



## Media Release

May 13, 2020

### Bruce County Announces \$1.75M Fund to Support Local Businesses through COVID-19

**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. Details around the components of the “Support the Bruce: Business Sustainability Fund” – unveiled in collaboration with Bruce County’s Economic Task Force – will be finalized and announced in the coming weeks.

“Bruce County’s businesses define our communities,” comments Bruce County Warden Mitch Twolan. “I’m proud to support the work that the Bruce County Economic Task Force is doing to keep our businesses open during – and after – these difficult times.”

The Bruce County Economic Task Force – launched in March – consists of local business owners and stakeholders from across Bruce County, representing all 8 municipalities. The Economic Task Force’s first priority was to quantify the impact of COVID-19 on local businesses through the Business Impact Survey. From March 26 – May 11, the survey received responses from local business owners that demonstrated an overwhelming need for financial support in order to manage the impacts of the pandemic on business operations.

“The Economic Task Force was formed to first stabilize – and eventually recover and grow – the Bruce County economy in the wake of COVID-19,” says Kara Van Myall, Bruce County’s Director of Planning & Development / Recovery Coordinator. “This new fund is an exciting first step, embraced by Bruce County Council, to tackle economic stabilization, supporting our local businesses by addressing the very real financial impact they are facing.”

For more information about the fund and the Economic Task Force, visit [brucecounty.on.ca/economictaskforce](https://brucecounty.on.ca/economictaskforce).

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**For more information, contact:**

Jessie McGibbon, Marketing and Communications Coordinator

Bruce County

519- or [jmcgibbon@brucecounty.on.ca](mailto:jmcgibbon@brucecounty.on.ca)

*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.*