department is comprised of paid on-call firefighters that are dedicated to serving the residents and visitors of Brock Township. Firefighters are alerted to emergencies and those who are available, respond to their assigned station to provide emergency response services.

In addition to fighting fires, our firefighters respond to emergency calls including:

- Medical Assistance
- Ice and Water Rescue
- Motor Vehicle Accidents
- Smoke and Carbon Monoxide Alarms
- Public Assistance Requests

Additional Services:

- Burn permits
- Fireworks permits
- Public Education Programs and Events
- Fire Prevention and Inspections





# Public Works and Operations

## 2024 Operations

- Begin Phase 2 of the Road Rehabilitation Plan
- Installation of New Sidewalks
- Gravel Maintenance
- Structural Assessments
- Ongoing Operational Maintenance with a focus on the following



# Facilities and Recreation

The Township owns and operates a number of facilities include

- Arenas
- Halls
- Works yards
- Fire stations
- Park land etc.

Recreation and leisure are important to our residents. The municipality provides recreational programming and services.

## Master Plans

- Waterfront Master Plan
- Recreation and Culture Master



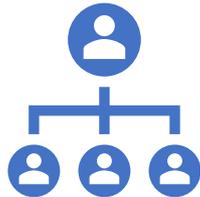
# By-law and Animal Control

Responsible for :

- Enforcing municipal by-laws
- Animal services
- Dench Animal Shelter
- Parking enforcement
- Licencing
- Property standards and zoning
- School crossing guards



# Administration



## CAO

Liaison between staff and council

HR

Oversight of daily operations, legislative compliance, fiscal management

Ambassador and representative with other municipalities, levels of government, external agencies and stakeholders.



## Clerks

Business and lottery licensing

Council and advisory committee administration

Communications – digital and print

Meeting management and governance

Municipal lease agreements

Elections

Etc.



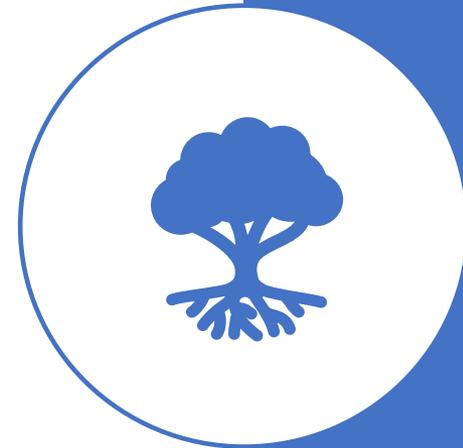
BROCK  
LIBRARIES

# Brock Libraries

- Three branches: Beaverton, Cannington and Sunderland
- Services included:
  - Computer, internet, and WiFi access
  - In-house chromebook use
  - Printer, photocopy, scan to print and fax
- Access materials for free
  - OverDrive/Libby Library - borrow ebooks and audiobooks
  - Kanopy - Start streaming movies today with your public library card
  - Books - fiction, non-fiction, including decodable books
  - Magazines
  - Books on CD
  - DVDs and video games
  - WiFi Hotspots - 1 week loans
  - Ontario Parks Day-Use Passes - 1 week loans
  - Ancestry.com (free in-library use)
  - LinkedIn Learning (free with Library card)
- Programs!

# Climate and the Environment

- Climate Emergency Declaration - Council August 23, 2021
- Electric Zambonis
- LEAF Program
- No Mow May
- Durham Region Climate Programs
  - Durham Greener Homes
  - Durham Greener Buildings
  - Durham Tree Planting Program



