

BRUCE COUNTY ECONOMIC DEVELOPMENT

# Annual Report 2025



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**BRUCE**  
county



Starter Company Plus grant  
recipient Laila Huber of  
Greenstreet Leather, Port Elgin.

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**HARBOUR STREET**  
Artemis Art Supplies  
Simply Home  
Eric Belle Restaurant  
Inn At The Harbour  
Walker House Heritage Centre  
Kincairdine Lighthouse  
George's on Harbour

**NO PARKING  
STREET  
LOADING & UNLOADING**

# Introduction

The Bruce County Economic Development Annual Report 2025 captures the initiatives, partnerships, and outcomes that shaped economic development activity across the County over the past year. It reflects ongoing efforts to strengthen local businesses, attract new investment, support vibrant communities, and position Bruce County for long-term economic success.

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**A**s the *Bruce County Economic Development Strategic Plan 2022–2026* entered its fourth year, the focus in 2025 remained on delivering practical, community-driven actions in collaboration with municipal, regional, and sector partners. Through coordinated programming and targeted projects, Economic Development continued to respond to emerging opportunities while building on the County’s established strengths.

This report outlines progress across core areas of work, including business development and expansion, investment and resident attraction, community and downtown revitalization, tourism development, and workforce development. Together, these efforts contribute to a resilient and inclusive local economy that supports businesses, residents, and communities today and into the future.

# 2025 at a Glance

## BUSINESS to BRUCE



**65**  
Training Seminars  
and Webinars



**307**  
Business  
Consultations



**1,322**  
Entrepreneurs  
Trained



**176**  
Businesses  
Started, Expanded  
or Sustained



**297** Cruise and Connect  
Attendees Aboard  
the ChiCheemaun



**137**  
Jobs Created

**Attendance  
at job fairs**

**{ ~1,100    ~140 }**  
job seekers    employers

**65**  
Bridges to Better  
Business Attendees

**117**  
Int. Women's Day  
Event Attendees



Bruce County  
Economic Development

FREE TRAINING

**Reel  
Momentum:  
Edit & Trend  
with Confidence**

Level up Your  
Instagram Reels!

October 9  
12:00 PM

Kat Tepylo Murphy  
Social Kat Media



SOCIAL KAT

BUSINESS to BRUCE

**4,773** Facebook Followers  
**2,528,720** Facebook Page Views

**1,204** Instagram Followers  
**1,318,483** Instagram Page Views



## SPRUCE & BRUCE

**68 Grants**  
awarded to businesses

**\$396,956**  
amount of private  
investment in  
improvements

**\$1 : \$2.70**  
average rate of return

**\$172,049**  
in funding awarded

## EXPLORE the BRUCE



Facebook Views: **7,519,026**  
and Followers: **34,177**



Instagram Views: **626,770**  
and Followers: **25,685**



**16,839** printed brochures  
distributed to visitors



**2,107** visitor surveys completed

Rewards App

Content Views: **12,469**  
Web Page Views: **61,130**

**1,813 Points Collected**

**51 Point Redemptions**  
**130 Swag Items Sent**



116 events attended by the Bruce County Economic Development team

Economic Development Websites	Page views	Users
BusinessToBruce.com	60,606	47,607
ExploreTheBruce.com	1,192,167	397,608
InvestInBruce.ca	17,381	11,715

# 1,270,154 million

page views across all  
websites managed by  
Economic Development



## Mission

To provide workforce, community, and business development services to ensure that the County's attraction value remains high, that it is positioned towards growth, and that opportunities exist for visitors, residents, investors, and businesses.

## Values



### Inspire

To create a culture of innovation and opportunities



### Attract

To connect to a broad range of people who are potential prospects



### Support

To collaborate and encourage success for all

## Long-Term Goals

### 1. Growth of Tax Base / Tax Assessment

Increase the tax base by promoting Bruce County as a place to live and attract entrepreneurs to the area.

### 2. Growth of Population Base

Increase the population base by attracting visitors and entrepreneurs to the area and providing business opportunities.

