

2025 Winter Street Art Deputation – November 10, 2025

I come to Council today because with all that is going on with Trade talks and job insecurity, people are watching their expenditures to safeguard those things that are most important for family, so are being very careful with their spending which in turn impacts the small businesses that rely on their commerce to keep the doors open. This is especially impactful now that our seasonal residents have closed down their cottages to go back home for the holiday season.

We feel that the Brock Arts and Culture network can provide some beauty and interest to our main street during the winter months with the generosity of 28 talented local Artists who are donating their time to create Winter Artwork to display and beautify our main Streets in an effort to attract more visitors, who have chosen to stay closer to home this holiday season. We put the call out to our Art Community and they answered the call in each of our urban Centres.

To create even more interest and to get people through the doors and into the shops, we can get them to vote for their favourite work of art simply by going inside the participating business and filling in a ballot where we could also have a draw prize for the winning ballot. We can work on the logistics once Council has given us their support.

We are hoping that our Council sees the value in esthetically embellishing our Main Streets by placing art at on the lamppost as illustrated and when the Christmas Bells come down, then too, can our winter art.

Among the many positive comments we have received, as an example I would like to provide a quote from some residents who have crossed our country from coast to coast when she heard about our potential Art initiative. Her comment was as follows:

“This is a great initiative, and I totally agree with you that whenever we travel, the towns with an interesting and vibrant artistic feel to the downtown pedestrian areas are the ones we remember, talk about to friends,

photograph and plan to return to and I always say, we could be one of those places.”

We have all witnessed the summer visitors getting out of their vehicles to have their photos taken beside our beautifully maintained Gardens thanks to varied persons and organizations so it is our aim to entice them back to our small towns in the winter as well, knowing that there is always something interesting for them to see and do.

We also witnessed this at the Beaverton Harbour with the Fish Paintings secured on the posts along the Harbour wall where we saw one little guy in his father’s arms lean over to give Billy the Bass a hug on the canal post. And another observed a family taking photos of their kids beside the bird house display on the tree going to the harbour. This is the value added impact art has on both the young and the old and our Community.

In closing we hope that you will agree that we all wish to assist our businesses so if we can somehow, someday, bring more traffic to our main streets with the addition of Art, any help in this regard would I’m sure, be welcomed and most appreciated by Brock Township Merchants.



Local Artist Val Roach
On Orillia Lamp Post



14x19” Rectangle



15” round disc