# Economic Development and Tourism



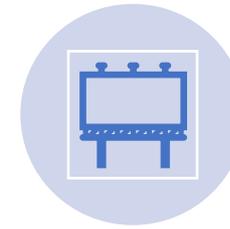
Community  
Impact



Partnership and  
Collaboration



Business  
Promotion



Social media  
and advertising



# Regional Works Projects

Expected start in 2024

- Temporary Bridge on Reg. Rd. 15
- New All Way Stops
- Enhanced Pedestrian Crosswalk
- King Street at Mara Road, Beaverton
- Speed limit reductions – maximum 40 km/h
- York Street Watermain Extension: Bay Street to Regional Road 15 (Simcoe Street)
- Watermain Replacement Jane Street (Ida Street to Standpipe Driveway) and Maple Street (River Street to north limit) (Sunderland) – \$1.5M
- Award of leaf and yard waste contract to Pefferlaw Peat, based in Brock Township
- Curbside Giveaway Days

# Why your business is valued



Creation of jobs



Provide valued goods and services to residents



Stimulate the local economy



Foster a sense of community



Business owners sponsor, volunteer for and support local not for profit organizations

# Business in Brock

## June 2023, Statistics Canada's Canadian Business Counts

- 1,383 Business in Brock
  - 398 with employees
  - 985 without employees
- 4,635 Jobs in Brock

## 2023 Durham Region Business Count

- 508 Businesses
- 3,549 jobs in Brock
- Highest employment sectors
  - Agriculture forestry fishing and hunting
  - Retail trade
  - Health care and social assistance
  - Transportation and warehousing
  - Manufacturing

# Attracting new residents and Business to Brock

- [Brock Business Toolkit](#) has a business attraction section (The Brock Advantage) as well as a section outlining the steps to open a business in Brock (Starting or Expanding Your Business)
- Invest Durham promotes key opportunities in Brock to investors and developers
- Invest Durham's Building & Business Inventory
- Downtowns of Durham website
- Housing developments continue to be added to Beaverton which will help with affordability and resident/worker attraction

# Areas for Business Growth

Beaverton	Cannington	Sunderland
Legal services	Restaurant	Restaurant
Personal Care	Health Services Physician	Health Services Physician
Clothing Store	Legal Services	Real Estate
Health Services Physician	Beauty Salon	Legal Services
Restaurant	Automobile Repair	Automobile Repair

- The Market Threshold Analysis uses population and business data to calculate how many of a certain type of business a trade area can support using provincial averages/ratios.
- Beaverton is the only community within Brock Township with servicing capacity to welcome larger investments  
(data from 2016)

# Supports for Local Businesses



Workshops from the Business Advisory Centre Durham (BACD)



Brock and Durham events calendars



Invest Durham newsletters



Brock Tourism Advisory Committee and Non-Profit Sector Advisory Committee Work



Business Toolkit



Agri-Tourism and Marketing Opportunities



Photo Credit: Adeline Pettit

# BROCK BOARD OF TRADE





## Who we

**are** a collective voice to promote vibrant communities with successful and sustainable businesses in Brock Township from our main streets to our rural roads.

We are a relatively new organization formed in 2015 replacing 4 local business groups to serve our business communities.

We incorporated under the Board of Trade Act in 2016 with our Board of Directors made up of volunteer business owners located throughout the Municipality

# Our Partners...

Towns  
hip of  
Brock  
Regio  
n of  
Durha  
m  
Durham Business  
Alliance Ontario  
Chamber of  
Commerce South  
Lake Futures  
Business Development  
Bank (BDC) Central  
Counties Tourism  
Business Advisory Centre



# 2023 Accomplishments.....

- Advocated to increase Sewage Capacity in Cannington and Sunderland
- Signed Cooperative Understanding Agreement with Brock Township
- Conducted Monthly business presentations/workshops
- Sponsored student IT conference at Durham College
- Holiday Season retail windows
- Facilitated two "Do It in Durham" events
- Created a more "user friendly" Website
- Appointed to the Brock Tourism Advisory Committee
- Participated in the North Durham Building Forum



