



Huron-Kinloss Business Banner

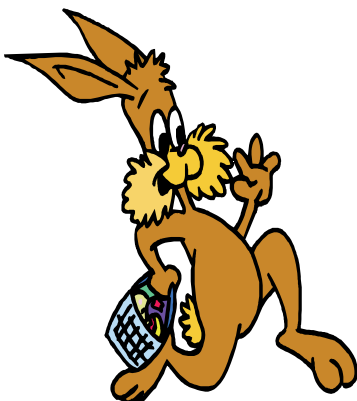


SPRING 2014



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Spruce the Bruce Grant Applications Now OPEN!

Spruce the Bruce Grant Applications are now OPEN to downtown businesses!

Grant Types and maximum matching funding provided by Spruce the Bruce:

- Façade Improvement Grant \$3000 with an additional \$1000 for projects totaling over \$10,000
- Streetscape Beautification Grant \$10,000
- Perpendicular Signage & Awning Grant \$1,000
- Co-Operative Marketing Grant \$2,500
- Destination Infrastructure Grant \$2,500
- Gateways & Public Signage Grant \$5,000

Applications will be accepted until the last

day of every month (E.g. April 30th, May 31st, June 30th etc). Applications are considered on a first-come first serve basis and will continue until all 2014 funds have been dispensed.

Grant categories have eligibility criteria and in all cases: project must not have commenced prior to the awarding of the requested grant; applicants must provide minimum 50% cash contribution towards the total cost

of the project; and projects must be completed by October 31st 2014.

To submit a grant application (must be submitted online) and for more info, please visit:
<http://www.brucecount.y.on.ca/business/spruce-the-bruce/grants.php>

If you need assistance filling out the application, contact Taralyn (contact information on last page of this newsletter)



2014 Huron-Kinloss Business Dinner & Networking Event

After an overwhelmingly positive response from attendees at our event last June, with guest speaker Theresa Syer, the Township is excited to announce that we will be hosting a 2014 Huron-Kinloss Business Dinner and Networking Event. The event will be held on **Tuesday, May 27th**. All Huron-Kinloss business owners are encouraged to attend.

We are pleased to announce that Bernia Wheaton will be speaking at this year's event. Bernia has provided Marketing and Communication services to Public, Private, and Non-Profit sectors throughout North America. Her expertise is in Strategic Planning, Economic Development, Social Media communication, and eMarketing.

Bernia is an international

speaker, blogger, and the chief communicator of Achieve Consulting Group. She specializes in marketing and communications. Bernia helps businesses communicate with customers and clients – from social media audience growth and engagement, to email marketing, to blogging, to organic SEO improvements.

Bernia has earned International acclaim with the Business Retention Expansion International (BREI) Award of Excellence for Program Impact, as well as the Economic Development Council of Ontario (EDCO) Social Media marketing award.

All Huron-Kinloss business owners will be receiving an invitation to this event along with ticket information soon.



Canada's New Anti Spam Law and How it May Effect Your Business

Canada has new Anti-Spam Legislation, which comes into force on July 1, 2014. If your business sends out Commercial Automated Messages (E-newsletters, E-Blasts, etc.) you need to follow three simple rules:

1. You must have a

- persons expressed or implied consent to send a message.
2. You must clearly and simply identify yourselves and anyone else on whose behalf the message is sent.
3. In every message you

send, you must provide a way for recipients to unsubscribe from receiving messages in the future.

For more information about this new law, visit: <http://www.crtc.gc.ca/eng/casl-lcap.htm>

2014 Ice Cream Trail™

Last year at the Ontario Tourism Summit, the Huron-Kinloss Ice Cream Trail™ took home the award for best Tourism Marketing Initiative under \$25,000!

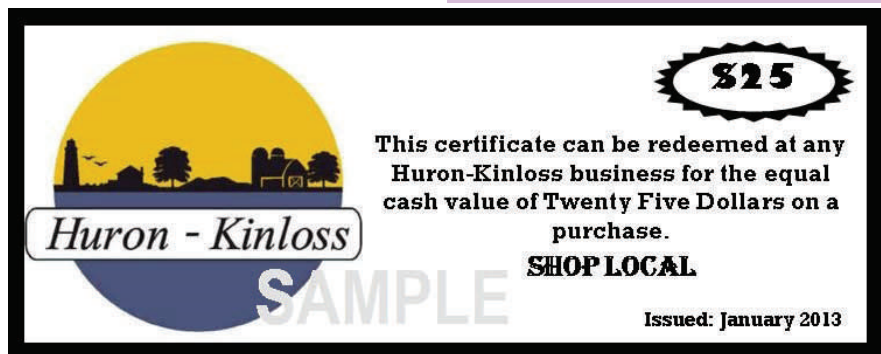
Participants are invited to join us for a BEACH PARTY during the fourth annual Huron-Kinloss Ice Cream Trail™!