### 3. Diversify the Economic Base

Foster, position, and promote entrepreneurial opportunities in Bruce County through cluster development around Bruce County's key sectors: tourism, energy, and agriculture.

### 4. Business Retention and Expansion

Support and foster local opportunities, efforts, and advancement by attracting new entrepreneurs and supporting business expansions.

# Audiences

The County supports motivating people to visit, live, invest, and start, or move, a business here.



## VISITORS

Bruce County inspires curiosity, nurtures exploration, and celebrates discovery. Visitors have an emotional bond with Bruce County that has the potential to last a lifetime.



## ENTREPRENEURS

Bruce County entrepreneurs see tried and true as an invitation to try something new. Their tinkering leads to invention, their art becomes industry, and their sweat becomes equity. In Bruce County, energy, nature, and innovation all combine to create fertile ground to make what is dreamed possible.



## INVESTORS

Bruce County is ripe with opportunities for those looking to invest. The Bruce County Economic Development Strategic Plan drives towards attracting new investment and pushes investors to become Bruce County Explorers.



## RESIDENTS

Bruce County residents are the dreamers who take the roads less travelled and encourage their children to look under rocks, curious about what the path ahead looks like. The Bruce County Economic Development Strategic Plan welcomes new residents who want to explore farm life in the morning, beach life in the afternoon, and bright, starry skies all night long; who want to turn alternatives into sustainable choices; and who collaborate with their neighbours to create welcoming, thriving communities.





# The Macro Approach

The Bruce County Economic Development team is actively involved in implementing the Macro Approach outlined in the *Bruce County Economic Development Strategic Plan 2022-2026*:

- ⚙️ The Joint Regional Working Group of economic development professionals (including County and municipal EDOs) met regularly to advance collaborative initiatives. Municipal staff worked together to address shared challenges.
- ⚙️ In partnership with local municipalities, the Economic Development team conducted 10 business walks across Bruce County communities to connect with business owners, share key resources, and raise awareness of available services.
- ⚙️ The Economic Development team delivered the first year of the Business Retention and Expansion (BR&E) program in partnership with municipal EDOs, identifying local business needs and driving meaningful action.
- ⚙️ Bruce County continued its membership in the Ontario Food Cluster alongside the Ontario Ministry of Agriculture, Food and Agribusiness and Agriculture and Agri-Food Canada. This partnership provided Bruce County with access to high-quality food processing investment leads that would be costly to generate independently, as well as increased exposure to international market intelligence.

# Successes

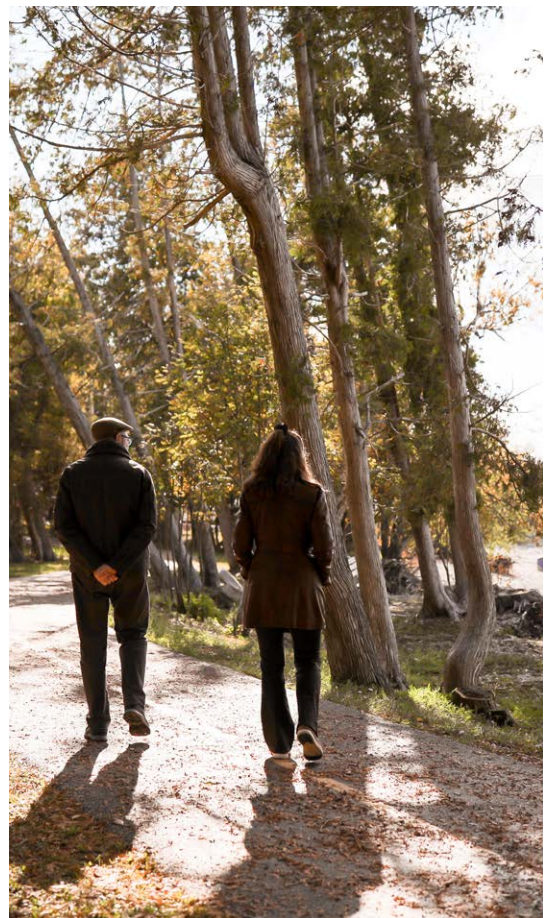


## Key Sectors – Tourism, Agriculture, and Energy

### Tourism Sector

Bruce County supports tourism businesses by helping businesses grow, building vibrant communities and attractive downtowns, and promoting Bruce County’s most authentic experiences and tourism attractions.