- Participated in Beaverton Harbour Master Plan
- Increased membership by more than 20 this year to over 100 Businesses.
- Conducted a Member Target Survey
- Attended new Business openings along with Council Members
- Sponsored Canada Day Events, Pride Picnic and the Regional Chair North Durham Event
- Sponsored a Walking Tour brochure with the Beaverton Thorah Eldon Historical Society (BTEHS)
- Operated the tourism/visitor information office at Beaverton Town Hall
- Sponsored All Candidates event in the last municipal election

# Looking to 2024

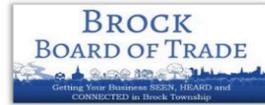


Golf Tournament at Cedarhurst Golf Club

- Launch of Community Partners Calendar
- Durham College April IT Expo
- Annual Special Events
  - Walk/Ride the Beaver River Trail Sponsorship Event
  - Rural Business Tour
  - Virtual Scavenger Hunt

- Mayor's Breakfast with Speakers and Vendors
- Trail Development, Back Roads Tourism and Business Opportunity
- Joint Meetings with Scugog and Uxbridge
- Durham Region "Growing North Durham" Plan
  - Agri-Tourism
  - Tourism Strategy

# Letter of Concern: Bridge Closure on Durham Region Road 15



April 2024

The Honourable Prabmeet Sarkaria,  
Minister of Transportation Ontario,  
777 Bay St., 5<sup>th</sup> Floor,  
Toronto, ON M7A 1Z8

Dear Minister Sarkaria:

Re; Bridge Closure on Durham Region Road 15

Last November 2023 the Province of Ontario ordered the closure of the bridge on Durham Regional Road 15 (Simcoe Street), Beaverton, Township of Brock. The bridge is located adjacent to and west of Provincial Highway 12. It remains closed to this day. No announced plan or timelines for repair or replacement **have been communicated to residents. It is imperative that the Province be transparent with the status and action plans and timelines for the people of the Township of Brock.**

It is our understanding that the bridge has been maintained, until recent times, by The Region of Durham. The bridge was closed by the Region in the latter part of 2020 for approximately three months for repairs and reopened early in 2021. Further, the Region is scheduled to repair or replace the bridge in 2025. We have now learned that the Province re-established ownership, inspected, and decided to close the bridge. It remains closed to this date.

This letter is to express **our very serious concerns created with this sudden closure.** We wish to draw to your attention that the bridge and road are the main entrances to the small town of Beaverton. The result has been adverse changes in shopping patterns. There was a noticeable decrease in store patronage during the holiday shopping season that continues to this day. Those who visited the town for daily shopping needs are now finding alternatives. The changes are likely to be permanent if the bridge is not opened before the cottage owners and tourists arrive on Victoria Day Weekend. We fear that some local business owners will be forced into closure.

Please also be aware, that EMS, Fire, and Police are located in the village of Beaverton and no longer have direct access to emergency calls on Highway 12 and east. The delayed response time places people's lives in increased danger and causes unnecessary property damage.

In the last few days, we have learned of other bridge repairs on Highway 12, a few kilometers north of Durham Road 15. Please be aware that the area already has high vehicle accident calls during cottage and summer holiday seasons. That there are already weekly emergency calls. The bridge closure and any other bridge repairs will result in even higher volumes of accidents and place people at risk.

On behalf of all residents, visitors, and business owners, please provide an immediate public response on the course of action and timelines for a bridge opening. **Please confirm that funds are currently allocated to repair/replace this critical infrastructure for Beaverton and The Township of Brock.**

Yours truly,

John C. Grant  
President,  
Brock Board of Trade

Cc:  
Doug Ford, Premier Province of Ontario  
Laurie Scott, MPP, Haliburton-Kawartha Lakes-Brock  
Chair John Henry and Council, Region of Durham  
Mayor Walter Schummer and Council, Township of Brock  
Ontario Chamber of Commerce  
Durham Business Alliance

Box 29, 397 Simcoe Street  
Beaverton, ON L0K 1A0

Tel. 705-426-2051  
brockboardoftrade@gmail.com

[www.brockboardoftrade.com](http://www.brockboardoftrade.com)

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Beaverton, ON L0K 1A0

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Thank you, have you any Questions?



