



FIND YOURSELF HERE

Up to \$5,000 Support for entrepreneurs!

Starter Company Plus

Applications are now open until January 31st 2018. Know someone who is interested in buying/expanding/or starting their own business? Be sure to inform them to check out the [Starter Company Plus Application](#).



Where I\$ The Money?

VPI Training Grant

Training one or more employees? Want to save 2/3 of the training costs? Visit [VPI's Canada-Ontario Job Grant](#) and save on your training costs. Submit your application in January 2018.



Grants opening February 1st 2018

Perpendicular Storefront Sign and Awning Grant

This grant supports the purchase and installation of perpendicular signs as well as awnings within the downtown cores. This grant matches local cash contributions up to \$1,000.00.



Façade Improvement and Sidewalk Patio Grant

This grant may be used towards the restoration of storefronts or the design and installation of a new façade. Up to \$3,000 for projects under \$10,000. Potentially an extra \$1,000 is given to projects above \$10,000.



Destination Infrastructure Grant

This may be used to improve the quality of attractions or develop new ones. This can include (but is not limited to) capital improvements to core attractions like the Bruce Trail, Saugeen River, Rail Trail and area beaches and may include upgrades related to parking, restrooms, staging and lookouts. These grants match local cash contributions up to \$2,500.00.



Community Signage Grant

Directed towards signage that improves visitor experiences in and around the downtown, including gateway signs, interpretive / historical plaques, kiosks, and route markers (i.e. for cycling or hiking). These grants match local cash contributions up to \$5,000.00.



Collaborative Marketing Grant

encourages local stakeholders to highlight their businesses and partner with other businesses in an attempt to increase business in downtown commercial cores. These grants match local cash contributions up to \$2,500.00.



Streetscape Beautification Grant

Encourages communities to envision their character and begin to implement it on the ground. This includes (but is not limited to) banners, garbage/recycle cans, bike racks, green space/parks. This grants match local cash contributions up to \$10,000.00.



Regional Marketing Grant

Encourages regional groups to promote Brand based promotional activities that highlight the best the County has to offer. The goal is to encourages visitors to travel to and around Bruce County and to increase their length of stay. The



grant matches local cash contributions up to \$2,500.00.

Community Business Readiness Grant

To be used to formulate strategy; tools and resources to support the community moving forward, as well as business enhancement strategies for the community. The creation of toolkit templates, and the digital platform for outreach and brand communications for the community is central to this grant. This grant matches the community cash contribution of \$15,000.



Upcoming Business to Bruce Events

Women's Event

Join us on March 8th for our annual Woman's day event! More information will be released closer to the date.



Youth Event

Explore the future of work and entrepreneurs. Coming at the end of March 2018.



Be sure to follow Business to Bruce's social media pages for more information about these events.



Explore the Bruce Winter Activities Guide

Are you open for the winter? Well then the Winter Activities Guide is a must on your brochure shelf! Order your maps, guides and other brochures [here](#).



Attention Employers

The 4th annual [EmployerOne Survey](#) is open from **January 1-31**.

It's time to have your say! Knowing and understanding the skills shortages and needs of employers in Bruce, Grey, Huron and Perth counties allows the Four County Labour Market Planning Board to develop and promote strategies to help you meet the challenges of our changing economy. EmployerOne reports from past years can be found on their [website](#).



Your Workforce. Our Future.

This Year in Review

Business to Bruce

- 32 business started with 51 jobs created
- 16 Starter Company Plus Grants disbursed
- 3 Summer Company Grants disbursed
- 159 business consultations
- 6 events with 271 guests
- 28 seminars with 349 attendees

BUSINESS  BRUCE

Spruce the Bruce

- \$87,000 supported 26 projects valued at \$720,000
- Every dollar invested yields a return of \$7.25 in Bruce communities
- \$35,000 average cost per project



Explore the Bruce

New 2017 businesses related to Experience-Based Tourism:

1. Blue Heron Helicopter Tours
2. Ascent Aerial Park
3. Tobermory Airplane Tours
4. Escape Room in Warton
5. Surfs Up in Kincardine

**explore
the
BRUCE**

Grants supported 3 projects: Art Map, Rural Gardens of Grey and Bruce Counties brochure and "Spring time in the Gardens" event.

Seasons Greetings

From all of us at the Bruce County Economic Development Team, we would all like to wish you and your families a safe and happy holiday season.



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