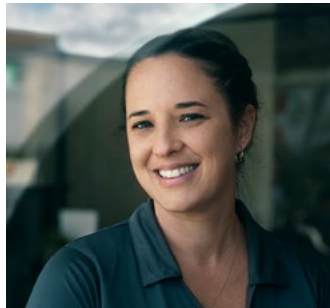


# BRUCE COUNTY FACES OF RESILIENCE

*Showcasing the Support the Bruce: Business Sustainability Fund*



**economic**  
**TASK FORCE**



## SUPPORTING BRUCE BUSINESSES IN UNPRECEDENTED TIMES

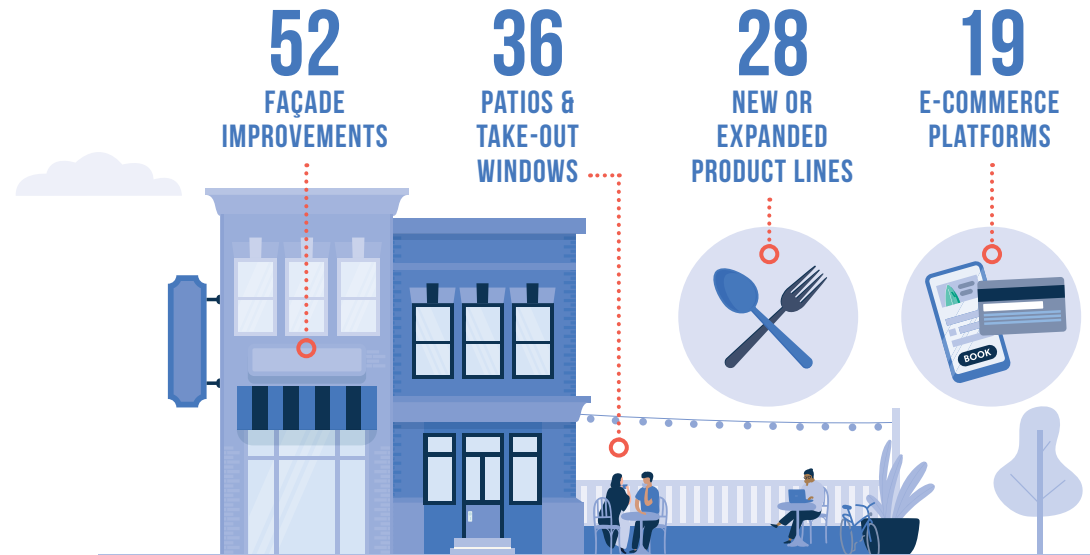
The *Support the Bruce: Business Sustainability Fund* (2020–2021) was developed to stabilize the Bruce County economy in the wake of COVID-19 pandemic. The fund was developed in concert with Bruce County Economic Task Force – established in March 2020 – to support businesses and guide Bruce County back to a thriving economy.

On May 12, 2020, Bruce County Council endorsed the *Support the Bruce: Business Sustainability Fund* of \$1,750,000. It included an array of grant and loan options, built to help businesses combat the adverse economic impacts of the pandemic.

*This fund has allowed businesses to pivot, adapt, enhance, and reimagine their business through different supports:*

GRANT/LOAN	AMOUNT	TOTAL FUNDS
<b>Starter Company Plus/ Business Pivot Adaptation</b>	up to \$5,000	\$400,000
<b>Spruce the Bruce</b>	<ul style="list-style-type: none"> <li>• up to \$4,000 for façade improvements and patio projects</li> <li>• up to \$1,000 for perpendicular signs and awnings</li> <li>• up to \$2,500 for collaborative marketing</li> </ul>	\$250,000 (combined total)
<b>Business Safety Supplies</b>	up to \$1,500	\$250,000
<b>Special Edition Tourism Innovation Lab Spark</b>	up to \$10,000	\$100,000
<b>Emergency Business Sustainability Loan</b>	up to \$20,000	\$750,000

AS OF OCTOBER 1, 2020 THIS FUND HAS LED TO:



Bruce County's Economic Development Team  
connected with entrepreneurs in record numbers:

**1,089**  
inquiries  
made

**468**  
connections made with  
stakeholders and partners

**406**  
consultations  
held

The *Support the Bruce: Business Sustainability Fund* was unprecedented – it was designed from scratch, based on the business community's input, and uniquely addressed specific challenges. It enabled Bruce County to provide supports that were meaningful and relevant, which will have lasting impacts leading to the betterment of Bruce County communities as they rebuild, recover, and sustain.