This year, Bruce County Economic Development partnered with Regional Tourism Organization 7 (RTO7) to run four seasonal marketing campaigns: Winter Wanderlust, Be an Explorer, Fall for Adventure, and Your Winter Playground. These campaigns highlighted authentic experiences and activities, including downtowns and businesses, through curated itineraries. In total, the campaigns resulted in 4,792,595 impressions and 84,734 landing page views.





*Explore the Bruce Rewards App:*

**10** 1,813  
points collected

**51**  
point redemptions

**130**  
swag items given away

**REWARDS APP**

During its second year of operation, the Explore the Bruce Rewards App invited visitors to discover, engage with, and enjoy all the unique experiences our region has to offer, while collecting points and redeeming them for swag along the way. Through an Explore the Bruce Rewards marketing campaign, the landing page received 34,743 page views with 1,686,191 impressions.



**INSTAGRAM GIVEAWAYS**

This December, Explore the Bruce launched its first 8 Days of Holiday Giveaways, featuring businesses from each of Bruce County's 8 municipalities.

Throughout the year, the team also partnered with Grotto Getaway Glamp, Guess Where Trips, and Grassroots Farm to bring more fun giveaways to highlight Bruce County as a unique and charming tourist destination, and resulting in 181,927 views and 15,402 content interactions.

**BROCHURE SWAP**

The annual Tourism Brochure Swap is a collaborative networking event that brings together tourism-related businesses, organizations, and municipal partners to exchange tourism promotional materials like brochures and flyers. It was attended by 76 participants. The event aims to foster collaboration and strengthen relationships among local businesses in Bruce and Grey Counties, providing a vibrant platform for information exchange.



This year, Grey County hosted the Brochure Swap at the Grey Roots Museum and Archives in Owen Sound. Bruce County will host again in 2026.

# Agriculture Sector

Bruce County Economic Development is working with various partners on actions that sustain and grow the industry.

## Bruce County is supporting the agricultural sector by playing various roles:



### PROMOTER

Promoting the opportunities and successes within the sector to sustain growth.



### CONNECTOR

Connecting various partners, not only in agriculture but adjacent, to promote the growth of the sector.



### EDUCATOR

Helping decision-makers understand the sector, its key opportunities, and challenges.



### ENABLER

Supporting the agricultural businesses and operators in accessing the information and resources they need to succeed.



### ORGANIZER

Bringing together various partners to implement projects.

- \$47,650 was provided to 28 organizations directly supporting agriculture as well as youth education, fall fairs and horticultural societies.
- The team met bimonthly with the Bruce County Federation of Agriculture and discussed ongoing needs and developed various joint support projects.
- Redeveloped the Ag Innovation Grant to better align with the programs completed.
- Collaborated with neighbouring organizations to develop a program that supports on-farm and rural land stewardship within the region.
- Partnered with the NII and the BCFA to develop a white paper: *Harvesting Opportunity: The intersection of Clean Energy and Agriculture*.
- Provided one-on-one support for grant applications, business planning, and agriculture awards applications.

### Two winning entries included:

Food Processing Excellence  
(BMKC Canada Inc.)

Supply Chain Excellence  
(Stone Bridge Flour)





## Energy Sector

In 2025, Bruce County successfully launched the Energy Transition Initiative (ETI), a County-wide program designed to help businesses reduce emissions and move toward cleaner, lower-carbon energy solutions. The initiative supports businesses across all sectors by delivering energy assessments, transition planning, connections to trusted clean-energy suppliers and funding sources, and training to navigate regulations and incentives.

