



# The Corporation of the Municipality of Arran-Elderslie

## Information Report

Meeting Date: October 16, 2024

Report From: Jennifer Isber-Legge, Economic Development Coordinator

Subject: CCWG.24.06 Spruce the Bruce Grants

Appendices:

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### **Report Summary**

This report outlines Spruce the Bruce Grants that may support the Chesley Community Working Group's goals.

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### **Background**

Bruce County's community development programs aim to build vibrant communities by supporting local businesses, municipalities, community partners, commercial areas and public experiences. Spruce the Bruce brings partners together to create a vision for future growth and development by providing tools and grants to achieve that vision.

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### **Analysis**

Spruce the Bruce grants may serve to support the work of the Chesley Community Working Groups goals. This report serves as a summary of grants that the municipality is eligible for.

#### **Community Signage Grant**

Community Signage helps to improve visitor's experiences, while showcasing the community's unique brand. May include Gateway signs, historical plaques, kiosk signs, route/trail markers. Funding: 50% of total project cost up to \$5,000

#### **Streetscape Beautification Grant**

Streetscape beautification projects help to make a community's downtown more attractive, distinctive to their unique brand, and pedestrian-friendly, helping to drive community vibrancy

and development. May include banners, benches, bike racks, greenspace enhancements, public art, seasonal decorations.

Funding: 50% of total project cost up to \$10,000

### **Destination Infrastructure & Active Transportation Grant**

By upgrading and investing in local destination infrastructure around core local attractions, visitor experience is enhanced and increases the likelihood of return trips. Investing in active transportation projects also helps engage residents and visitors and encourages active means of transportation. May include capital improvements to public restrooms, parking areas, and lookouts.

Funding: 50% of total project cost up to \$2,500

Applications are accepted on a first come first serve basis early in the new year.

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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**

Projects must be approved in the 2025 budget before applications are submitted.

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Approved By: Emily Dance, Chief Administrative Officer