**\$1,307,866**

**HAS BEEN DIRECTED TO 383  
LOCAL BUSINESS OWNERS**

**SUMMER HOUSE PARK**  
Darci Lombard • Miller Lake, ON  
Added a patio & takeout window

PHOTO BY SPRING MORRIS

## THE FACES OF RESILIENCE

### A SPOTLIGHT ON BRUCE COUNTY ENTREPRENEURS

Bruce County businesses are integral to the development of the local economy. The COVID-19 pandemic adversely impacted the business community. Bruce County Economic Development launched a survey and reached out directly to business owners to discover their struggles and individual needs in this unexplored experience. Overall, an abundance of unease was found across the County regardless of the business industry.

It was noted that a recurring top concern from business owners showed a significant financial need and deep uncertainty of the future. This led to quick actions by the Bruce County Economic Task Force. With Bruce County Council support and guidance, the Bruce County Economic Task Force created a unique suite of business supports to assist businesses during challenging times.



PHOTO BY HOOMAN MESRI PHOTOGRAPHY

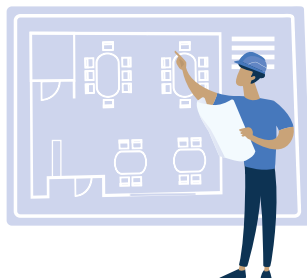
**TENNYSON'S SAFETY & RENTAL**  
Bill Tennyson • Underwood, ON  
Set up contactless drop-off/pick-ups & security system



# STARTER COMPANY PLUS / BUSINESS PIVOT ADAPTATION GRANT

This grant was designed to provide financial support for businesses that needed to pivot their business model, enhance their product offerings, or expand their business. In partnership with the Province of Ontario, this grant is given as a component of the Starter Company Plus initiative along with business planning, training, and mentorship opportunities.

*1 in 5 businesses renovated their interiors in order to maintain capacity*



## GRANT IMPACT

**\$318,366**  
DISTRIBUTED  
TO  
**68**  
BUSINESSES



**BUDD STEEL ARCHITECTURAL PRODUCTS**  
Elaine Fischer • Teeswater, ON  
Acquired a laser machine for a new product line



**HOITY TOITY CELLARS INC.**  
Diane & Gary Fischer • Mildmay, ON  
Added patio & new entrance



**COMPLETE WELLNESS INC.**  
Becky Thomas • Wiarton, ON  
Renovated & purchased new equipment



**THE KING'S PEARL PUB & EATERY**  
Nancy Alexander • Tiverton, ON  
Expanded the patio



# SPRUCE THE BRUCE GRANTS

These grants were designed to provide financial support to business owners in making modifications due to the pandemic. They provided support to create an attractive, safe, and vibrant downtown.