Strong uptake and awareness marked ETI's first year. Targeted marketing, outreach, and training efforts generated significant engagement, including a nine-week Meta campaign that reached approximately 490,000 impressions, drove 1,700 clicks, and produced 72 qualified business leads. To further expand reach, ETI overview brochures were mailed to 4,433 local businesses and farms. In addition, an online training session hosted with Green Economy Canada attracted 10 businesses, strengthening local knowledge of sustainable practices and energy transition opportunities.

Access to ETI resources was significantly enhanced with the launch of new Energy Transition webpages on [BusinesstoBruce.com](http://BusinesstoBruce.com). These included a comprehensive **Energy Transition Toolkit** offering plain-language explanations of key terms, regulatory guidance, and funding supports. A dedicated **Success Stories** page showcased real-world progress by local businesses, including Offshore Bakery in Southampton adopting an electric vehicle and a Colpoys Bay business transitioning from an oil furnace to a heat-pump system with propane backup. Additional webpages such as the ETI landing page and a technology pilot studies page made it easier for businesses to explore solutions and connect directly with an ETI specialist.

Building on this momentum, Bruce County hosted its first Energy Transition Showcase, bringing together 16 clean-energy suppliers. Five suppliers presented practical technologies, including solar, heat pumps, geothermal, biogas, and wind and battery backup systems. The showcase provided businesses with hands-on exposure to viable transition solutions and reinforced ETI's role as a catalyst for local energy innovation and economic resilience.

4,433

Brochures  
Mailed

51

Supplier  
Connections  
Fostered

68

Association, Research,  
Training, Municipal,  
and Community Group  
Connections Fostered



45  
Side Gig  
Businesses  
Supported

# Business Development and Entrepreneurship

Through Business to Bruce (Small Business Enterprise Centre Program) in partnership with the Province of Ontario, Bruce County supported entrepreneurs and existing businesses by providing business consultations, training, seminars, webinars, hosted various events and numerous outreach activities. All this led to supporting start-up businesses, retaining existing businesses, and job creation. This year, the team hosted three in-person, community-specific training sessions in Arran-Elderslie, Kincardine, and Saugeen Shores, working with local EDOs, BIAs, and Chambers to support local businesses. This work will continue in more Bruce County communities in 2026.

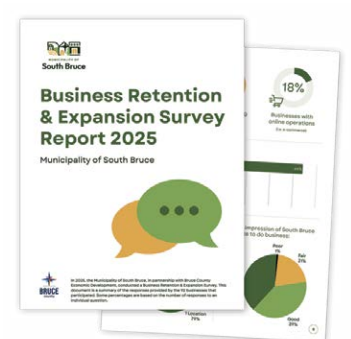
In 2025, Business to Bruce, in partnership with Fanshawe College, launched the Side Gig Program for the first time, delivering two program intakes in February and November. The program supported individuals who were either operating a side business or exploring a new venture, equipping them with the skills, knowledge, and tools needed to launch, manage, and grow their businesses alongside full-time employment. Participants engaged in live virtual workshops, received customized support, and accessed an incentives package.

In total, 45 side gigs were supported in 2025, with program supports focused on targeted training sessions designed to build practical skills and confidence for growing a side business, and an incentives package to help participants offset costs and invest in their business growth.

In 2025, the Economic Development team launched the first round of the Business Retention and Expansion (BR&E) program in partnership with four local municipalities. The survey engaged 207 businesses and gathered insights to identify growth opportunities, address challenges, and strengthen collaboration across the business community.

### Key takeaways from the BR&E survey include:

- 109 businesses with hopes to expand operations in the future
- 32 businesses with plans to transition out of the business within the next 5 years
- 69 businesses with 1 or more job vacancies



To respond to the evolving Canada–United States trade environment, a **Tariff Support** page was also added to the Business to Bruce website to help Bruce County businesses navigate tariff-related challenges while reinforcing Canada’s position as a premier destination for foreign direct investment (FDI). The page provides clear information on tariffs, outlines how tariffs affect businesses exporting to or importing from the United States, and highlights available resources and supports for business owners. To further inform this work, the team launched a survey to gather data on the impacts of tariffs on local businesses and identify key challenges.

