

Spruce the Bruce Newsletter



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September 13, 2011



Now accepting 2011 Spruce The Bruce Grant Applications.

September 8, 2011. Southampton, Ontario—The Spruce the Bruce Grant Committee met in September 2011 to review the third intake of the grant applications. The following list some of the successful applicants.

Congratulation Grant Recipients!

Community Signage Grant:

- Jubilee Hall – Walkerton, Signage

Destination Infrastructure Grant

- Tiverton Heritage Project, Historic Interpretive Panels
- Bruce Peninsula Biosphere Association- Dark Skies Committee, Multipurpose Viewing Platform

Destination Marketing Grant

- Brockton Heritage Committee- Brockton, Historical

Walking route brochure

Streetscape Beautification Grant

- Lion's Head Promotional Group, Downtown Lion's Head Interactive Exhibit
- Allenford Improvement Association, Streetscape Christmas Decorations

Façade Improvement & Design Services Grant

- Rankin River Trading Company- Wiaraton
- Old Joes- Walkerton,
- Pharmasave - Kincardine
- A & R Music- Walkerton

Perpendicular Signage & Awning Grant

- Cut & Curl-Lucknow, Perpendicular Sign
- Walkerton Chamber of Commerce, Perpendicular Sign
- Condor Fine Books- Kincardine, New Awning

The next grant intake will be on October 3rd, 2011. Grants applications are accepted at the first business day 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.

How to Apply

Visit our website 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.

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. Starting in October, 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 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. More information coming in October 2011.

2011 SUCCESS STORY

This month's newsletter features Lion's Head's Promotional Group and their plans for 2011/2012. Lion's Head is a small town located off of County Road 9 between Wiaraton and Tobermory. This group was formed in June 2011 and has started work to make changes in their town.



[left to right] Mary Dale Ashcroft -Lion's Head Promotional Group Chair, Helen Westover- Lion's Head Promotional Group member, Kara Van Myall- County of Bruce: Spruce the Bruce, Betsy Stewart- Councilor, Tom Boyle- Councilor receives Spruce the Bruce Community Signage Grant of \$5000.00 towards Lion's Head Economic Development Boards from Kara Van Myall, County of Bruce-Spruce the Bruce. Marydale Ashcroft, Vice-Chair of Lion's Head Promotional Group shares their story:

1. What is your Brand, Identity, and Vision?

Lion's Head's Brand revolves around the amazing outdoor features and amenities of the area and couples that with the vacation retreat potential for visitors. It features the dramatic setting of the escarpment and the turquoise waters of Georgian Bay. Downtown Lion's Head is where blue meets green and where residents and tourists alike come to enjoy the unique and dramatic setting.

2. Which STB Grant were you awarded?

The Lion's Head Promotional Group has been awarded a Community Signage Grant as well as a Streetscape Improvement Grant.

3. What did you use your STB Grant Towards?

The Community Signage grant has been used towards two economic development billboards on Highway 6. Advertising Lion's Head on Highway 6 is essential to our economic success as much tourist related traffic by-passes Lion's Head on its way to Tobermory. In the future, we plan to have 2-3 more economic development billboards south bound before Ferndale, and 2-3 more north bound on Highway 6. The purpose of these billboards is to metaphorically market Lion's Head to be like a city centre making reference to those daily references that people have in the city (i.e. traffic jams) but contrast it with the visual images and picturesque reality of Lion's Head. The opposite of city living and the perfect place for a vacation retreat. We are having fun with it, and it works because it's grabbing everyone's attention.

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

We have found that there are quite a few residents and business owners who are on the same page, and strongly believe that Lion's Head is in need of a positive change. The Spruce the Bruce Toolkit was an eye opener to the community that Lion's Head is falling behind and needs to clean up to attract more tourism and focus on economic development if it is going to prosper.

5. What are your future plans to continue to succeed?

Our goal is to make our visitors aware that we have a beach, harbour, and that the Bruce Trail running through Lion's Head. We have noticed that we have a lot of tourists visiting our downtown because we have the amenities such as hospital, liquor store, and grocery store. What we have also noticed is that visitors to downtown are not aware of the communities assets like the beachfront and Bruce Trail. On the other side, people who hike the Bruce Trail have no idea that we have a fully functional downtown. Our future plan is to create an interactive outdoor exhibit through a Streetscape Improvement Grant. This exhibit will have a small replica of the Lion's Head to provide our visitors for more information of the area and answer that age old question of "Where is the Lion's Head?".

Additionally, we are also working with Bruce Peninsula Biosphere Association- Dark Skies Committee. Their future plans through a Destination Infrastructure Grant are to create a viewing platform at the Marina that has binoculars to look out at the escarpment at the lion's head. In 2012 we are hoping to connect these two areas by improving streetscapes and upgraded community signage to help direct our visitors and most importantly – improve their experience!

While we have a lot of plans for Lion's Head, we will continue to take them all one steps at a time.