## DOWNTOWN ENHANCEMENTS



Façade Improvements  
& Patio Grants



Perpendicular  
Signage & Awning



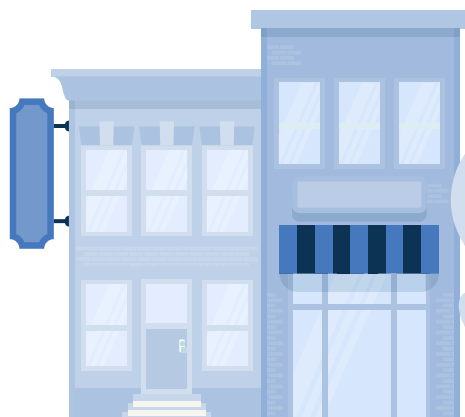
Collaborative  
Marketing

## GRANT IMPACT

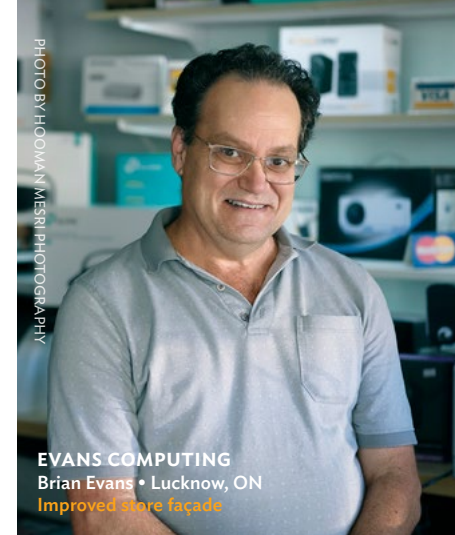
\$250,000  
DISTRIBUTED

TO

103  
BUSINESSES



**HARLEY'S PUB & PERK**  
Nicole Wise • Mildmay, ON  
Improved restaurant façade



**EVANS COMPUTING**  
Brian Evans • Lucknow, ON  
Improved store façade



**TARA GENERAL STORE**  
Sherri Macdonald • Tara, ON  
Improved store façade



## BUSINESS SAFETY SUPPLIES GRANT

To operate in compliance, businesses need to make a considerable investment in providing a safe environment for customers and employees. The Business Safety Supplies grant contributed to the purchase of Personal Protective Equipment, hard surface disinfectants, hand sanitizers, and modifications to business spaces to allow for social distancing. This was administered by the Bruce Community Futures Development Corporation and the Saugeen Economic Development Corporation.

### GRANT IMPACT

**\$250,000**  
DISTRIBUTED

TO

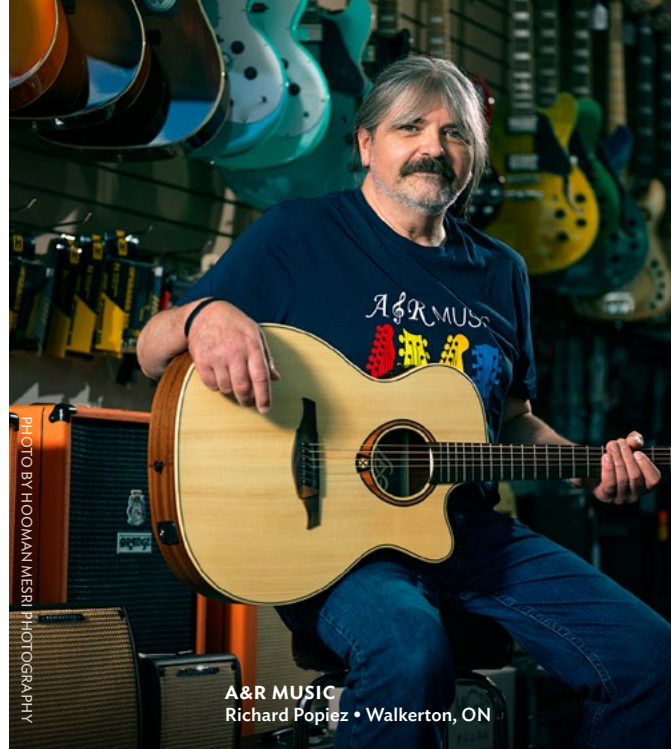
**180**  
BUSINESSES



**NEPTUNE'S HIDEAWAY**  
Kim Humble • Tobermory, ON



**RISTORANTE ROSINA**  
Steven Harris • Port Elgin, ON



**A&R MUSIC**  
Richard Popiez • Walkerton, ON



**GREY MATTER BEER CO. LIMITED**  
Meag Durkin & Michael Hueftlein  
Kincardine, ON



## SPECIAL EDITION TOURISM INNOVATION LAB SPARK GRANT

Through this grant, Bruce County, Regional Tourism Organization 7, and the Ontario Tourism Innovation Lab partnered to support businesses on re-imagining or re-tooling their tourism operations, offerings and products to respond, pivot, and adapt to the short and medium-term tourism landscape and opportunities.

