

DESTINATION INFRASTRUCTURE & MARKETING GRANT

Grant Details

The Spruce the Bruce Program has been initiated to assist communities with improvements that make them more attractive, pedestrian-friendly, and distinctive. Destination Infrastructure & Marketing can include core attractions and secondary activities that make a major contribution to visitor experiences and impressions. Positive experiences generate return trips, longer stays, and word-of-mouth advertising.

The Spruce the Bruce Program has launched a grant program to encourage local stakeholders to upgrade and invest in our destination infrastructure. These grants match local cash contributions up to \$2,500.00 and are available for the following municipalities in 2010:

Municipality of Kincardine
Township of Huron-Kinloss

Town of Saugeen Shores
Town of South Bruce Peninsula

Usage of Funds

A Destination Infrastructure & Marketing Grant may be used towards capital investments that improve the quality of our attraction products. This may 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, etc. Additionally, this grant allows for improvements to marketing materials related to the advertising and / or mapping and promotion of these attractions.

Eligibility Criteria

In order to qualify for a Destination Infrastructure & Marketing Grant:

- Applicants must be a municipality, established or incorporated group or a stakeholder group in partnership with an incorporated group, and must have municipal support.
- Applicants may only have one grant application per category per intake and the project must be complete prior to an additional application
- Projects must not have commenced prior to the awarding of the requested grant
- Projects must be completed within six (6) months of the date of the signed grant agreement
- Applicants must provide a minimum 50% cash contribution towards the total cost of the project for which they are applying for a grant
- Eligible Project costs must be actual cash outlay to third parties acting at arms length and which can be documented through original invoices or proofs of payment
- Projects must demonstrate a contribution to the overall destination infrastructure of Bruce County and should not duplicate a role already fulfilled

Review Criteria

The Spruce the Bruce Selection Committee will review applications against the following criteria:

- date/timing of the application
- balance of funding available and any previous applications made at the time of application
- project's potential to provide long term economic benefit to the County
- evidence of the applicant's ability to fulfill responsibilities related to the project's installation and maintenance
- project's "fit" with the objectives of Spruce the Bruce and/or the local municipal direction

Application Process

Applicants must complete a formal application in order to be given grant consideration. Application forms are available at www.explorethebruce.com/sprucethebruce or at our offices.

All applications for this program must be submitted to:

Spruce the Bruce – Selection Committee

c/o Bruce Community Futures
Development Corporation
20 Durham Street, Box 208
Kincardine, ON N2Z 2Y7
Fax: (519) 396-8346
Email: brucefdc@bruce.on.ca

Questions?

Contact: Kara Van Myall
Phone: 1-800-268-3838
sprucethebruce@explorethebruce.com

OR

Contact: Amanda Farrell
Phone: 1-888-832-2232
www.bruce.on.ca
brucefdc@bruce.on.ca

To be eligible, applications must be received prior to the first of each month until funding is exhausted.





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Lead Applicant Name: (Municipality / Group)

Contact (if different from applicant)

Street Address (Location):

Mailing Address
(if different from street address)

Telephone: _____

Telephone: _____

Email: _____

Email: _____

Please feel free to use additional paper to complete this application.

Please describe the proposed project in detail.
Attach any sketches and / or include a "before" picture.

Please describe the extent to which this project reflects the mission of the Spruce the Bruce Program?

Who will be doing the work?

What is the proposed timeline for the work? (*start date, completion date*)

Organization Information

Please describe your organization and its role and function in the County of Bruce with regards to the creation or maintenance of Destination Infrastructure and / or your organizations participation in the marketing of destinations within the County (one additional page may be attached)

Do you have any partners in this project? If so, list them and their contributions. You can attach letters of support from them as well.

Budget Details

Proposed Total Cost of Project: \$ _____

Business and other contributions: \$ _____

(list all sources): \$ _____

Grant Request: \$ _____ % of Total Cost: _____%

Signature and Submission Date

Name of Lead Applicant (Please Print): _____

Signature of Lead Applicant: _____ Date: _____

Incomplete applications will not be accepted. If you have any questions please contact us.

Please drop off, mail, or fax your completed application to:

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