**With over 80 responses collected, the tariff survey resulted in the following findings:**

- 35.72% of businesses rely on U.S. trade for more than 25% of their revenue
- 59.76% of businesses experienced increased costs for imported goods or materials
- 79.27% of businesses experienced or anticipated supply chain disruptions due to tariffs

The tariff survey also identified the following opportunities to support:

- 
**Business grants or funding opportunities**  
 (58.75% of respondents)
- 
**Marketing and trade promotion assistance**  
 (46.25% of respondents)
- 
**Networking and partnership development**  
 (32.50% of respondents)
- 
**Training and workforce development programs**  
 (17.50% of respondents)

International Women’s Day



The Bruce County Economic Development Facebook page has 4,773 followers and promoted various programs and events. Originally launched in 2024, the Bruce County Economic Instagram page has grown to 1,204 followers. Both pages highlight past program and grant recipients and inform businesses, entrepreneurs, and students about the availability of various programs such as Spruce the Bruce, Summer Company, Spark, and Starter Company Plus. International Women’s Day and Bridges to Better Business events, along with numerous in-person and virtual training sessions, were shared across all social media channels to encourage registration and highlight the benefits of attending events.



Left to right: Kristina Windle – Bruce Grey Print House, Robert Anderson – Braeburn Maple, and Allyson Wilford – Sunshine Sweets

## StarterCompany **PLUS**

The Starter Company Plus Program, in partnership with the Province of Ontario, provided 10 startup businesses with a \$5,000 grant each, along with mentorship and training.

- **Andrew Dzenis** - Grey Bruce Craft & Trade (Hepworth)
- **Bryan Vanderspek** - Spek Electric (Walkerton)
- **Joshua Ritchie** - Ritchie's Pizzeria (Saugeen First Nation)
- **Kaitlyn Jackson** - Blissful Bites (Kincardine)
- **Kristina Windle** - Bruce Grey Print House (Walkerton)
- **Laila Huber** - Greenstreet Leather (Port Elgin)
- **Lorilee Bowman** - SoupHer Girl (Chesley)
- **Michael Holder** - Smith Enniskillen Company Ltd. (Kincardine)
- **Nicole Egan** - The Secret Bar (& Pop-Up Event Company) (Wiarton)
- **Robert Anderson** - Braeburn Maple (Lion's Head)

## SummerCompany

The Summer Company Program, in partnership with the Province of Ontario, awarded seven entrepreneurs with a \$3,000 grant each.

- **Allyson Wilford** - Sunshine Sweets (Paisley)
- **Aria Thomas** - Sitara and Rose (Southampton)
- **Danielle Connolly** - Dog Year Studio (Lion's Head)
- **Elijah Fraser** - Next Gen Hoops (Lucknow)
- **Evan Ertl** - Saugeen Glassworks (Saugeen First Nation)
- **Kevin Scott** - Kevin Scott Lawn care (Lucknow)
- **Zeiven Oberle** - Zeiven Oberle (Walkerton)

## SPARK PROGRAM

Bruce County celebrated the success of its seventh annual Bruce County Spark Grant and Mentorship Program in partnership with Tourism Innovation Lab. The goal of the program is to nurture new, innovative ideas that enhance current tourism offerings; create high-quality, low-impact tourism experiences; address gaps in tourism products and service; motivate longer stays and repeat visits; and increase shoulder season visits and tourism spending. Each finalist receives a \$3,000 grant along with a three-month mentorship opportunity with a seasoned tourism innovator.