# Brock Board of Trade

[brockboardoftrade.com](http://brockboardoftrade.com)

[info@brockboardoftrade.com](mailto:info@brockboardoftrade.com) | 705-426-2051



# **Agriculture, Rural Economic Development & Tourism Update**

Township of Brock – Mayor's  
Networking Event

April 15, 2024



## Agriculture & Rural Economic Development Team



**Lori Talling**

Acting Manager,  
Agriculture & Rural  
Economic  
Development



**Kristyn Chambers**

North Durham  
Tourism Specialist



**Allison de Vos**

Agriculture Economic  
Development  
Specialist



**Glen Macfarlane**

Rural Economic  
Development  
Specialist

**InvestDurham.ca**

 Durham Region, Ontario, Canada



# Growing North Durham

- Endorsed in early 2023
- Aligns with Ready Set Future: A PLACE Blueprint for Durham
- Goals and actions to support economic growth across north Durham to 2027
- North Durham-wide collaborative approach
- Collaboration between the Region, Township and business support organizations
- Structured under three pillars: People, Places, Prosperity
- Annual reports to Councils





# Growing North Durham Key Priorities

- People
  - North Durham Building Business Forum
  - North Durham workforce skills-gap analysis and action plan
  - Continued information sharing
- Places
  - Updates to Downtown Building & Business Inventories
  - Promote Downtown CIP Update
  - North Durham lens on Region-wide initiatives and marketing campaigns
- Prosperity
  - Brock Business Toolkit
  - Interactive economic dashboards featuring both Regional and Township level data
  - Investment opportunities





## Rural & Agri-Tourism

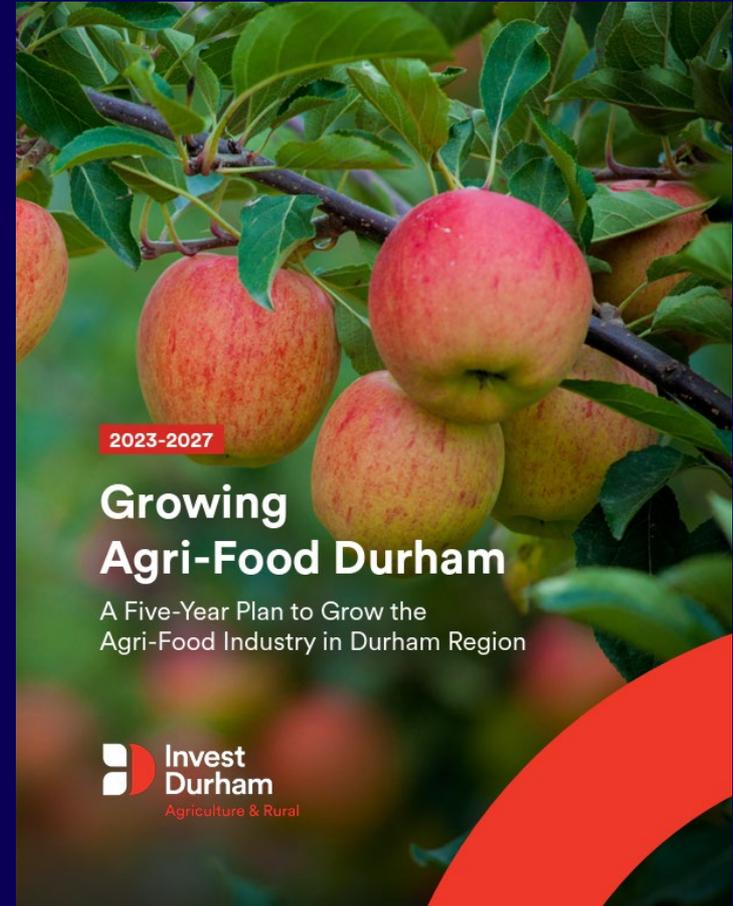
- Durham Tourism Strategic Action Plan
- 2024 priorities include:
  - Rural Cycling Loops
  - Backroads of Brock Promotions
  - Culture Days
  - Gather at the Farm





