



## Media Release

June 1, 2020

### Bruce County offers \$250,000 in grants to businesses through enhanced Spruce the Bruce funding, part of \$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*, Bruce County's Spruce the Bruce program now has a total of \$250,000 available as grants for local businesses in 2020.

Bruce County Warden Mitch Twolan comments: "As we prepare to reopen, many local businesses are looking at adaptations that promote social distancing. Installation of takeout windows or expanding patio space are just a couple of the ways the enhanced Spruce the Bruce grants could help Bruce County's downtown businesses."

The matching requirements for businesses receiving Spruce the Bruce grants have been removed for 2020 – the grants now cover 100% of the cost of the project, up to a maximum of \$4,000 per business.

"The Spruce the Bruce program has been building vibrant communities and enhancing Bruce County's downtowns since 2011," says Kara Van Myall, Director of Planning & Development / Recovery Coordinator. "County Council's endorsement of increased Spruce the Bruce funding in 2020 means the program can also support businesses to implement COVID-19 adaptations in these challenging times."

Businesses located within a Community Improvement Plan (CIP) designated area are welcome to apply for Spruce the Bruce grants at [brucecounty.on.ca/business/grants](http://brucecounty.on.ca/business/grants). Grants will be given on a first come, first serve basis until all of the \$250,000 has been exhausted.

For more information about *Business Sustainability Fund* and the Economic Task Force, guiding Bruce County's recovery from COVID-19, visit [brucecounty.on.ca/economictaskforce](http://brucecounty.on.ca/economictaskforce).

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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.*