

### FAST FACTS

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#### 2. Strengthening Product Development and Community Development

The Community Development program is called Spruce the Bruce, (STB). The program helps to build healthy, welcoming and vibrant communities and downtowns by offering resources to maintain and grow commercial areas and public experiences. The program helps our communities by developing them to be attractive places to live, work or build a business resulting in the attraction of residents and entrepreneurs



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#### How we can help you:

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- 1.** Community Improvement Plans  
Supporting municipalities with updates to their Community Improvement Plan Areas (CIPAs).
  - 2.** Community Toolkits and Community Brands  
Work alongside municipalities with community branding initiatives and that will make their communities attractive to tourists.
  - 3.** Downtown Development  
Working with local municipalities with downtown revitalization projects such as updates to public spaces or streetscape revitalization projects, which will encourage tourists to visit and stay in the downtowns longer.
  - 4.** Funding and Grants  
We provide grants to entrepreneurs, tourism businesses, and tourism attractions in Bruce County. Grants includes signage directing visitors to the beach or destination infrastructure grants such as building boat launches or updating lighthouses.
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#### STB Grants

Grants are available Q1, annually until funds run out. These grants help municipalities, nonprofit organizations and entrepreneurs in the tourism industry.

#### Research

We stay closely connected to what's happening on the ground, with a solid understanding of visitor trends, downtown improvements, and key infrastructure projects that shape the destination

#### Other Grants

We share other funding information from various levels of government that will help your community. Sign up for our newsletter to be the first to hear about these funding opportunities.