# Growing Agri-Food Durham

- Supporting plan of Ready Set Future: A PLACE Blueprint for Durham
- 5-year action focused plan to guide Agriculture Economic Development within 10 goal areas
- 2024 priorities include:
  - Enabling Agriculture Related and On-Farm Diversified Uses in North Durham
  - Partnership with Durham College and National Research Council of Canada Industrial Research Assistance Program to connect tech companies with agri-food operators
  - Precision Agriculture Field Day in partnership with Durham Farm Connections





**Thank you!**

[InvestDurham@durham.ca](mailto:InvestDurham@durham.ca)

[InvestDurham.ca](http://InvestDurham.ca)

# Township of Brock and the Visitor Economy

15 April 2024



## Tourist Defined

A person who spends some of their hard-earned disposable income within a municipality where they neither live nor work.

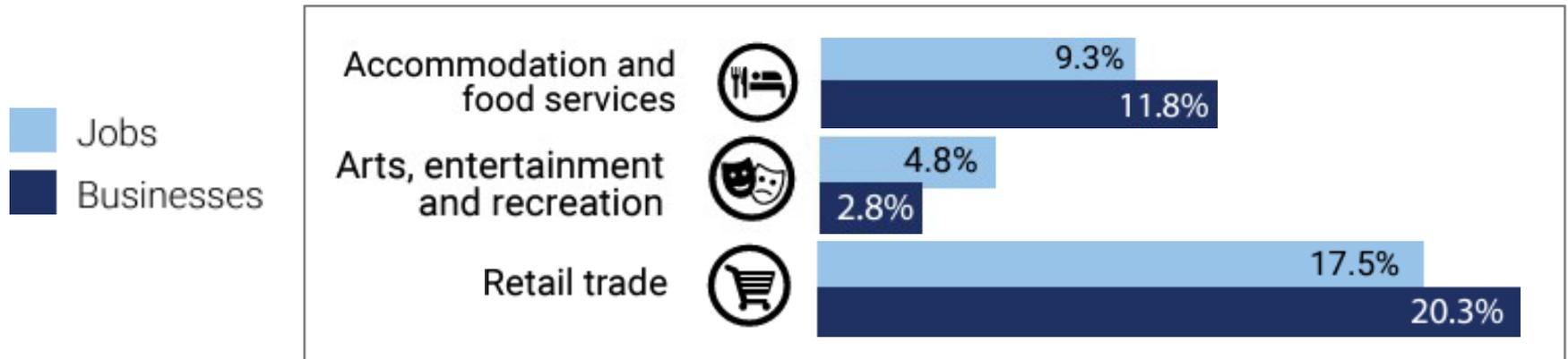


Let's just call them Visitors!



## Durham Region

35% of all Businesses and 30% of all Employment in Durham Region supports and is supported by the Visitor Economy.



Source: 2022 Business Count Highlights

# Visitors Look Like Everybody Else may not realize h

<b>Total Daily Visits to Beaverton, Cannington, and Sunderland</b>		<b># of Tourists (40+km)</b>
Aggregated 2023	Total Daily Visits	818,240
Aggregated 2022	Total Daily Visits	392,321
Aggregated 2021	Total Daily Visits	425,663
Aggregated 2020	Total Daily Visits	463,787
Aggregated 2019	Total Daily Visits	780,922

In 2023, visitation surpassed pre-COVID numbers!

