

BRUCE COUNTY FACES OF RESILIENCE

Showcasing the Support the Bruce: Business Sustainability Fund



economic
TASK FORCE



SUPPORTING BRUCE BUSINESSES IN UNPRECEDENTED TIMES

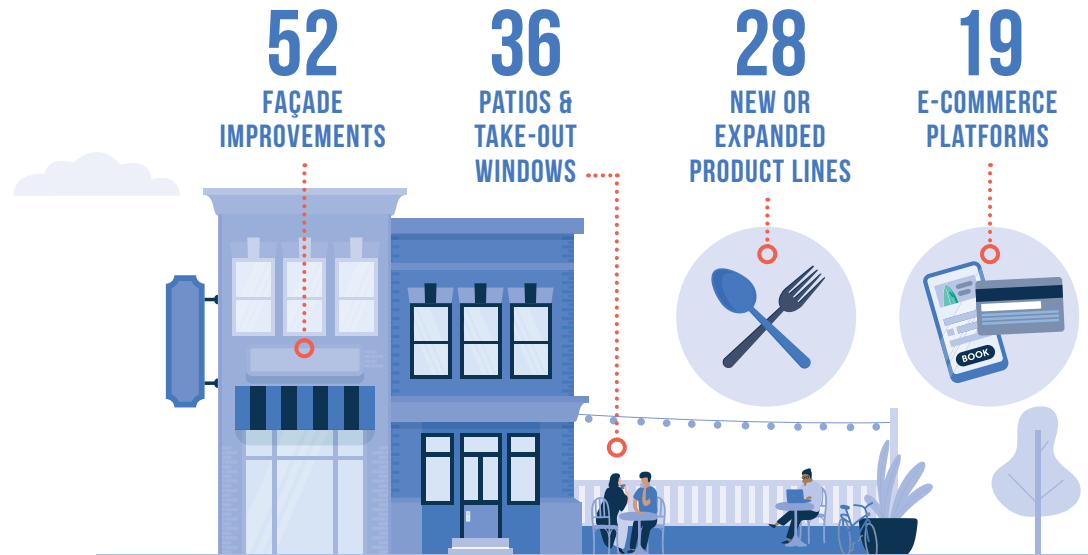
The *Support the Bruce: Business Sustainability Fund* (2020-2021) was developed to stabilize the Bruce County economy in the wake of COVID-19 pandemic. The fund was developed in concert with Bruce County Economic Task Force – established in March 2020 – to support businesses and guide Bruce County back 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
Starter Company Plus/ Business Pivot Adaptation	up to \$5,000	\$400,000
Spruce the Bruce	<ul style="list-style-type: none"> • up to \$4,000 for façade improvements and patio projects • up to \$1,000 for perpendicular signs and awnings • up to \$2,500 for collaborative marketing 	\$250,000 (combined total)
Business Safety Supplies	up to \$1,500	\$250,000
Special Edition Tourism Innovation Lab Spark	up to \$10,000	\$100,000
Emergency Business Sustainability Loan	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**



PHOTO BY SPRING MORRIS

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

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 HOOKMAN MERRI 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

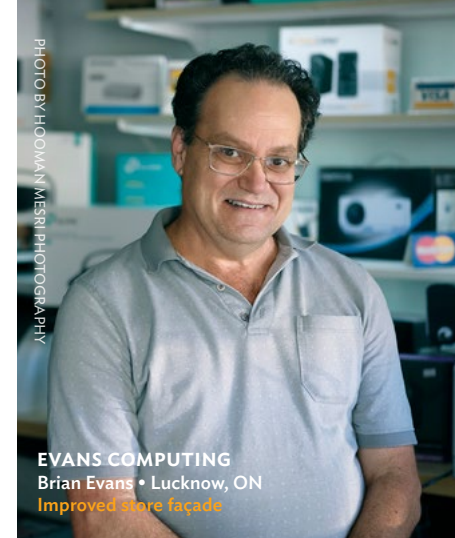
\$250,000
DISTRIBUTED

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

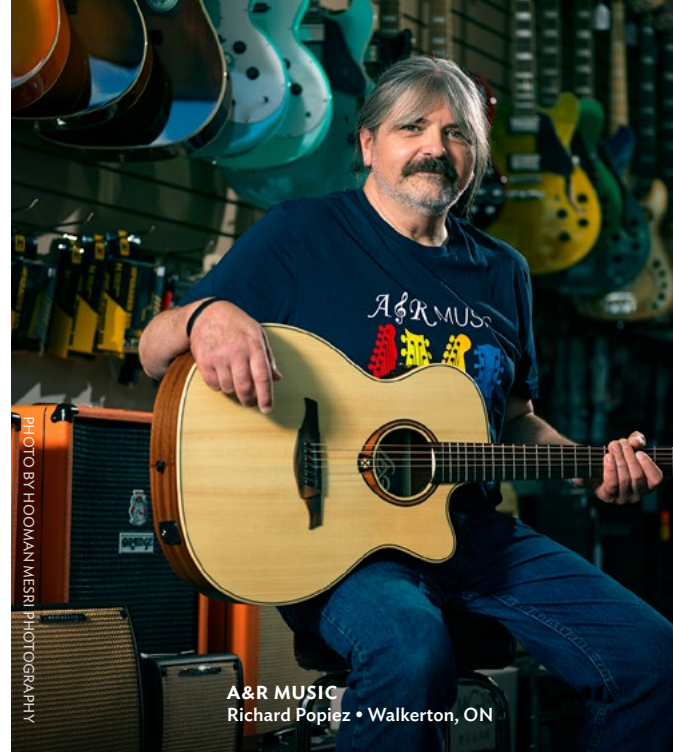
To operate in compliance, businesses need to make a considerable investment in providing a safe environment for customers and employees. The Business Safety Supplies grant contributed to the purchase of Personal Protective Equipment, hard surface disinfectants, hand sanitizers, and modifications to business 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



