



## Corporation of the Township of Brock

### Staff Report to the Mayor and Members of Council

**From:** Glen Macfarlane

**Position:** Program Specialist, Rural Economic Development (Region of Durham)

**Title / Subject:** Online Brock Business Toolkit

**Date of Report:** April 24, 2023

**Date of Meeting:** January 24, 2023

**Report No:** 2023-GG-015

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#### 1.0 Issue / Origin

- The purpose of this report is to provide an overview of the newly created Brock Business Toolkit and outline planned promotional efforts.
- This report will be accompanied by an on-screen demonstration by Glen Macfarlane; Rural Economic Development Specialist with the Region of Durham's Economic Development and Tourism Division.

#### 2.0 Background

- The Agriculture and Rural Economic Development section of the Region of Durham's Economic Development and Tourism Division (Invest Durham) supports economic development efforts and initiatives in the Townships of Brock, Scugog and Uxbridge (north Durham) and led the development of the Brock Business Toolkit in coordination with Township staff.
- Business Toolkits were developed for each north Durham municipality to fulfill a need for a one-stop-shop for relevant, Township-specific and up-to-date business resources that are more easily accessible to prospective investors, entrepreneurs, and current business owners.
- The development of online business information toolkits for each north Durham municipality was a key action identified under the Investment Readiness goal of the [Growing North Durham Economic Development Plan](#).

#### 3.0 Analysis

- While each north Durham toolkit follows a similar format, the information, resources and design have been tailored to each specific municipality.

- The Brock Business Toolkit can easily be accessed by searching [TownshipOfBrock.ca/BusinessToolkit](http://TownshipOfBrock.ca/BusinessToolkit) on any web browser.
- The toolkit can also be found under the Building and Business Development tab on the Township's website.
- The Brock Business Toolkit has been designed with ease of use in mind, and information is organized into the following categories:
  - a. **The Brock Advantage:** Toolkits begin with community information tailored towards prospective investors interested in the Township of Brock as a place to do business. Resources include community profiles, regional data reports, strategic plans, etc.
  - b. **Starting or Expanding Your Business:** This section includes information and resources of interest to investors or entrepreneurs who have decided to establish their business in the Township of Brock and need information on next steps (e.g. site selection, building permits, business licences, development charges, etc.).
  - c. **Operating Your Business:** This section includes relevant information for existing business owners and entrepreneurs within the Township such as resources for hiring local talent, shop local initiatives, local business support organizations, etc.
  - d. **Connect with Us:** Contact information for Invest Durham's Rural Economic Development Specialist is included should users have further questions or would like to discuss their investment opportunities in greater detail.
- With support from Township staff, Invest Durham's Rural Economic Development Specialist will be responsible for ensuring information and resources within the toolkit are kept up-to-date and new information is added as necessary.

#### 4.0 Related Policies / Procedures

Section 3 of The Township of Brock's Official Plan identifies several Economic Development Goals, including 3.1.4 which identifies the Region working cooperatively with the Township to promote private investment and to effectively market the municipality.

#### 5.0 Financial / Budget Assessment

There is no financial component required from the Township in relation to the Brock Business Toolkit.

#### 6.0 Climate Change Impacts

There are no climate change impacts associated with the development of the Brock Business Toolkit

#### 7.0 Communications

- Promotional post-cards have been created for each Township. The postcards incorporate local branding/colours, logos, natural assets and local landmarks.

- In addition, electronic graphics and matching webpage banner images have been developed to promote the toolkit online.
- Several activities are planned to assist with promotion of the toolkits:
  - a. Printing of business toolkit postcards and distribution to members of Council and appropriate staff, to be available for distribution to businesses during meetings (e.g., grand openings, economic development business visits, etc.)
  - b. Distribution of printed postcards to the Brock Board of Trade and other Township facilities where target audiences may visit.
  - c. A social media campaign in partnership with Township communications staff and local business support organizations
  - d. Inclusion in economic development and township newsletters
  - e. Word-of-mouth

## **8.0 Conclusion**

With the creation of the Brock Business Toolkit, the Township of Brock is now equipped with a centralized resource for prospective investors and current business owners/entrepreneurs to source valuable resources and information.

As next steps, staff will work with area municipal representatives to share information about how to access and utilize the toolkits. Members of local Council and business support organizations will be instrumental in promoting these toolkits to the Brock business community.

## **9.0 Recommendation**

BE IT RESOLVED THAT Report 2023-GG-015, Online Business Toolkit be received.