- **Janice Salloch** – Salloch Family Homestead (South Bruce Peninsula)
- **Kirk Brillion** – Kincardine Art Crawl (Kincardine)
- **Melissa Stewart** – Sally's Kitchen (Saugeen Beach)





## Resident Attraction

The Bruce County Economic Development team has successfully engaged a wide range of local voices including residents, volunteers, business owners, community service groups, and partners through a community survey designed to capture what living in Bruce County truly means to those who call it home. The feedback provided valuable, firsthand insight into what attracts people to make the move, the strengths of our communities, and the qualities that make Bruce County a place to stay and grow. These authentic perspectives will directly inform and strengthen resident attraction campaigns and marketing initiatives in 2026, ensuring they are rooted in real experiences and local pride.



**383**  
newsletter  
subscribers

The Resident Attraction Campaign called *Returning Visitors* ran from July 2nd to August 29th and resulted in 1,011,289 impressions and 14,075 clicks.

The *Transient Workers* campaign ran from August 5th to October 3rd and resulted in 713,131 impressions and 10,038 clicks.

The *Fill in Demand Positions* campaign ran from September 2nd to November 17th and resulted in 2,249,372 impressions and 47,346 clicks.



# Tourism Destination

Bruce County Economic Development is implementing actions to guide tourism related decision-making by defining the County's roles and setting priorities around the following four core pillars:

**1 Mobilizing Data Collection and Analysis:** Creating a knowledge hub by gathering and utilizing research and insights, tourism trends, and utilizing the data to make informed decisions and measure performance.

**2 Strengthening Product and Community Development:** Improving the visitor experience by strengthening 'unique to Bruce' experiences, supporting physical development and infrastructure improvements and providing value-added opportunities.

**3 Enhancing Marketing and Promotions:** Creating an outreach plan to attract new visitors to Bruce County, increase their length of stay and increase repeat visits. Developing a process to support communities and businesses to elevate their own marketing plans to reach their target audience.

**4 Empowering Partners and Advancing Special Projects:** These projects will need County resources to help lead, facilitate and/or support.



For the first time, Bruce County created a **webpage** on [BruceCounty.on.ca](http://BruceCounty.on.ca) to define its role as a Destination Management Organization (DMO), which promotes Bruce County as a travel destination and supports the County's tourism industry. Through the Explore the Bruce brand, Bruce County provides free consultations, training, and funding to local tourism operators to strengthen their visitor experiences and grow their businesses. Acting as a knowledge hub and central connector, Explore the Bruce plays a pivotal role in guiding and supporting long-term tourism development through strategic collaboration with a wide range of partners.



*The influencer partnerships on Instagram resulted in 306,204 views and 14,013 interactions.*



Through nine influencer partnerships, Explore the Bruce found new ways to reach and connect with new audiences. They created photo and video content that highlighted everything from seasonal getaways and local food and drink to outdoor adventures and family-friendly activities. Through these authentic stories, their followers could engage with firsthand experiences of visiting Bruce County.

Content Creator	Location Visited/Content	Views	Interactions
@The Average Tourist	Huron-Kinloss and Kincardine	55,058	2,894
@Pines and Dines	Reel to spark spring/summer trip planning inspiration	20,278	1,772
@The Hopeful Wanderer	Bruce Peninsula	116,932	4,643
@Paddler Adventurer	Lion's Head and Tobermory	5,977	473
@Msurlaroute	Huron-Kinloss and Kincardine	25,470	1,254
@Shawna.Go	Port Elgin, Southampton and Paisley	21,984	619
@Your Matie Katie	Tobermory	28,873	806
@PCK.Family Adventures	Wiarion and Lion's Head	15,113	524
@Conscious Compass	Port Elgin and Southampton	16,519	1,028

# ASCENT

## AERIAL PARK



## Investment Attraction

Bruce County Economic Development continued to implement the actions outlined in the Investment Attraction Framework to attract new investment to the region. The investment attraction website, [InvestInBruce.ca](https://www.investinbruce.ca), remained a key tool for showcasing Bruce County's diverse industries, investment opportunities, and economic development supports available to prospective investors and site selectors.