Breakdown of visitors to each of the three commercial hubs in Brock

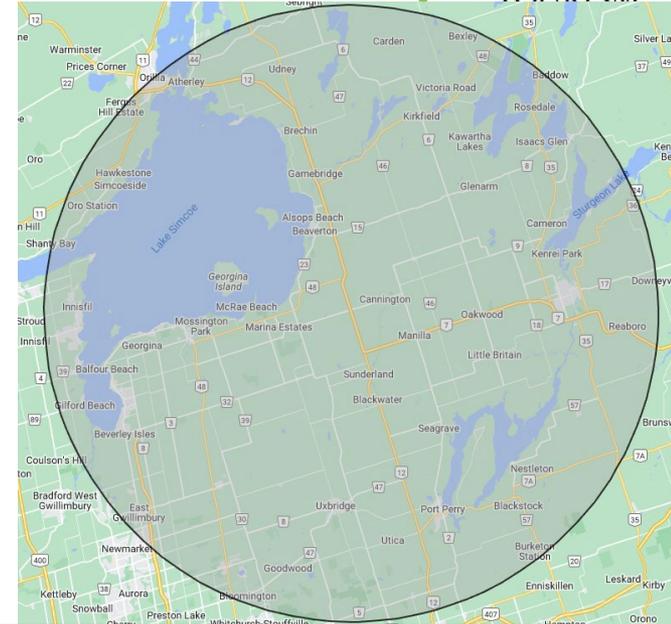
<b>Total Daily Visits to Beaverton, Cannington, and Sunderland</b>		<b># of Tourists (40+km)</b>
Beaverton 2023	Total Daily Visits	398,738
Cannington 2023	Total Daily Visits	68,256
Sunderland 2023	Total Daily Visits	351,246

Source: Environics Analytics

# "Visitors" Live Outside this Circle

They are not in our counts, but a lot of "local" Brock Residents visit Brock

People within this circle are excluded because they may work in Brock or they may pop over to Brock to shop, go for dinner, take in an event, etc. These people leave a lot of money in your community, but for our purposes are not represented as "Visitors" in the numbers.



<b>Total Daily Visits to Beaverton, Cannington, and Sunderland</b>		<b># of Locals (0-40km)</b>	<b># of Visits from Brock, ON</b>	<b>% of Visits from Brock, ON</b>
Aggregated 2023	Total Daily Visits	2,222,637	1,262,039	42%
Aggregated 2022	Total Daily Visits	1,527,866	996,222	52%
Aggregated 2021	Total Daily Visits	1,149,440	709,097	45%
Aggregated 2020	Total Daily Visits	1,272,784	766,047	44%
Aggregated 2019	Total Daily Visits	1,735,050	896,763	36%

# Those Visitors are Supporting your Community

You may not realize how much money those people spent

## Total Economic Impact from Visitors to Brock for Durham Region

Aggregated 2023	Total Daily Visits	\$70,296,268
Aggregated 2022	Total Daily Visits	\$32,008,804
Aggregated 2021	Total Daily Visits	\$31,289,652
Aggregated 2020	Total Daily Visits	\$32,863,903
Aggregated 2019	Total Daily Visits	\$56,042,633

The increase in visitors plus inflation and other factors supported a 25% increase in economic impact over 2019



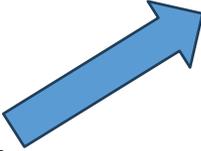

## The Visitor Economy is Driving the Vibrancy of the Community

Direct Taxes	2023	Jobs	2023	GDP	2023
Federal	\$6,707,945	Direct	406	Direct	\$31,551,217
Provincial	\$8,962,206	Indirect	49	Indirect	\$5,793,672
Municipal	\$78,658	Induced	0	Induced	\$0
<b>Total</b>	<b>\$15,748,809</b>	<b>Total</b>	<b>455</b>	<b>Total</b>	<b>\$37,344,890</b>

### Assumptions for Comparisons:

- 100% of visitors were same-day
- The visits took place in Brock
- The impact is to be shown for Durham (3518)
- Induced impacts of household spending are excluded
- Induced impacts of business investment are excluded
- Local government property tax revenue impacts are excluded

This report demonstrates the bare minimum impact from visitors to Brock.



