

The Corporation of the Township of Huron-Kinloss



BY-LAW No.

2024 - 39

Being a By-Law to Adopt a Community Improvement Plan for the Township of Huron- Kinloss Community Improvement Project Areas

WHEREAS Section 8(1) and 9 of the Municipal Act, 2001, S.O. 2001, c. 25, as amended, provide that the powers of a municipality under this or any other Act shall be interpreted broadly so as to confer broad authority on the municipality to enable the municipality to govern its affairs as it considers appropriate and to enhance the municipality's ability to respond to municipal issues and has the capacity, rights, powers and privileges of a natural person for the purposes of exercising its authority under this or any other Act;

AND WHEREAS Section 28(4) of the Planning Act, R.S.O. 1190, authorizes the Council of a local municipality to adopt a community improvement plan for a community improvement project areas;

AND WHEREAS the Council of the Township of Huron-Kinloss passed By-law No. 2013-45 on May 22, 2013 (amended by By-law No. 2024-38 passed April 15, 2024) to designate Community Improvement Project Areas;

AND WHEREAS the Township passed By-law No. 2013-46 and 2019-105 to adopt and amend a community improvement plan;

AND WHEREAS the Council of The Corporation of the Township of Huron-Kinloss passed a resolution following the public meeting required under the Planning Act on April 8, 2024, to support in principle the updating of the Township's Community Improvement Plan;

AND WHEREAS the Council of The Corporation of the Township of Huron-Kinloss deems it expedient to adopt the amended Community Improvement Plan by By-law;

NOW THEREFORE the Council of The Corporation of the Township of Huron-Kinloss **ENACTS** as follows;

1. That The Corporation of the Township of Huron-Kinloss Council hereby adopts a Community Improvement Plan, for the area's outlined in the Township's Community Improvement Project Areas By-law No. 2013-45, as contained in the attached Schedule "A" attached hereto and forming a part of this By-law.
2. That By-law No. 2013-46 and By-law No. 2019-105 are hereby repealed.
3. That this by-law shall come into full force and effect pursuant to the provisions of the Planning Act, R.S.O. 1990.
4. That this by-law may be cited as the "Community Improvement Plan By-law".

READ a FIRST and SECOND TIME this 15th day of April, 2024

READ a THIRD TIME and FINALLY PASSED this 15th day of April, 2024

Mayor

Clerk

TOWNSHIP OF HURON-KINLOSS COMMUNITY IMPROVEMENT PLAN FOR THE URBAN AREAS OF LUCKNOW RIPLEY and POINT CLARK

1.0 INTRODUCTION

1.1 Background

The Township of Huron-Kinloss is geographically comprised of the two former Villages of Lucknow and Ripley, two hamlet communities, a lakeshore area, and a rural area.

In 2013 the Township of Huron-Kinloss Council approved a Community Improvement Plan (CIP) for the urban areas of Lucknow and Ripley. In 2019 an amendment was made to include the community of Point Clark, include new programs, and adjust existing programs. As the result of additional learning and new opportunities By-law No. 2013-45 and By-Law No. 2019-105 have been replaced by this document, to be more inclusive of the entire municipality.

The goal of this Community Improvement Plan is to create an economic development tool for community improvement that will encourage investment, promotion, rehabilitation, and revitalization of the Township.

The Township of Huron-Kinloss has undertaken several initiatives and studies related to attracting and retaining business and to improve the health and function of its commercial areas. By focusing efforts and being strategic with both public and private undertakings, the intent is to create an atmosphere that attracts more visitors and businesses and creates a vibrant, healthy, self-sustaining community for residents.

2.0 AUTHORITY

The Township of Huron-Kinloss has identified four priority Community Improvement Project Areas within the Township boundaries (see Appendix A 1-4). Under Section 28 and 17 of the Planning Act, RSO 1990, these Official Plan provisions give the Township the authority to:

- Designate by-law areas as Community Improvement Project Areas.
- Prepare and adopt a Community Improvement Plan for the Project Areas.