### GRANT IMPACT

**\$100,000  
DISTRIBUTED**

**TO**

**11  
BUSINESSES**

**6** *new experiences  
were developed*

**CAPE CROKER PARK**  
Lenore Keeshig • Cape Croker, ON  
Created an interpretive teaching lodge



PHOTO BY SPRING MORRIS

**ASCENT AERIAL PARK**  
Ryan Gardhouse • Sauble Beach, ON  
Added a new laser maze



PHOTO BY HOOMAN MESRI PHOTOGRAPHY

**THORNCREST OUTFITTERS**  
Janette Thorne • Southampton, ON  
Upgraded van & improved online bookings

## EMERGENCY BUSINESS SUSTAINABILITY LOAN

The Bruce County Emergency Business Sustainability Loan was designed to provide business owners with a low-interest loans. This was administered by the Bruce Community Futures Development Corporation and the Saugeen Economic Development Corporation.

### LOAN IMPACT

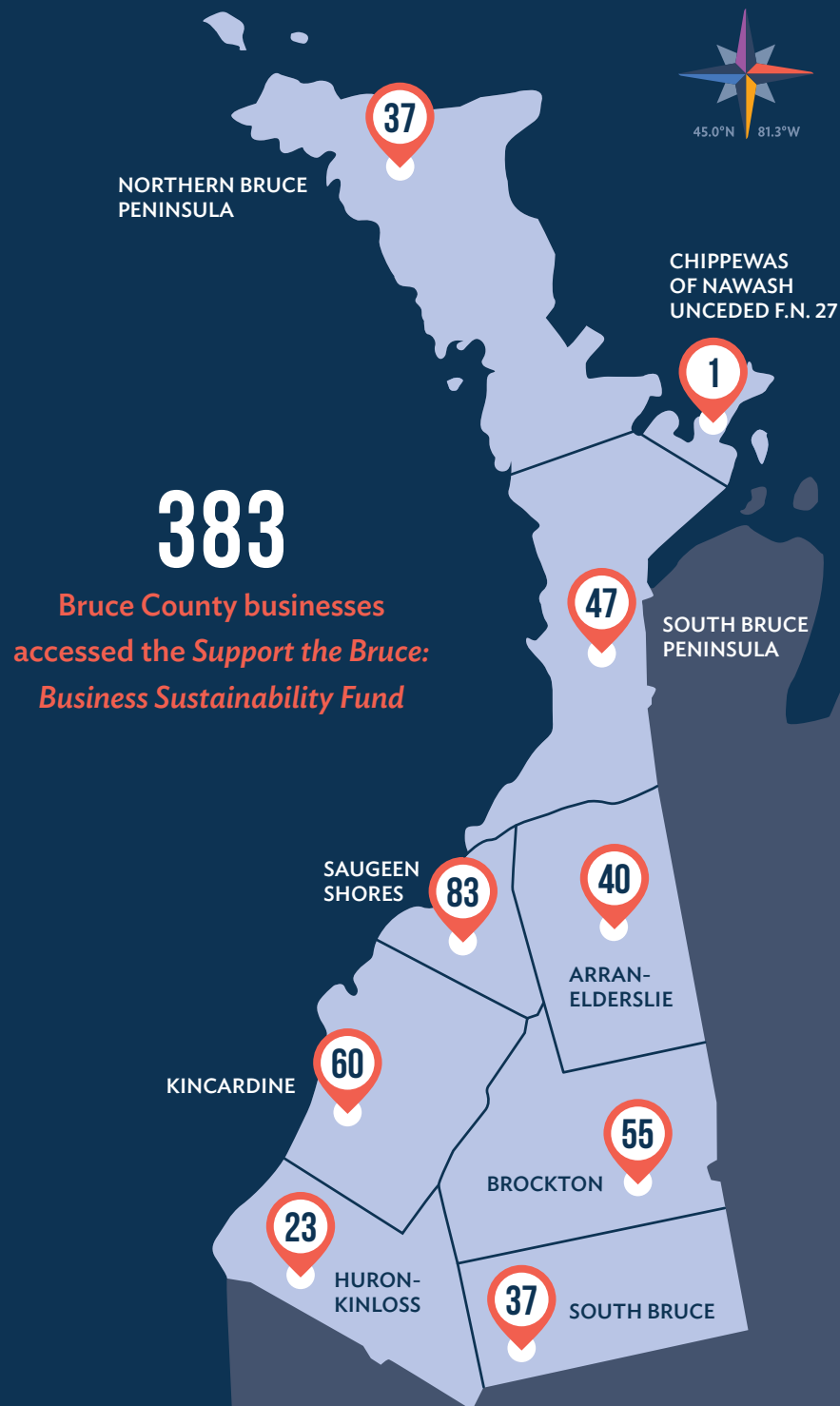
**\$389,500**  
DISTRIBUTED

TO

**21**  
BUSINESSES



### APPROVED NUMBER OF LOANS BY SECTOR







**HIGHVIEW FOOD & DRINK**  
Eugene Barone • Southampton, ON  
Added a patio

PHOTO BY SPRING MORRIS



**TOMBOI ARTISAN ICE CREAM**  
Paisley, ON  
Reconfigured business & brand

PHOTO BY SPRING MORRIS



**CONSCIOUS CREATIONS ART**  
Cindy Pearce • Ripley, ON  
Improved store façade



**ARRAN LAKE COTTAGE RENTALS**  
Tara, ON  
Added a new dock, tables & website

PHOTO BY HOONAN MESRI PHOTOGRAPHY



# ACKNOWLEDGMENTS

The Bruce County Economic Task Force is made up of Bruce County's Economic Development staff with a focus on local Business Stakeholders impacted by COVID-19 pandemic, representative of the geography of Bruce County.

## BRUCE COUNTY ECONOMIC TASK FORCE MEMBERS

### Chair

Kara Van Myall, Director, Planning & Development, Bruce County

### Deputy Chair

Jill Roote, Manager of Economic Development, Planning & Development, Bruce County

## MEMBERS BY SECTOR

### Tourism

Ashley Salen, Blue Heron Cruise Lines  
Graham Thomas, EcoAdventures  
Bruce Peninsula

### Retail

Dave Rudell,  
Southampton Olive Oil Company  
Darryl Perry, Penetangear

### Professional Services

Wendy Liddle,  
RAGBOS Director (Real Estate)  
