



# *Our Brockville...*

## City of Brockville Official Plan

### Socioeconomic Development Mission



#### **To the Community of Brockville, please think about this:**

- Brockville has enjoyed a strong economic base founded in manufacturing and tourism.
- Today, global, national and local economic changes are occurring at a rapid pace and Brockville must act now in order to be in the best possible position for the future. This means taking advantages of our opportunities as well as weathering the challenges.
- The foundation for our future prosperity will be the retention and creation of local, well-paying jobs, right here in Brockville.
- Some of the benefits will be:
  - Brockville residents will have the opportunity to work locally, increasing their time at home with families and in the Community.
  - Youth will have these same employment opportunities and are more likely to reside in the Community.
  - The industrial and commercial property tax base will be increased, helping to ensure that the services that are enjoyed today can continue into tomorrow.

These are important goals for the Community; they will have far-reaching effects and are part of an ongoing process that will take many years to accomplish in full. **We need to start now.** Consultation and careful planning are essential at the outset so that present and future Brockville City Councils will have a “roadmap” to follow and momentum with which to move the Community forward.

#### **So what do we do?**

The City of Brockville is creating an ongoing Socioeconomic Development Mission to achieve these vital goals and it is a key element of the over-arching Official Plan initiative being undertaken at this time. The word ‘socio’ reminds us that we are doing this for the people of Brockville. The very first step in this process is to understand the Values of the Community and this is where your views count the most. **Expressing what is important to you, the Community, will provide the guidance and destination for the road-map.**

There are many ways for you to participate and we will use every means possible to encourage that participation. As thought provokers, attached are some views that have been compiled from other consultations across Ontario. This is just a starting point so please think well beyond this and build upon what you read here.

***Change will most certainly happen  
but we should not fear if we plan it together.***

**Thank you.**



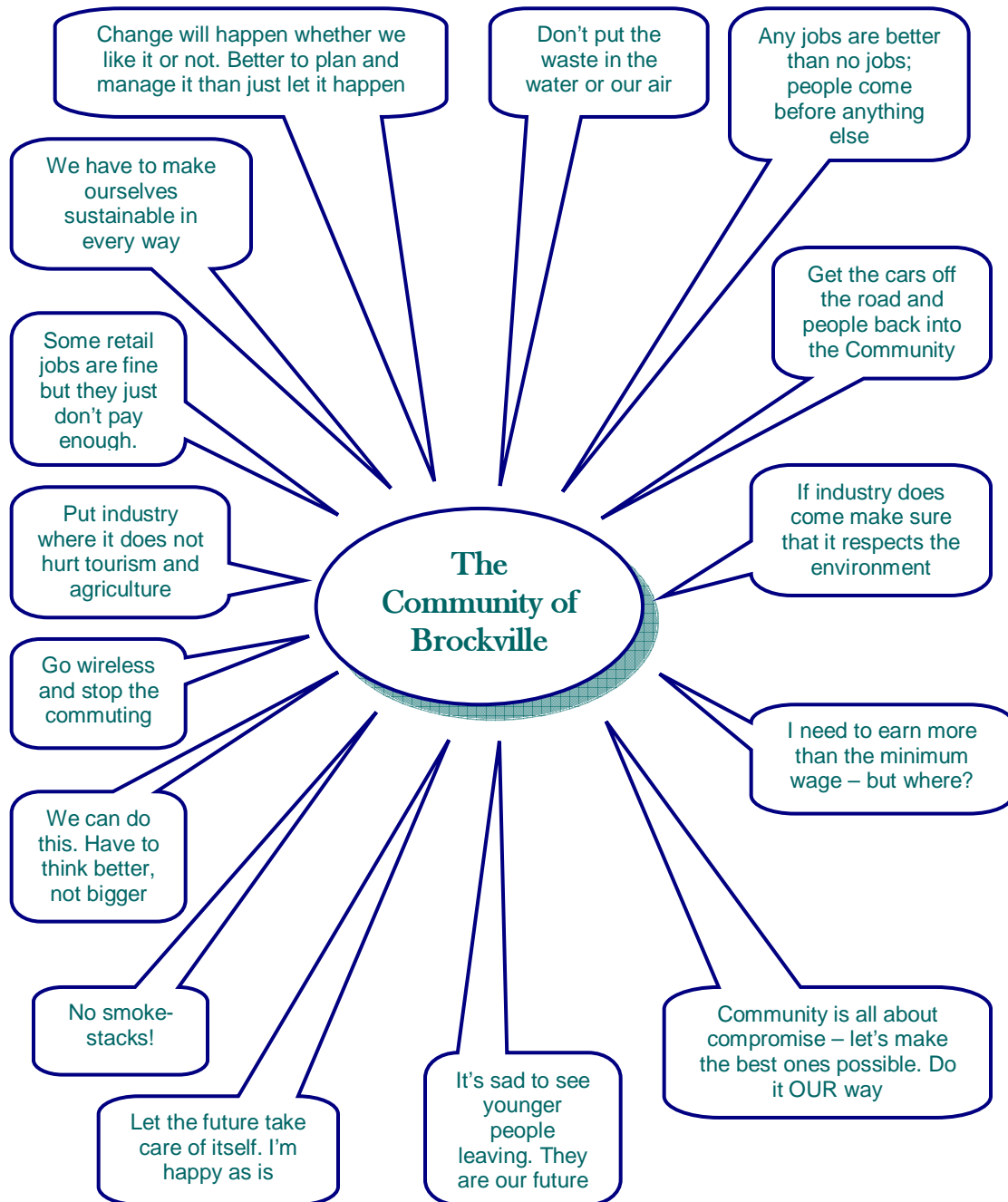
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#### Examples of thoughts from other communities