This Plan gives the Township the authority to offer incentives notwithstanding certain statutory limitations in the Municipal Act, 2001.

The Community Improvement Plan is consistent with Provincial Policy, legislation and guidelines and implements the County of Bruce Official Plan and Township of Huron-Kinloss Local Official Plan, Ripley and Lucknow Streetscape Study, Community Design Toolkits, and Township of Huron-Kinloss Zoning By-law

2.1 Municipal Act

Township of Huron-Kinloss Local Official Plan

The Township of Huron-Kinloss Local Official Plan establishes local authority and criteria for selecting Community Improvement Project Areas and for implementing the Community Improvement Plan.

2.2 Goals of the Program

All programs and initiatives undertaken in the Community Improvement Plan Project Areas should strive to enhance the identity highlighted in the Community Design Toolkits as approved by Township Council in 2011 and as amended. The goal of each of these programs is to create a sense of place and make the local community successful and realize the economic and social benefits available to each of the Project Areas.

As per Section 28(7.3) of the Planning Act, all grants, loans and tax assistance may not exceed the eligible cost of remediating the lands and/or buildings. It is the intent of the Township of Huron-Kinloss to provide assistance grants and /or loans available for a portion of the project costs related to the programs listed in section 3.0 for the priority areas as outlined in Appendix 'A-1', 'A-2', 'A-3', and 'A-4.'

2.3 Project Area

The Community Improvement Plan applies to the entire municipality and the resulting priority areas as outlined in Appendix 'A-1', 'A-2', 'A-3' and 'A-4' in Appendix 'A' attached.

3.0 IMPLEMENTATION

3.1 Program Guidelines

Township Council may prepare and adopt a set of Program Guidelines and procedures to establish the specifics of how the Plan components will operate. The Guidelines will address such issues as the nature of improvement projects that will be approved, the application and approval procedures, requirements for legal agreements, and in the case of competing projects (where applicable) how decisions will be made as to which project receives priority approval.

All Community Improvement Programs will follow a framework that includes:

- Design criteria and guidelines.
- Eligibility Criteria
- Financial Incentive
- Applicant Responsibilities
- Methodology/Review Criteria
- Application Process
- Administration
- General Terms and Conditions

3.2 Additional Considerations

- Township Council, upon recommendation from Township staff, shall determine those properties eligible for the program based on, among other matters, the condition of existing buildings, the level of Township participation in the project (if any) and other relevant considerations.
- An application for a Community Improvement Incentive under the above noted programs must be consistent with the Official Plan, Community Improvement Plan, and any other design guidelines that may be implemented for the Community Improvement Project Areas. Priority will be given to those applications which most closely meet the Program Guidelines. Additionally, the Township at its sole discretion may elect to offer partial funding of any application.
- Any applicant to a Community Improvement Plan Program must be the registered owner of the property or an authorized agent. If a tenant wishes to apply, a letter from the building owner approving the work to be done is required.
- The total of the financial incentive (refunds, grants, loans, and tax assistance) shall not exceed the cost of improvements made to any buildings or lands.
- Projects must be completed, and invoices paid within one calendar year of the date of the agreement.
- Eligible proposals may receive reduced funding if they are already receiving public assistance from other sources.

- Financial Incentives are not permitted to be retroactive, and only projects commencing following the approval of the project funding will be considered.
- Eligible project costs must be actual cash outlay to third parties acting at arms' length and which can be documented through proof of payment. Applicants will provide a minimum cash contribution to the project as outlined under the Financial Incentive depending on the type of Incentive that is implemented.
- Applicants must not be in default of any municipal taxes or local improvement charges.
- Applicants must comply with all provincial and local laws and regulations pertaining to licensing, permits, building code and zoning requirements. The Applicant is responsible for obtaining all building and other required permits and must be in conformance with all applicable health and safety standards.
- The owner/ applicant who is the recipient of funding from an incentive program shall enter into an agreement with the Township stipulating at a minimum:
 - Terms of the financial agreement.
 - Timetable for provision of agreement and completion of the project; and,
 - An undertaking by the owner to satisfy all municipal and other relevant laws and requirements for the project.