Dr. Laura Barfoot, Chiropractor

### Food and Accommodation

Steve Harris, Restaurante Rosina  
Andrew Windsor, Best Western Plus

### Agriculture

Adam Ireland, South Bruce  
Community and Business Association  
John Rodgers, President, Bruce County  
Federation of Agriculture

### Manufacturing

Andy Dunlop,  
Kaumagraph International Limited  
John Larsen, Larsen and Shaw Limited

### Nuclear

David Abbott, Bruce Power  
Alison Fernandes, OCNI

### Political Representatives

Mitch Twolan, Warden, Bruce County  
Steve Hammel, Mayor, Arran-Elderslie

*Thank you to Bruce County Council and Task Force Members for their guidance and hard work to make a difference.*

The Task Force is supported by various organizations, as well as local municipal Economic Development professionals, CAO's, Clerks, Treasurers etc.

## COMMITTEE SUPPORT

Local Economic Development	Lead <b>Manpreet Kaur Sangha</b> , Economic Development Officer, EDO Representative, Bruce County
Museum and Culture	<b>Cathy McGirr</b> , Museum Director, Bruce County
Finance, Local Treasurer	<b>Edward Henley</b> , Director of Corporate Services, Treasurer Representative, Bruce County
Local CAO	<b>Sonya Watson</b> , CAO Representative, Brockton
Local Clerk	<b>Emily Dance</b> , Clerk Representative, Huron Kinloss
Local Business Improvement Area	<b>Rick Clarke</b> , BIA Representative, Kincardine
Local Chamber	<b>Kimberley Inniss-Petersen</b> , Chamber Representative, Saugeen Shores
Community Futures Development Corporation	<b>Barb Fisher</b> , Bruce Community Futures <b>Rose Austin</b> , Saugeen Economic Development Corporation
Ministry of Economic Development	<b>Steve Smith</b> , Regional Advisor
Ministry of Tourism	<b>Christine Anderson</b> , Regional Advisor
Ontario Ministry of Agriculture and Food	<b>Cheryl Brine</b> , Regional Advisor
Regional Tourism Organization 7	<b>Bill Sullivan</b> , Chief Executive Officer
Four County Labour Market Planning Board	<b>Gemma Mendez-Smith</b> , Executive Director

Photography by **Spring Morris** and **Hooman Mesri Photography**.