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### ***Have YOUR say...***

Please describe your sense of Values in any manner that best suits you.  
Write as much or as little as you wish. Use the form below or send a separate E-Mail.  
Or a fax. Or call. *The contact information is on the last sheet.*

The following are only to provoke thought and are some of the factors considered by other communities. If you wish, rank some of these examples below – use ‘1’ as the most important and so on - but feel free to make two or more equal.

***Then add more in your own words.***

| <b><i>Our Brockville...</i></b>                                     | <b><i>Is this important to me?</i></b> |
|---------------------------------------------------------------------|----------------------------------------|
| ...will have local, well-paying jobs year-round                     |                                        |
| ...will be prosperous                                               |                                        |
| ...will have opportunities for youth, encouraging them to stay      |                                        |
| ...will be second-to-none in telecommunications                     |                                        |
| ...will have excellent local services                               |                                        |
| ...will treat the waterways and watersheds as sustainable resources |                                        |
| ...will have places to play                                         |                                        |
| ...will maintain the small town feeling                             |                                        |
| ...will be socially sustainable                                     |                                        |
| ...will be environmentally sustainable                              |                                        |
| ...will be a safe community                                         |                                        |
| ...                                                                 |                                        |
| ...                                                                 |                                        |
| ...                                                                 |                                        |
| ...                                                                 |                                        |
| ...                                                                 |                                        |
| ...                                                                 |                                        |
| ...                                                                 |                                        |

*We would like to know who you are:*

|                   |                   |                |
|-------------------|-------------------|----------------|
| <b>Your Name:</b> | <b>Telephone:</b> | <b>E-Mail:</b> |
|                   |                   |                |



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***If you would like to write more, then please do so...***

\_\_\_\_\_ *Add as many sheets as you like* \_\_\_\_\_

***Have an idea? Beyond your Values, please share some ideas as to HOW to achieve socioeconomic prosperity in Brockville?***

**Industry?**

**Agriculture?**

**Tourism?**

**Other?**

#### **Contacting us**

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*This is long distance so leave a message and allow us to return the call*