



Media Release

June 18, 2020

Bruce County announces another \$200,000 in grants for local businesses, part of the \$1.75M Business Sustainability Fund

Bruce County, Ontario: On May 12, Bruce County Council endorsed a \$1.75 million investment in grants and loans to support local businesses over the next two years. As part of the *Support the Bruce: Business Sustainability Fund*, \$200k is now available to help entrepreneurs expand, enhance, or adapt an existing business in Bruce County in 2020.

Warden Mitch Twolan comments: “Bruce County’s business community has experienced significant financial losses due to the COVID-19 pandemic and they have also shown tremendous strength and adaptability these past few months. Bruce County Council is pleased to keep that momentum going and support local entrepreneurs as they recover and rebuild.”

Bruce County business owners looking to enhance their current operations are eligible for the new Business Pivot / Adaptation Grant, which can be used to create a new business opportunity, pivot service delivery models, or support e-commerce solutions, among other eligible expenses. Grants of \$5,000 are available per applicant.

“The work of Bruce County’s Economic Task Force - set up to understand and mitigate the impacts on COVID-19 on the local economy - has highlighted the need for financial assistance in the business community,” says Kara Van Myall, Bruce County Director of Planning & Development, Recovery Coordinator. “Council’s support has allowed staff to move quickly, getting funds in the hands of business owners now – to adapt when it is most needed.”

The Business Pivot / Adaptation Grant is delivered through the Starter Company Plus initiative, funded in part by the Province of Ontario, which allows granting to businesses as part of the delivery of services of a Small Business Enterprise Centre (SBEC). Bruce County took on the role of SBEC service delivery in 2016.

Applications will be accepted on a first come, first serve basis until all the funding has been distributed beginning June 18. For more information or to apply, visit brucecounty.on.ca/business/grants.

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For more information, contact:

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Bruce County is an upper-tier municipality in Southwestern Ontario, Canada, made up of 8 lower-tier municipalities and 68,423 residents. The explorers who visit, live, and work here are the dreamers who take roads less travelled and see tried and true as an invitation to try something new. Be an Explorer and call Bruce County home.