In 2025, Bruce County developed new tools to strengthen investment attraction readiness and improve consistency in responding to investment inquiries. This included the creation of a standardized template for investment attraction plans and a template to share available employment lands with developers and investors, supporting clearer communication and improved market readiness.



Bruce County partnered with a Lead Generation agency to support clean tech and agri-food processing lead generation with staff actively connecting with and following up on these opportunities to advance investment discussions aligned with priority sectors and regional economic development goals. Through this partnership, the team targeted 272 companies, generating 10 qualified leads. The most represented sectors among these companies included renewables and environmental services, chemicals, power generation, energy, and mechanical or industrial engineering.

Bruce County Economic Development launched the first marketing campaign for the InvestInBruce.ca website to build awareness and drive targeted traffic from potential investors, developers, and entrepreneurs.

The campaign worked to strengthen trust, recognition, and positive perceptions of Bruce County as a competitive investment destination. Leveraging multiple marketing channels, the campaign generated 568,147 impressions and 6,860 page views through Meta and LinkedIn advertising.

In December, Economic Development staff attended the Food Ingredients Europe Show in Paris, representing Bruce County and the Ontario Food Cluster. Staff engaged with 13 international companies and this opportunity provided valuable insight into global market trends, sourcing needs, and potential collaboration opportunities relevant to Bruce County and Ontario's food ecosystem.

# Workforce Development and Attraction

Bruce County Economic Development is advancing initiatives that help local employers address workforce development and attraction needs.

In partnership with the Municipality of Kincardine, the Town of South Bruce, the Township of Huron-Kinloss, the Town of Saugeen Shores, the Municipality of Arran-Elderslie, the Municipality of Brockton, and the Newcomer Centre of Peel, Bruce County Economic Development hosted a familiarization tour showcasing local career and lifestyle opportunities.

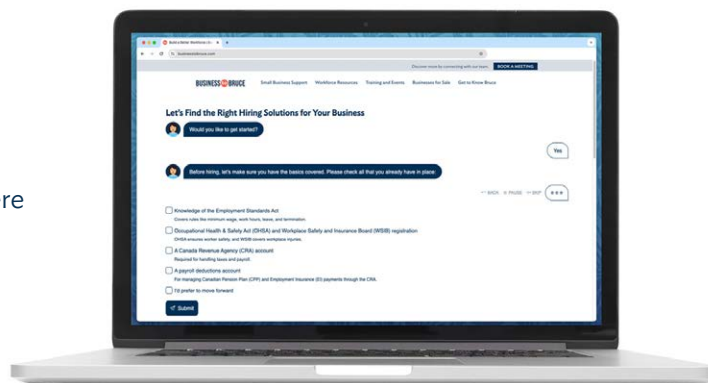
The tour brought 48 participants to Mildmay, Walkerton, Paisley, Saugeen Shores, Kincardine, and Ripley, where they explored communities across the County and learned about employment opportunities and community amenities. Participants met with elected officials, CAOs, municipal colleagues, local business owners, and community organizations, gaining insight into living and working in Bruce County.

The tour included a stop in Kincardine where guests took part in the Municipality's Welcoming Week celebration, an event that brings community members together to reaffirm their commitment to inclusivity. Attendees represented industries including agriculture, healthcare, engineering, customer service, and general labour. This diverse group, many with Ukrainian, South Asian, and Middle Eastern backgrounds, were particularly interested in Bruce County's expanding opportunities in agriculture, energy, and tourism.



Following the tour, Bruce County partnered with Bruce Power to host a webinar for participants seeking additional information about careers and hiring processes with the company, further supporting connections between employers and prospective talent.

In 2025, the Workforce team launched the Workforce Pathways Tool, which was developed to share information with business owners on exploring new hiring practices and immigration opportunities to enhance their workforce. In 2025, this page hosted 986 active users with 1,238 views.





# Other Programs and Initiatives

## Spruce the Bruce

The Community Development Program Spruce the Bruce aims to build vibrant communities by supporting local businesses, municipalities, community partners, to enhance commercial areas and public experiences. The program brings partners together to create a vision for future growth and development by providing tools and grants to achieve that vision.