This fun family photo scavenger hunt takes participants to ten (10) retailers that sell ice cream in Huron-Kinloss. The objective of this scavenger hunt is to follow the clues at each of the ten (10) stops to find Sammy Sprinkles and take a picture with him. Participants then

submit their photos to the Township of Huron-Kinloss to receive a free t-shirt (first 1000 participants) and a chance to win the grand prize of 250 Huron-Kinloss dollars to spend at local merchants.

Contest begins May 16 and runs until September 28, 2014. Visit www.icecreamtrail.ca and “like” us on Facebook!

Please Note: Ice Cream Trail™ prizes are awarded in Huron-Kinloss Dollars. If a customer presents a Huron-Kinloss Dollar Certificate at your business (see picture below), please accept it as cash. Follow the instructions on the reverse side to be reimbursed by the Township.



Campbell St. Reconstruction in Lucknow & Concession 6 E Bridge Repairs

The Bruce County Highways Department will be reconstructing Campbell St. between Washington and Havelock Streets at the East end of Lucknow starting June 1, 2014. The estimated completion date is July 31st.

Several business owners in Lucknow have aired their concerns regarding the reconstruction at public meetings and the Bruce County Highways

Department is working with the business community to mitigate the negative impacts that the construction project will have on the adjacent businesses.

The surface rehabilitation (shave and pave) work on Campbell St. between Havelock St. and the westerly limit will not be started until 2015 pending previous work done on Outram and Willoughby Streets by the

Township of Huron-Kinloss. The Lucknow & District Chamber of Commerce made a presentation to both the County and Council on Jan. 13/14 outlining their traffic calming concerns and wishes for this area.

Business owners should also be aware that there will be construction occurring on Concession 6 E sometime this summer/fall.

Due to Canada’s new Anti-Spam Law, you will be receiving an e-mail in the upcoming weeks to confirm your subscription to our Business Banner E-Newsletter. If you wish to continue receiving this newsletter to your inbox, you must confirm your subscription at that time.

Upcoming Workshops & Courses

The Lake Huron Learning Centre is offering the following courses:

- Social Media for Small Business - Wednesday May 7th to June 11th (6:30pm-9:30pm)
- Small Business Management - Thursday May 1st to June 26th (6:30pm-9:30pm)

- Quick Books Intro - September 2014 (Monday and Wednesday) 6:30pm-9:30pm
- Personal Support Worker Certificate - October 2014 (Monday - Thursday) 9:30am - 3:30pm

More workshops and courses are offered in Goderich. For

more information visit: www.lakehuronlearning.ca

For more info on the College Courses, please call Lynn at 519-396-4146 or learn@brucetelecom.com



Nuclear Waste Management Organization Open Houses

The Township of Huron-Kinloss Nuclear Waste Community Advisory Committee has invited the Nuclear Waste Management Organization to host an open house this summer.

Open house sessions are one way to share information with

the community. A second round of Step 3 open house information sessions are being hosted at the Point Clark Community Centre on June 5, 6 and 7th, 2014. Along with the regular open house, the NWMO is introducing a new transportation exhibit. The exhibit provides a hands-on opportunity to learn more about plans for the safe and secure transportation of

Canada's used nuclear fuel. The transportation of used nuclear fuel is a stringently regulated activity involving both Transport Canada and the Canadian Nuclear Safety Commission (CNSC).

For more information, the Huron-Kinloss Nuclear Waste Community Advisory Committee may be reached at 519-395-3735 or klush@huronkinloss.com

Contact Information:

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Contact me to receive this newsletter by e-mail if you do not already. This quarterly newsletter is also available on our website under "Business Centre" and "Business News and Services"



Look for Your Huron-Kinloss Discovery Guide!

If you reside in Huron-Kinloss, check your mailbox for a copy of the 2014 Discovery Guide at the end of the month. Please contact Taralyn if you would like copies to leave out for customers to pick-up at your business.