Source: Environics Analytics and Ontario's Tourism Receipts Economic Impact Model

# There is still lots of opportunity for growth

Every 1% increase in vehicles turning off Hwy 12 represents \$845,000 in new Economic Impact for Cannington

# VISITORS	<b>Total Visitors Driving N/S on 12 vs those that turn East Towards Cannington</b>		<b># of Tourists (40+km )</b>	<b>% of vistors Turning</b>
	Hwy 12 (North/South) 2023		1,315,787	6.95%
	Regional Rd 12 (East/West) 2023		91,382	
	Hwy 12 (North/South) 2022		1,165,280	7.11%
	Regional Rd 12 (East/West) 2022		82,834	

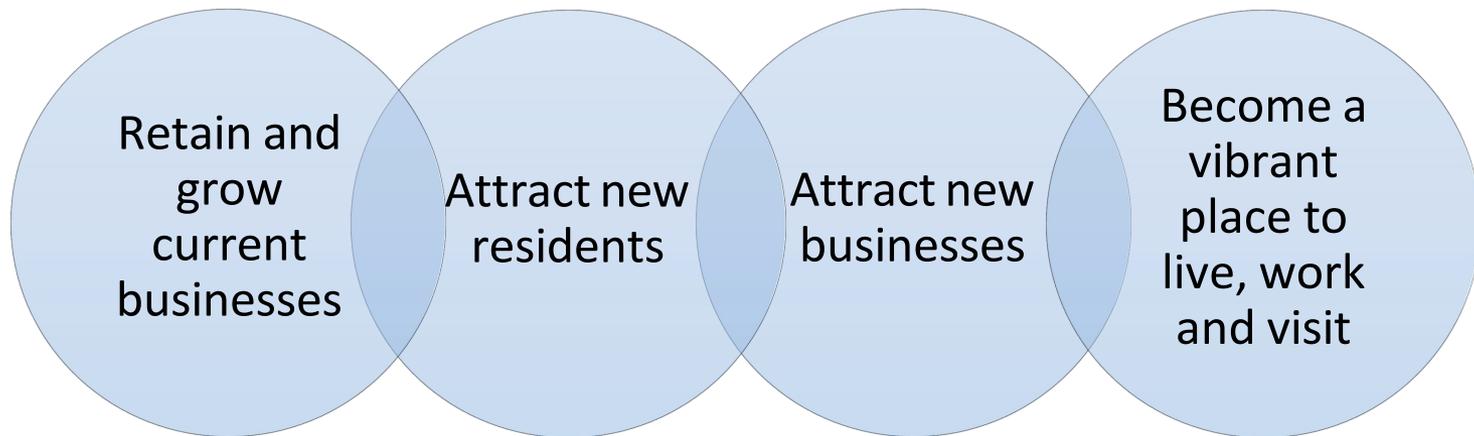
  

ECONOMIC IMPACT	<b>Total Visitors Driving N/S on 12 vs those that turn East Towards Cannington</b>		<b>Potential EI from visitors passing Cannington vs going to Cannington</b>
	Hwy 12 (North/South) 2023		<b>\$113,175,353</b>
	Regional Rd 12 (East/West) 2023		<b>\$7,793,633</b>
	Hwy 12 (North/South) 2022		<b>\$95,053,572</b>
	Regional Rd 12 (East/West) 2022		<b>\$6,726,937</b>

# VISITORS	<b>Visitors Through Cannington Vs Stopping in Cannington</b>		<b>% of Visitors getting out of vehicle</b>
	Driving - 2023	91,382	74.69%
	Walking downtown - 2023	68,256	
	Driving - 2022	82,834	53.69%
	Walking downtown - 2022	44,472	

## Embracing Tourism Helps Your Community...





**Brock has the framework to grow the visitor economy.  
Continue to invest in your Tourism Plan deliverables!**

# Concluding Remarks