### Addressing Industry and Economic Challenges

With all eight municipalities eligible for the Agri-Food Innovation, Business Accessibility, Product Experience and Development (Tourism), and Residential Improvement grants in 2025, the impact of Spruce the Bruce continued to grow throughout Bruce County. Local businesses and property owners made strides in addressing the economic challenges and supporting the growth and development of the agriculture and tourism industries—two of our main sectors.

### Municipal Funding Partnerships

This year, five municipalities (Arran-Elderslie, Huron-Kinloss, Kincardine, Northern Bruce Peninsula, and South Bruce Peninsula) provided ‘top-up’ funding in approved grant streams directly through the Spruce the Bruce program. This additional funding not only provides extra financial assistance to local business and property owners but also helps streamline their application and project process. A total of \$75,303.74 in municipal top-up funding was provided in 2025.

*From top down: Paul Deacon - Façade Improvement, The Dunes - Façade Improvement, Anderkin Foods - Product Experience and Development Grant, and The Squinty Sparrow Farm Shop - Agri-Food Innovation Grant*

# Looking Forward to 2026

As the 2022-2026 Economic Development Strategic Plan enters its final year, 2026 will be a year of compelling and impactful projects to drive meaningful economic growth, strengthen community partnerships, and position Bruce County for continued success.

- Refreshing our long-term strategic approach to economic development in Bruce County in alignment with broader corporate strategic goals.
- Providing business development and entrepreneurship supports to new and existing businesses in all sectors and in all stages through the Small Business Enterprise Centre Program in partnership with the Province of Ontario.
- Enhancing and delivering the Business Retention and Expansion Program with local municipalities.
- Developing a platform to list available lands on Invest in Bruce to support commercial and industrial investment.
- Working with lead generation agencies to attract targeted investment leads and participate in trade missions in target sectors.
- Exploring sectoral and cluster lead generation in Agriculture and Energy to support targeted investment growth.
- Launching a Bruce County Film Office to attract, facilitate, and support film and television productions in the region.
- Showcasing Bruce County at the International Plowing Match to promote the County's agricultural strengths, communities, and economic opportunities.
- Partnering with Destination Ontario to deliver targeted Winter and Fall marketing campaigns that attract visitors during the shoulder seasons.
- Developing a streamlined and consistent Tourism Destination Signage Program to highlight tourism attractions, businesses, and services along Bruce County roads.
- Participating in strategic tradeshows to position Bruce County as a great place to live by highlighting lifestyle amenities, employment opportunities, and strong local communities.
- Partnering with local municipalities and the Newcomer Centre of Peel to deliver a targeted familiarization tour connecting newcomers and service partners with employers, community assets, and settlement supports across the County.
- Developing an Educational Co-op Success Awareness initiative to promote successful student placements through testimonials, employer engagement, and strengthened partnerships with local school boards.
- Advancing the Clean Energy and Agriculture Integration Coalition to bring together energy and agricultural stakeholders, supporting collaboration, innovation, and long-term economic sustainability in rural communities.



# Conclusion

2025 was a successful year for the Bruce County Economic Development team. Through strong partnerships, we launched new projects and initiatives that delivered meaningful results and supported economic growth and prosperity.

Economic success requires continuous planning, effort, dedication, and a coordinated approach from several partners and stakeholders. Collaboration through the Macro Approach is leading every economic development initiative, setting the foundation to attract visitors, residents, investors, and entrepreneurs to Bruce County.

The Bruce County Economic Development team is looking forward to 2026 with a vision to continue to execute the actions outlined in key sectors' plans, frameworks around investment attraction, resident attraction and tourism destination, along with business development and workforce development and attraction. As the County continues to embark on the journey towards meeting the goals of the *Bruce County Economic Development Strategic Plan 2022-2026*, the Bruce County Economic Development team looks forward to building upon the progress made and achieving economic growth and prosperity now and in the future.



**BRUCE**  
county

*Be an explorer.*