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Corporation of the County of Bruce
Planning & Development Department

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Media Release

February 15, 2018

Bruce County - Reaping Rewards & Winning Awards!

Walkerton: For the second time in a matter of months, Bruce County brought home two more Economic Development awards. The Economic Developers Council of Ontario (EDCO) Awards of Excellence presented Bruce County top prize in the categories of "Promotional" and "Planning & Building Initiatives". The awards were presented on February 7th at the EDCO Annual President's Dinner in Toronto.

Paul Eagleson, Warden of Bruce County commented: "It is a very exciting time to be living in Bruce County. Our vision and collaborative approach to economic development is being recognized at both the provincial level and the national level. We are delighted to receive this honour and recognition".

At the President's Dinner, Bruce County was awarded top prize in the category of Planning & Building Initiatives for their "Find Yourself in Bruce County/Bruce County Economic Development Strategic Plan", and in the Promotional category for their "Business to Bruce Design and Communication Style Guide". CAO Kelley Coulter is ecstatic about these awards stating, "It is an honour for the County of Bruce to be recognized as a leader in economic development. Every year we continue to discover ways to improve on our collaborative economic development program and every year we see our goals becoming realities".

The "Find Yourself in Bruce County" Strategic Plan was developed to create a collaboration between private and public sectors referred to as the Macro Approach. This approach envisions a coordinated strategy between the County, municipalities, business groups and local entrepreneurs. Creating the Strategic Plan incorporated a look at "Where we are now" and the gaps that were holding the County back from reaching "Where we want to be". The "Find Yourself in Bruce County" strategy worked with all of the partners of Bruce County to create a "place-plan" rather than an "organizational plan".

Meanwhile, "Business to Bruce Design and Communication Style Guide" is a coordinating document used by Bruce County to effectively work with municipalities on creating local branding, collateral, and toolkits and leverage them through the County's resources. The Business to Bruce program does not create one generic message that all municipalities share, but instead creates customized individual messages that highlight the specific marketing position of each community. Collectively the tools, tactics and approach are reaping rewards and winning awards.

To view Bruce County's prize winning Guide & Plan in action - visit www.brucecounty.on.ca

For more information, contact:

Name: Ms. Kara Van Myall

Department: Director of Planning and Economic Development

County of Bruce

Telephone Number: 519-881-1782 or Email: kvanmyall@brucecounty.on.ca