



Committee Report

To: Warden Mitch Twolan
Members of the Planning and Development Committee

From: Kara Van Myall
Director of Planning and Development

Date: December 20, 2018

Re: Spruce the Bruce 2018 Final Report

Recommendation:

The Spruce the Bruce 2018 Final Report is for information.

Background:

In its' 9th year, Spruce the Bruce supports local community efforts to facilitate long-term downtown revitalization plans, bringing together stakeholders to build community capacity and assist with strategic policy and capital investment. The program provides communities with the resources to develop strategies and implementation methods necessary to maintain and grow healthy commercial areas in association with the County and various partners.

The program continues to reap results as seen via received support, demand for grants that help with physical design improvements, economic development, marketing/promotion plans and studies that support local revitalization and overall community health.

2018 Highlights:

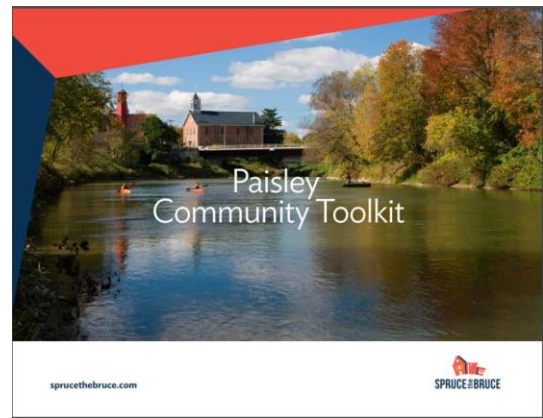
The granting portion of the program launched February 1, 2018. The deadline for approved applicants to complete their project was October 31, 2018. Staff regularly communicated with applicants and local organizing committees throughout the year to ensure each community was aware of the grant program and had the opportunity to apply.

Although not all grant funds were allocated this year, due to a few projects not being completed within the specified timeline and several projects coming in under budget, there was a high level of engagement with 41 successful grant recipients in 2018.

Of special note is that two new communities came onboard with the program this year as they demonstrated they had the necessary ingredients for success: organization; foundations; and local leaders in the community who can accomplish the goals and objectives.

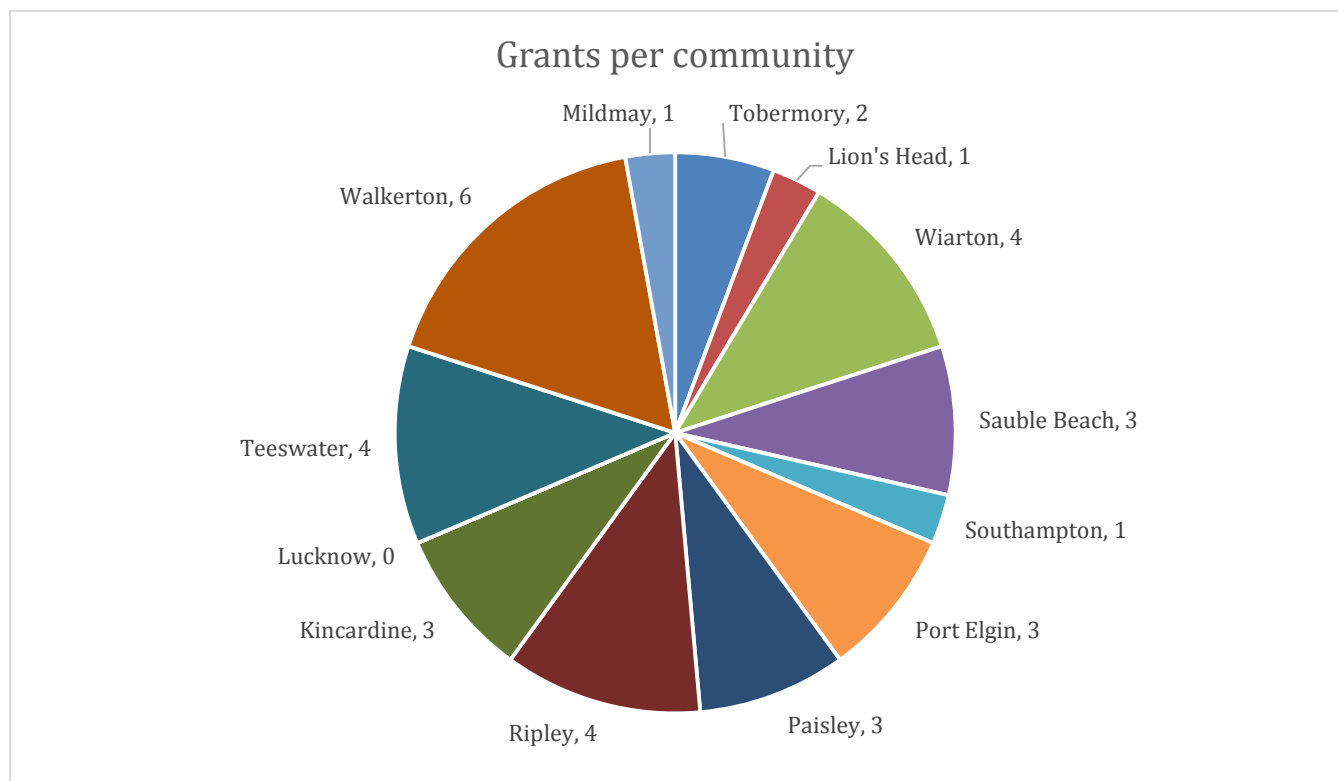
On February 12, 2018, Arran-Elderslie Council approved and endorsed, the Spruce the Bruce Toolkit for Paisley and acknowledged their continued support to the Paisley Spruce the Bruce Committee in their commitment to downtown revitalization.

