



## **Staff Report**

Council Meeting Date: January 27, 2025

Subject: Spruce the Bruce Grant Applications 2025

Report from: Jennifer Isber-Legge, Economic Development Coordinator

Attachments:

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### **Recommendation**

Be It Resolved that Council hereby approves Report SRECDEV-2025-04, Spruce the Bruce Grant Applications 2025; and

Supports the Spruce the Bruce applications for the following projects

1. Community Marketing Grant – Chesley Parks and Trails
2. Community Marketing Grant – Washrooms with Wow
3. Streetscape Beautification Grant – Banners for Tara
4. Streetscape Beautification Grant – Main St Bridge Parkette, Chesley
5. Streetscape Beautification Grant – Holiday Lights in Tara

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### **Background**

Bruce County will open their well-established Spruce the Bruce grant program to applications on February 1<sup>st</sup> for projects that help revitalize properties and build vibrant communities and experiences in Bruce County.

Staff have identified two funding streams that can support projects identified in the 2025 Economic Development budget and the goals of the Chesley and Tara Community Working Groups. Streetscape beautification and attracting visitors through community marketing support our existing businesses, attract new business, and serve our residents.

1. The Community Marketing Grant supports the development of marketing campaigns that stimulate the downtown economy. Funds 50% of total project cost up to \$2,500.
  2. The Streetscape Beautification Grant provides funding to install or improve streetscape improvements in the downtown core. Funds 50% of total project cost up to \$10,000,
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## **Analysis**

Staff are recommending that the applications be submitted for the following projects. Staff will continue to work with contractors to determine the costs of these projects prior to application submission.

1. Chesley Parks and Trails – create custom map to be used in print materials, sign, and website showing access to recreations in Chesley including the heritage walking trail, parks, river access points and facilities. Includes printing of brochures and sign for the downtown.
2. Washroom with Wow – create custom marketing materials with map identifying Arran-Elderslie’s public washroom facilities including accessible washrooms and fun graphics for 3 arenas washrooms and the public washroom at the Municipal office that welcome and attract visitors and residents. Graphics will also reinforce town and municipal branding created as part of our Community Improvement Plan.
3. Banners for Tara - Replace light post banners in the downtown with a design or designs that reinforce Tara’s Community Brand Toolkit.
4. Main St. Bridge Parkette, Chesley - Create a downtown gathering space at that is welcoming to all and accessible. Improvements to this space will open a beautiful view of the mill and river. Removing the grass, installing a solid surface like concrete, and a decorative fence for safety and adding a brightly colored and accessible picnic table are included in this grant application.
5. Holiday Lights in Tara – Replace aging holiday lights with brighter led design.

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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/Link to Procurement Policy**

| Project                 | Project Estimate | Spruce the Bruce | Municipal Contribution, EcDev  |
|-------------------------|------------------|------------------|--|
| Chesley Parks & Trails  | \$3,000          | \$1,500          | \$1,500, Community Dev. Materials budget                                     |
| Washroom with Wow       | \$5,000          | \$2,500          | \$2,500, Strategic Initiatives budget  |
| Banners for Tara        | \$3,000          | \$1,500          | \$1,500, Tara Downtown Revit budget  |
| Main St Bridge Parkette | \$20,000         | \$10,000         | \$7,500 Strategic Initiatives budget, \$2,500 Chesley Downtown Revit. Budget |
| Holiday Lights in Tara  | \$20,000         | \$10,000         | \$7,500 Strategic Initiatives budget, \$2,500 Tara Downtown Revit. Budget    |

All projected municipal contributions are within the approved 2025 Economic Development Budget.

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Approved by: Emily Dance, Chief Administrative Officer