

## Report to Council

**Report Title:** Spruce the Bruce Funding for 2019 Community Improvement Projects

**Prepared By:** Paulette Peirol, Community Development Coordinator

**Department:** Economic Development

**Date:** May 14, 2019

**Report Number:** ED2019-05 **File Number:** C11ED, F11SP

**Attachments:** None.

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### Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number ED2019-05 – Spruce the Bruce Funding for 2019 Community Improvement Projects, prepared by Paulette Peirol, Community Development Coordinator for information purposes.

### Report:

#### Background:

The Municipality of Brockton applied to Bruce County to fund 10 community improvement projects this year, under the County's Spruce the Bruce Program. Seven have been approved, securing close to \$27,000 in matching dollars from the County. The projects must be completed by October 2019 to receive funding. One grant application, for tourism-related development in Cargill, is still outstanding, and will be considered by the Spruce the Bruce committee mid-May.

#### Analysis:

Brockton's Community Improvement Committee (CIC) has been awarded seven grants from Bruce County's Spruce the Bruce program for 2019. We are very excited to be working on the following initiatives this summer and fall with various partners, including the Walkerton BIA, the Walkerton Optimist Club, Saugeen Valley Conservation and other groups.

1. **Canoe Sculpture and Pavilion Furniture:** A new, interactive canoe sculpture will be installed near the pavilion at the Saugeen River Bridge in downtown Walkerton, which will be locally designed and built. It will coordinate with our existing aluminum sculptures, including our fish bike racks, fish benches and fish art pieces attached to the bridge over the Saugeen River. New furniture will also be added to the pavilion (an accessible picnic table and garbage and recycling bins).

Projected Cost: \$6,950

Funding: \$3,475

2. Lobies Park Boat Launch: The boat launch in Lobies Park will be upgraded to give paddlers and anglers better and safer access to the river. Signage will be added, which will conform to Bruce County's sign guidelines and include the new Walkerton logo.  
  
Projected Cost: \$23,332                  Funding: \$2,500
3. Optimist Park Sculpture: The new Optimist Park near the Walkerton Community Centre will be graced with a sculptural element reflecting the water droplet in the Walkerton logo. It will be locally designed, and function as both a community sign and a unique focal point for the new park and our west entry to Walkerton, highlighting our "Clean Water Living" brand.  
  
Projected Cost: \$9,456                  Funding: \$4,728
4. Walkerton Community Centre: A fresh new sign will be installed at the Walkerton Community Centre, featuring the new Walkerton and Brockton logos.  
  
Projected Cost: \$1,977                  Funding: \$988.50
5. Storefront Marketing Package: This project will dress and stage empty storefronts within Walkerton's Community Improvement Area to make them more appealing to potential investors and entrepreneurs, and generally lift the downtown streetscape. It will include information about the property, including square footage, utilities and details regarding leasing or purchasing it. The new Walkerton logo and brand, "The New Flow of Business," will figure prominently. The goal is a quicker turnover on our empty storefronts and success in filling them with new tenants and businesses.  
  
Projected Cost: \$5,000                  Funding: \$2,500
6. Accessible Sidewalk Project: Downtown sidewalks at key intersections, currently interlocking brick, will be repaved, with the new Walkerton logo imprinted on the sidewalk, and tactile plates installed to improve accessibility. Reflecting the Walkerton brand, the sidewalk concrete will be tinted a dark grey near the intersections. The project is part of a broader initiative funded by Provincial Funding through the Main Street Revitalization grant of \$40,800 and Spruce the Bruce.  
  
Projected Cost: \$60,000 (entire sidewalk project)                  Funding: \$10,000
7. Event Signage: The three coming events signs in downtown Walkerton will be getting a makeover, capturing the attention of passersby while promoting events in the region. The sign currently near the pavilion west of the bridge will be moved to a more visible site east of the bridge on County Road 4. The CIC will work with the Municipality and County to find a suitable location for that sign.  
  
Projected Cost: \$5,580                  Funding: \$2,790

The total Spruce the Bruce funding for these projects is \$26,981.50.

An eighth project in Brockton has received Spruce the Bruce funding, to improve a storefront in downtown Walkerton. It is a privately led project with no municipal involvement that will nonetheless help beautify Brockton. The Spruce the Bruce program continues to support local community development.

## Sustainability Checklist:

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

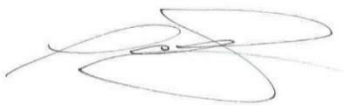
- Do the recommendations help move the Municipality closer to its Vision? Yes
- Do the recommendations contribute to achieving Cultural Vibrancy? Yes
- Do the recommendations contribute to achieving Economic Prosperity? Yes
- Do the recommendations contribute to Environmental Integrity? Yes
- Do the recommendations contribute to the Social Equity? N/A

## Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

Bruce County is providing \$26,981.50 in grants to offset projects valued at approximately \$112,295.

### Reviewed By:



**Trish Serratore, Chief Financial Officer**

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### Respectfully Submitted by:



Paulette Peirol, Community Development Coordinator

### Reviewed By:



**Sonya Watson, Chief Administrative Officer**