



Corporation of the Township of Brock

Staff Report to the Mayor and Members of Council

From: Stacey Jibb
Position: Manager, Agriculture & Rural Economic Development, Region of Durham
Title / Subject: Brock Business Survey Program
Date of Report: August 16, 2021
Date of Meeting: August 23, 2021
Report No: **2021-CO-042**

1.0 Issue / Origin

As Ontario continues to reopen its economy, it is vital that municipal and regional governments engage in ongoing and meaningful dialogue with the business community to ensure that programs and services being offered reflect their rapidly evolving needs.

2.0 Background

Through a collaborative effort to identify and respond to the evolving needs of businesses in Brock, an online survey (The Brock Business Survey) has been developed with input from the Brock Economic Development Advisory Committee (BEDAC), the Brock Tourism Advisory Committee (BTAC) and the Brock Board of Trade (BBOT). The survey results will assist the BEDAC, BTAC and BBOT to prioritize workplan items to effectively respond to the needs of the local business community.

The information received will also help inform Township/Regional staff and Council about current perceptions of the Brock business environment while cultivating a positive working relationship between the Township of Brock, the Region of Durham, Township committees, and the business community. In addition, results from surveys completed by current BBOT members will be shared with BBOT to develop supportive programming for their membership.

The Brock Business Survey will be available electronically on the 'Let's Talk Brock' webpage and will be promoted through Township and Regional communication channels (e.g. social media accounts, newsletters). Businesses who complete the survey will have the option to request a follow up meeting with staff to discuss any matters in further detail.

Once a survey has been completed by a Brock business, Township staff will review and forward survey results to the appropriate contact within the Region of Durham's Economic Development and Tourism Division, where they will analyze data and conduct additional follow up, wherever needed. Any urgent concerns or 'red flags' that may require immediate follow up will also be forwarded to the appropriate staff contact to be addressed at either the Township or Region depending on the nature of the concern.

3.0 Analysis

Regional economic development and tourism staff will prepare an annual report to Council providing an overview of the feedback received from the Brock business community. The feedback will be presented in an aggregated format to ensure confidentiality can be maintained. In some cases, suggested actions to support the wider business community may be brought forward, while in other cases reports will be for information only.

The aggregated feedback will also be shared with the BEDAC, BTAC and BBOT (where BBOT members participated in the survey) to incorporate into workplan implementation and to inform the activities of each committee/organization. Members of each committee/organization will also be engaged to provide their subject matter expertise as part of the survey process, where appropriate.

4.0 Related Policies / Procedures

5.0 Financial / Budget Assessment

There will be minimal financial implications for the roll-out of this program.

6.0 Communications

A proactive media relations campaign using social media posts, a news release, and webpage on the Township website will be put in place to promote the survey to the Brock business community. Partners including BEDAC, BTAC, BBOT, Durham Tourism, and Invest Durham will be involved in the sharing of social media posts.


Township staff will develop and circulate content and graphics that can be used by partner organizations and committees to ensure that clear and consistent messaging is being delivered to the business community.

7.0 Conclusion

The Brock Business Survey is currently scheduled to launch in fall of 2021 and will provide valuable insight to Township/Regional staff, Council and committees.

8.0 Recommendation

THAT Council receives Report 2021-CO-042, Brock Business Survey Program for information.

Title	Name	Signature	Date
Manager, Agriculture & Rural Economic Development, Region of Durham	Stacey Jibb		8/16/21
Chief Administrative Officer	Ingrid Svelnis	Signed Electronically	August 16, 2021