

Spruce the Bruce Newsletter

October 2011



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You are invited!--Rural Economic Development Workshop

Spruce the Bruce and Municipality of Kincardine is hosting a Rural Economic Development Workshop on November 17th, 2011 at Bruce Bar & Grill in Kincardine. Guest speaker, Dr. Wayne Caldwell, professor at the University of Guelph, will speak about Success Factors in Rural Community Economic Development. He will be sharing results from his research project from the School of Environment Design and Rural Development which focus on Best Practices in Rural Economic Development & Planning.

Municipal Councilors and community economic development leaders will benefit from this opportunity to reflect on and discuss what makes community economic development initiatives succeed.

When: November 17th, 2011 at 6pm-9pm. Sponsored Dinner at 6pm-7pm.

Where: Bruce Bar & Grill., 750 Queen St. Kincardine, On

Registration Cost: \$25.00

To register visit: www.explorethebruce.com/sprucethebruce

Congratulation Grant Recipients!

October 6th, 2011. Southampton, Ontario—The Spruce the Bruce Grant Committee met to review the forth intake of the grant applications. The following list some of the successful applicants:

Destination Marketing Grant:

- Warton and District Chamber of Commerce, *Warton Media Day*
- Walkerton Chamber of Commerce & BIA, *Downtown Coupon Book*

Streetscape Beautification Grant:

- Lucknow Beautification Committee, *Caledonia Park Entrance*
- Walkerton Image Committee, *Seasonal Décor Items*

Perpendicular Sign and Awning Grant:

- Peak Performance Chiropractor Clinic, Walkerton
- Marydale's Restaurant, Lion's Head
- 76 Main Street Pharmacy, Lion's Head
- Investment Planning Counsel, Walkerton
- Blue Bay Motel Ltd, Tobermory
- White Rose Coffee Shop, Walkerton

Façade Improvement Grant:

- Marydale's Family Restaurant, Lion's Head
- Investment Planning Counsel, Walkerton
- Blue Bay Motel Ltd, Tobermory

Destination Infrastructure Grant:

- Peninsula Bruce Trail Club, *Expanding Parking Lot*
- *743 Queen Street- Kincardine, Alley way between Queen St and Municipal Parking Lot*

Next Grant Intake: Spring 2012

This year STB helped many businesses, BIA's, Chambers, Municipalities and volunteer community groups. Keep checking our website:

www.explorethebruce.com/sprucethebruce to know when we will be accepting 2012 Grant Applications.

NEW! SPRUCE THE BRUCE REPORT CARDS

Evaluating the success of Spruce the Bruce and your downtown is vital for us to see what works in our local communities, and where we can improve. This month, your municipality, Chamber of Commerce, or BIA will be completing its 1st Annual Spruce the Bruce Report Card. This report card provides baseline data as individual communities start downtown revitalization programs. The annual report card will demonstrate the impact that the Spruce the Bruce program and downtown revitalization program have been in your community. Please help us out by assisting your Chamber of Commerce, Municipality, or BIA.

2011 SUCCESS STORY

This month's newsletter features Walkerton Image's Committee. The Spruce the Bruce started to work with Walkerton's Image Committee in May 2011. As to date, surveys such as Resident's Survey, Business Survey's, Origins Survey, and Video Surveys have been conducted in finding Walkerton's brand and identity. There a few more surveys to be conducted before discovering Walkerton's primary vision. The STB Team will continue creating Walkerton Community Toolkit for downtown. This month Walkerton's Chamber of Commerce, Tracey Cassidy and Christine Brandt shares their story.

1. What is your brand, identity and vision?

Downtown Walkerton is in the process of discovering its brand! A group of interested members are working in conjunction with the Walkerton Chamber of Commerce & BIA, its Image Committee and the Spruce the Bruce team to identify Walkerton's greatest assets so they can be better promoted. At the same time, those areas of downtown that need some improvement are being addressed. Walkerton's identity is closely linked to the Saugeen River and water in general; therefore the town's vision for the future is to market itself as a destination for recreational river enthusiasts. The community toolkit that results from going through the STB program will aid Walkerton in showcasing

what makes our downtown unique.

2. Which STB Grant(s) were you awarded?

Walkerton businesses have been awarded numerous STB Grants in the past few months, including Perpendicular Sign & Awning Grants (Old Joe's Cabin, Walkerton Chamber of Commerce & BIA, White Rose Coffeehouse); Signage Grants (Victoria Jubilee Hall and Investment Planning Council); Destination Marketing Grants (Brockton Heritage Committee's historical walking tour brochure and the Walkerton Chamber of Commerce & BIA); Facade Improvement and Design Services Grants (Old Joe's Cabin, A&R Music, Investment Planning Council and Peak Performance); and a Streetscape Beautification Grant (Walkerton Image Committee).

3. What did you use your STB Grant(s) towards?

Successful applicants in Walkerton have used the STB Grants to purchase new signs and awnings, add gooseneck lighting to illuminate their signs, improve the exterior facade of their commercial buildings, and in the case of the Heritage Committee, print copies of a new brochure used by visitors to tour downtown Walkerton's historical sites. The Chamber/BIA is using its grant towards a new 'shop local' promotion and the Image Committee is purchasing additional seasonal decor items to hang in downtown Walkerton.

4. What changes have you seen in your municipality since you began working with the Spruce the Bruce team?

Facade improvements have been occurring at a steady rate. Interest in the STB program is high, with many business and building owners inquiring about the grant process. Downtown Walkerton is continuing to improve itself in a positive manner!

5. What are your future plans to continue to succeed and fit with the Walkerton community?

Downtown Walkerton will promote itself in a more cohesive way once the community toolkit process is complete. Everything learned from this process will be utilized to ensure Walkerton is promoted appropriately. Businesses who continue to express an interest in facade improvement grants will be invited to apply to the Walkerton Image Committee for funding. Walkerton will maintain its image as an attractive community with annual streetscape beautification projects.