



# The Corporation of the Municipality of Arran-Elderslie

## Information Report

Meeting Date: October 16, 2024

Report From: Jennifer Isber-Legge, Economic Development Coordinator

Subject: TCWG.24.04 Tara Community Toolkit

Appendices:

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### **Report Summary**

This report summarizes the Tara Community Toolkit and Tara Façade Guidelines finalized in June 2023.

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### **Background**

#### **Tara Community Toolkit**

Community brand guidelines are not a policy or by-law that requires compliance. Instead, they look to influence the municipality and community partners to revitalize their streetscapes and communities in a way that demonstrates a cohesiveness. Grants provide an extra level of incentives to influence community projects to meet these guidelines.

For Spruce the Bruce grants that include visual elements, the community brand guidelines act as an evaluation tool, hence why they are required. They ensure that grants approved in your municipality support the visual goals of the community. Guidelines are developed to ensure there is a unified, consistent and clear brand message used across a wide range of marketing and communications. These guidelines were developed with input from the community and provide specific directions for use of the community's logo and slogan, imagery, fonts and colours.

#### **Tara Façade Guidelines**

The Façade Improvement Guideline for Tara is essentially a façade improvement “information tool” addressing topics typically related to context, building envelopes, building/street relationships, climate, entrances, safety, adaptability, expression, scale, exterior materials, performance, etc. This document, coupled with grant applications

through the Municipality and Bruce County, can lead to planned facade improvements brought to fruition. Visit [www.arran-elderslie.ca](http://www.arran-elderslie.ca) and [www.sprucethebruce.com](http://www.sprucethebruce.com) for information regarding Arran-Elderslie and Bruce County's grant applications, respectively.

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### **Analysis**

This working group can use these tools to guide their work in the Tara downtown.

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### **Link to Strategic/Master Plan**

6.2 Supporting Businesses and the Local Economy

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### **Financial Impacts/Source of Funding**

None

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Approved By: Emily Dance, Chief Administrative Officer