On February 13, South Bruce Council supported the Teeswater Tourism Committee in an effort to move forward their Spruce the Bruce Toolkit and the actions within the Plan.



Other communities eligible for grants in the 2018 as part of step five of the program: Capitalize included Kincardine, Lion's Head, Lucknow, Mildmay, Port Elgin, Ripley, Sauble Beach, Southampton, Teeswater, Tobermory, Walkerton and Wiarton.

The charts below illustrate the breakdown of the grants awarded by community.



There were an additional six grants awarded under the Explore the Bruce marketing grants. The Explore the Bruce grants facilitated efforts to market and promote collaborative partnerships between business owners and local associations.

Total Grants awarded by Type in 2018:

- 2 Community Signage Grants
- 2 Destination Infrastructure Grants
- 9 Façade Improvement & Sidewalk Patio Grants
- 15 Storefront Signage & Awning Grants
- 7 Streetscape Beautification Grants
- 1 Regional Marketing Grant
- 5 Collaborative Marketing Grants

The County of Bruce, through the Spruce the Bruce granting portion of the program, invested a total of \$106,816.50 towards 41 projects. The total investment (public / private) was \$402,423. The investment by Bruce County additionally leveraged \$295,607.05 of both private and public dollars, which was invested back into strengthening downtown community economies.

Every \$1 dollar invested by the 2018 Spruce the Bruce program yielded an average return of \$2.34 in Bruce County communities. This is a lower ratio than the program has seen in previous years and staff will be reviewing how leverages can increase in 2019. The average cost per project in the 2018 Spruce the Bruce program was \$9,815.

\$106,816

- Total Granted by the County

\$295,607

- Total Leveraged Amount

\$402,423

- Total Project Amount

\$9,815

- Average Cost Per Project

\$1 : \$2.34

- Average Rate of Return Ratio

All successful applicants have now completed their 2018 projects. The following is the final list of the completed project grants who have received. (See Appendix 'A' for testimonials and before and after images from some of the highlighted recipients).