A&R MUSIC
Richard Popiez • Walkerton, ON

PHOTO BY HOOMAN MESRI PHOTOGRAPHY



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

PHOTO BY SPRING MORRIS



NEPTUNE'S HIDEAWAY
Kim Humble • Tobermory, ON

PHOTO BY HOOMAN MESRI PHOTOGRAPHY



RISTORANTE ROSINA
Steven Harris • Port Elgin, ON

PHOTO BY SPRING MORRIS

SPECIAL EDITION TOURISM INNOVATION LAB SPARK GRANT

Though 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



PHOTO BY SPRING MORRIS

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



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



PHOTO BY HOOMAN MESRI PHOTOGRAPHY

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

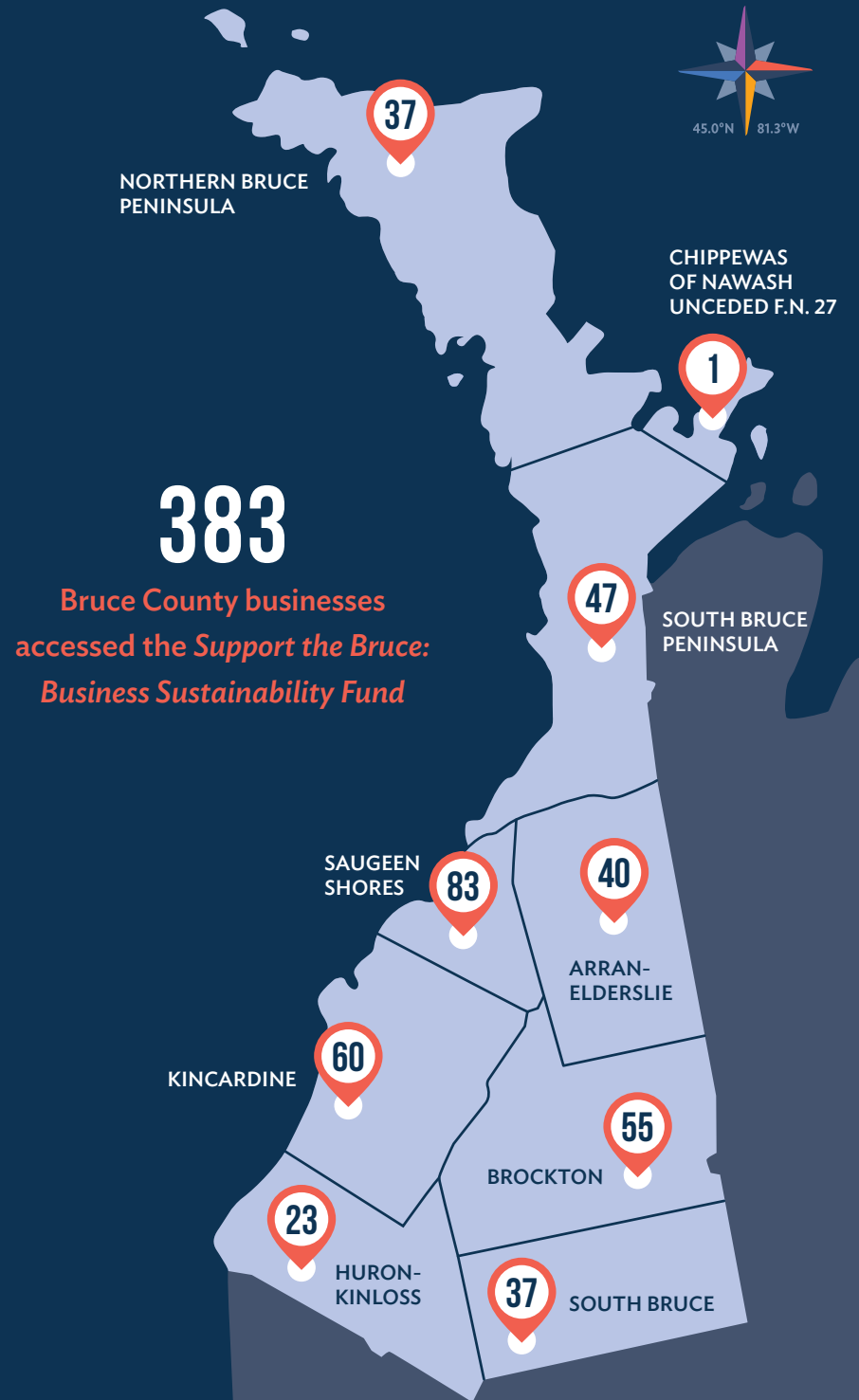
PHOTO BY HOOMAN MESRI PHOTOGRAPHY

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.



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

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



45.0°N | 81.3°W

BRUCE
county