

# Spruce the Bruce Newsletter



## NOW ACCEPTING 2011 SPRUCE THE BRUCE GRANT APPLICATIONS



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## CONGRATULATIONS GRANT RECIPIENTS!!

August 18, 2011. Paisley, Ontario—The Spruce the Bruce Grant Committee met in August 2011 to review the second intake of the Grant Applications. The following list some of the successful applicants.

### Community Signage Grant:

- Kincardine BIA- Signage

- Northern Bruce Peninsula- Tobermory Sign on Highway 6 and Ferry Dock
- South Bruce Peninsula- Gateway to Wiarton

**Destination Marketing Grant:**

- Kincardine Heritage Group- Brochure

**Streetscape Beautification Grant:**

- Municipality of Kincardine- banners, trees
- South Bruce Peninsula- Public Murals

**Perpendicular Sign and Awning Grant:**

- Old Joe's, Walkerton

**Façade Improvement Grants:**

- Zen Moments, Kincardine
- Lucknow Pizza Plus Building
- Vision Christian Books, Wiarton

The next grant intake will be on September 1st, 2011. Grants applications are accepted at the first of every month until all 2011 funds run out. Reminder: All grant applications must have attached a quotation for work and a before picture of the project being funded.

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**2011 GRANT COMMITTEE**

Each month, the Spruce the Bruce Grants Committee meets to review the Grants applications. There are six members from Bruce County on the committee and they bring a wide range of knowledge from their varied professional backgrounds. Members consists of:

- **Alanna Young** – Artist, Southampton Art Gallery Manager
- **Amanda Farrell** – Community Economic Development Manager, Bruce Community Futures Development Corporation
- **Chris Irvine** – Graphic/Exhibit Designer, Bruce County Museum
- **Cory Dobbin** – Master Degree in Architecture, Warton, ON
- **Dave Barrett** - Project Manager, Saugeen Economic Development Corporation
- **Pat David** – GIS/Planning Technician, Bruce County Planning

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## **SPRUCE THE BRUCE GRANTS**

The County of Bruce allocated \$120,000.00 towards the six grant streams for 2011. The grant streams are Streetscape Beautification, Facade Improvement & Design Services, Perpendicular Signage and Awning, Community Signage, Destination Infrastructure, and Destination Marketing. The six grant streams and the matching STB cash contributions are:

- Façade Improvement and Design Services Grant - up to \$3500
- Streetscape Beautification Grant - up to \$5000
- Destination Infrastructure Grant - up to \$2500

- Destination Marketing Grant - up to \$2500
  - Community Signage Grant - up to \$5000
  - Perpendicular Storefront Grant - up to \$1000
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## **How to Apply**

Visit our website [www.explorethebruce.com/sprucethebruce](http://www.explorethebruce.com/sprucethebruce) for a copy of the grant applications. You must meet the eligibility criteria; submit a photograph of your project; and a quotation of the work to be completed with your application to be considered for a grant.

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## **2010 SUCCESS STORY**

In 2010, the STB team worked with the community of Allenford and the Town of South Bruce Peninsula to create a Community Toolkit. Allenford is located on Highway 21 between Southampton and Owen Sound with a population of 300 people.

In the early stages, the Allenford Improvement Association (AIA) expressed that their community goal was to beautify Allenford and improve it as a great community to live in. The Community Toolkit reflects this goal and provided examples on how the community could move forward. With their 50% of the project costs covered through fundraising, they successfully applied to the STB Grants committee to cover the other half of the sign.

The sign was erected last year following a very successful homecoming event and the celebration of the 100th

anniversary of the Allenford Curling Club and Aitken's Hardware. Through fundraising, municipal support and the STB community signage grant, the AIA was able to use the ideas from their Community Toolkit to build their new gateway sign.

Below, AIA members, Cyndie Rands and Andrea Fishershares their stories.

### **What is your Brand, Identity, and Vision?**

Liaising with TSBP & AE for the betterment of Allenford regarding streetscapes and community projects

- Seeking a range of funding partners and programs to assist with community improvement projects
- Making recommendations to both Councils on improvements with respect to the safety and security of all residents
- To promote and foster community spirit and pride
- Quality Family Lifestyle in a Scenic River Setting

### **Our Mission Statement is to:**

Act independently and as a liaison with South Bruce Peninsula and Arran-Elderslie as well as other organizations to improve the streetscapes and safety of Allenford and to instill a sense of pride and spirit for the betterment of the community.

### **Which STB Grant were you awarded in 2010?**

We were awarded the Spruce the Bruce Community Signage Grant of \$3000.00

### **What did you use your STB Grant Towards?**

We put up a sign at the East end of Allenford, complete with base and stonework. This was consistent with signage recommendations from the Bruce County Signage and

Wayfinding program. We are the first community in Bruce to have our gateway sign completed, a community of about 300 residents.

**What changes have you seen in your community since you began working with the Spruce the Bruce team?**

This program promotes pride and spirit in our community. People are very proud of our sign, particularly as it received special mention on a local radio station. The community of Allenford is working with local businesses to apply for the Façade program of Spruce the Bruce in 2011.

**Name one action the AIA took towards cleaning up Allenford.**

The Allenford Improvement Association has completed many tasks to "clean up" Allenford. We have:

- planted trees and flower beds in a location where a historic home was destroyed by fire;
- installed a parkette with bench and flower bed on Highway 21;
- installed the Allenford sign which is a very welcoming aspect to the community;
- worked with By-law officers to enforce property standards in the town (including removal of old vehicles, clean up of a local scrap yard etc); and
- installed flower pots along the highway and on the Thomas Street Bridge.

**What are your future plans to continue to succeed?**

Continue to fundraise and do things that encourage our residents to take ownership for keeping our town clean, safe and a beautiful place for people to not only pass through, but also visit. Our next venture is acquiring enough funding for Christmas lights. AIA plans to work with Hydro, and the municipalities to install holiday decor, and/or summer

banners to improve the look of the village

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For more information about Spruce the Bruce and Grants Applications please visit [www.explorethebruce.com/sprucethebruce](http://www.explorethebruce.com/sprucethebruce) or e-mail us at [sprucethebruce@explorethebruce.com](mailto:sprucethebruce@explorethebruce.com).