Spruce the Bruce Grants

Recipient	Community	Grant Type	Grant Amount
Kincardine & Bayfield Hearing Clinics	Kincardine	Storefront Signage & Awning	\$375.00
The Loop	Kincardine	Storefront Signage & Awning	\$1,000.00
Now Playing	Kincardine	Storefront Signage & Awning	\$1,000.00
Lion's Head Motel	Lion's Head	Façade Improvement	\$2,187.50
Balaklava Audio	Mildmay	Storefront Signage & Awning	\$1,000.00
Cowan Canoe & Kayak Livery Inc	Paisley	Storefront Signage & Awning	\$1,000.00
Municipality of Arran-Elderslie	Paisley	Streetscape Beautification	\$6,869.30
Paisley Chamber of Commerce	Paisley	Streetscape Beautification	\$4,500.00
All Seasons Motel	Port Elgin	Façade Improvement	\$4,000.00
The Woodpecker	Port Elgin	Storefront Signage & Awning	\$1,000.00
All Seasons Motel	Port Elgin	Storefront Signage & Awning	\$732.50
Township of Huron-Kinloss	Ripley	Community Signage	\$5,000.00
FIG Studio Kitchen	Ripley	Façade Improvement	\$2,048.80
FIG Studio Kitchen	Ripley	Storefront Signage & Awning	\$829.16
Township of Huron-Kinloss	Ripley	Streetscape Beautification	\$9,542.40
K's Takeout (Chip & Patty)	Sauble Beach	Façade Improvement	\$2,854.95
K's Take Out (Chip and Patty)	Sauble Beach	Storefront Signage & Awning	\$1,000.00
Bikini Paradise	Sauble Beach	Storefront Signage & Awning	\$1,000.00
Southampton BIA	Southampton	Streetscape Beautification	\$2,100.00
Stephanie Currie - Teeswater Hotel	Teeswater	Façade Improvement	\$4,000.00
McDonagh Insurance Brokers	Teeswater	Façade Improvement	\$2,835.61
Jenessa's Hair Studio	Teeswater	Façade Improvement	\$2,955.69

Recipient	Community	Grant Type	Grant Amount
Municipality of South Bruce	Teeswater	Streetscape Beautification	\$3,262.95
The Fish & Chip Place	Tobermory	Storefront Signage & Awning	\$1,000.00
Tobermory Princess Hotel	Tobermory	Storefront Signage & Awning	\$1,000.00
Walkerton Community Improvement Committee	Walkerton	Community Signage	\$5,000.00
Community Improvement Committee	Walkerton	Destination Infrastructure	\$2,500.00
Community Improvement Committee	Walkerton	Destination Infrastructure	\$2,500.00
Elephant Juice Walkerton	Walkerton	Storefront Signage & Awning	\$1,000.00
Essential U Designs	Walkerton	Storefront Signage & Awning	\$1,000.00
Walkerton Community Improvement Committee	Walkerton	Streetscape Beautification	\$9,660.00
The Round Table	Warton	Façade Improvement	\$4,000.00
One Life Health & Wellness	Warton	Façade Improvement	\$1,117.33
One Life Health & Wellness	Warton	Storefront Signage & Awning	\$653.33
Town of South Bruce Peninsula	Warton	Streetscape Beautification	\$3,946.50
Total			\$94,471.02

Explore the Bruce Grants

Recipient	Grant Type	Grant Amount
Harron Marketing	Regional Marketing	\$2,500.00
Saugeen Valley Conservation Authority	Destination Infrastructure	\$2,500.00
Township of Huron-Kinloss	Collaborative Marketing	\$2,080.00
Town of Saugeen Shores	Collaborative Marketing	\$2,500.00
Teresa Purchase	Collaborative Marketing	\$265.48
Bruce Peninsula Biosphere Association	Collaborative Marketing	\$2,500.00
Total		\$12,345.48

Please note: in the Town of South Bruce Peninsula and Township of Huron-Kinloss, approved grant project funding is split into thirds. One third paid by the municipality, one third paid by the County and one third paid by the applicant.

Looking Ahead to 2019:

Staff have worked with municipal and community leaders to complete an Economic Assessment for each community. This will allow us to track economic development improvements, changes and capacity within each community. This assessment aligns with the Business to Bruce and Explore the Bruce initiatives, as an overarching assessment of economic development. Some of the identified areas to focus on in 2019 include:

- Continuing to update Community Toolkits and supporting community developed and driven local Action Plans.
- Reviewing options for 2019 grants including specific criteria for each grant to ensure alignment and potential additional grant types/categories that support the broader economic development.
- Continuing to expand and work with communities on enhanced branding efforts and highlighting a “Destination Development” focused agenda at the local community level.
- Continuing to enhance the program awareness and branding of the Economic Development programs both within the County and within the Province.

Financial/Staffing/Legal/IT Considerations:

There are no financial, staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

None

Link to Strategic Goals and Elements:

Goal #7 - Stimulate and reward innovation and economic development

Element #C - Create local small business incubation and innovation centre for local economic development.

Written by: Paul McGrath, Project Coordinator, Planning & Development

Approved by:

A handwritten signature in black ink, appearing to read 'Marianne Nero', written in a cursive style.

Marianne Nero
Acting Chief Administrative Officer