3.3 Financial Incentives

Township of Huron-Kinloss Council, at its sole discretion and on an annual basis, shall determine the monies to be made available to the Community Improvement Plan programs. Council will determine the maximum contribution to be made available to the various programs under this Community Improvement Plan. Council reserves the right, where project numbers exceed expectations, to offer financial incentives to eligible projects on a 'first come first served' basis.

3.4 Participation with Other Levels of Government

To carry out the Community Improvement Goals and Actions of this Plan, the Township may participate and coordinate in grants or loans with other levels of government pursuant to Section 28(7.2) of the Planning Act, R.S.O. 1990 for the purpose of carrying out a Community Improvement Plan.

4.0 MONITORING

The Township will conduct an annual review of the programs being implemented under this Community Improvement Plan with a report to Council to determine their effectiveness and whether funding levels should be increased or decreased, or whether

modification to the programs should be made.

The Township shall ensure the Community Improvement Plan programs operate in accordance with any applicable Provincial legislation and any other applicable policies.

The Township may conduct a review of the use of incentives for any approved project, as it determines necessary. Further, the terms and conditions of the Financial Incentive Program(s) may be amended because of the monitoring efforts, or the Program(s) may be discontinued.

The CIP will be monitored on an annual basis to determine the following:

- Whether established targets for each Program uptake are being met.
- If the desired outcomes for the CIP areas are being achieved:
- If the program participants are completing their commitments; and
- An analysis of the full benefits and costs of each program.

5.0 FINANCIAL MANAGEMENT

5.1 Timeframe

It is the intent of the Township that the provision of any grant or loan as described herein will be implemented over a ten (10) year period. All incentive programs contained in the Community Improvement Plan shall commence following the approval and adoption of the Plan. Any costs incurred prior to approval and adoption of the Community Improvement Plan will not be eligible for reimbursement.

5.2 Amendments

The terms and conditions of any grant or loan program and administrative procedures may be changed, altered, amended, or modified by the Township of Huron-Kinloss without the necessity of an amendment to this Community Improvement Plan. The Township may discontinue, suspend, or cancel any program, or decrease program funding without requiring an amendment to this Plan.

Amendments to the Community Improvement Plan may be required for:

- A change or expansion in the geographical area to which financial or land programs outlined in the Community Improvement Plan apply.
- A change in eligibility criteria.

- The addition of new municipal assistance programs involving grants, loans, tax assistance or land; and
- An increase to a financial incentive to be offered to a program(s), regardless of its significance.

The Township will also pre-consult with the Ministry of Municipal Affairs and Housing on all amendments to assess additional liability which may be incurred by the Township.

6.0 DURATION

This Community Improvement Plan shall be in effect for a maximum of 10 years, subject to the date of approval and adoption of the Plan. After a ten-year time period has ended, the Township shall adopt a new Community Improvement Plan

APPENIDX A - MAPS

Appendix A-1 – Community Improvement Plan Area – Entire Municipality

Appendix A-2 – Community Improvement Plan Area – Lucknow

Appendix A-3 – Community Improvement Plan Area – Ripley

Appendix A-4 – Community Improvement Plan Area – Point Clark

Schedule A-1
Township of Huron-Kinloss
Community Improvement Plan
Project Area (CIPA)





Municipality for Kincardine

Municipality for Brockton

Municipality for South Bruce

Lake
Huron

-  CIP Boundary
-  Community/Hamlet

Kinloss

Kinlough

Pine
River

Ripley

Holyrood

Lurgan

Point
Clark

Amberley

Lucknow


Whitechurch

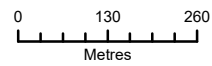
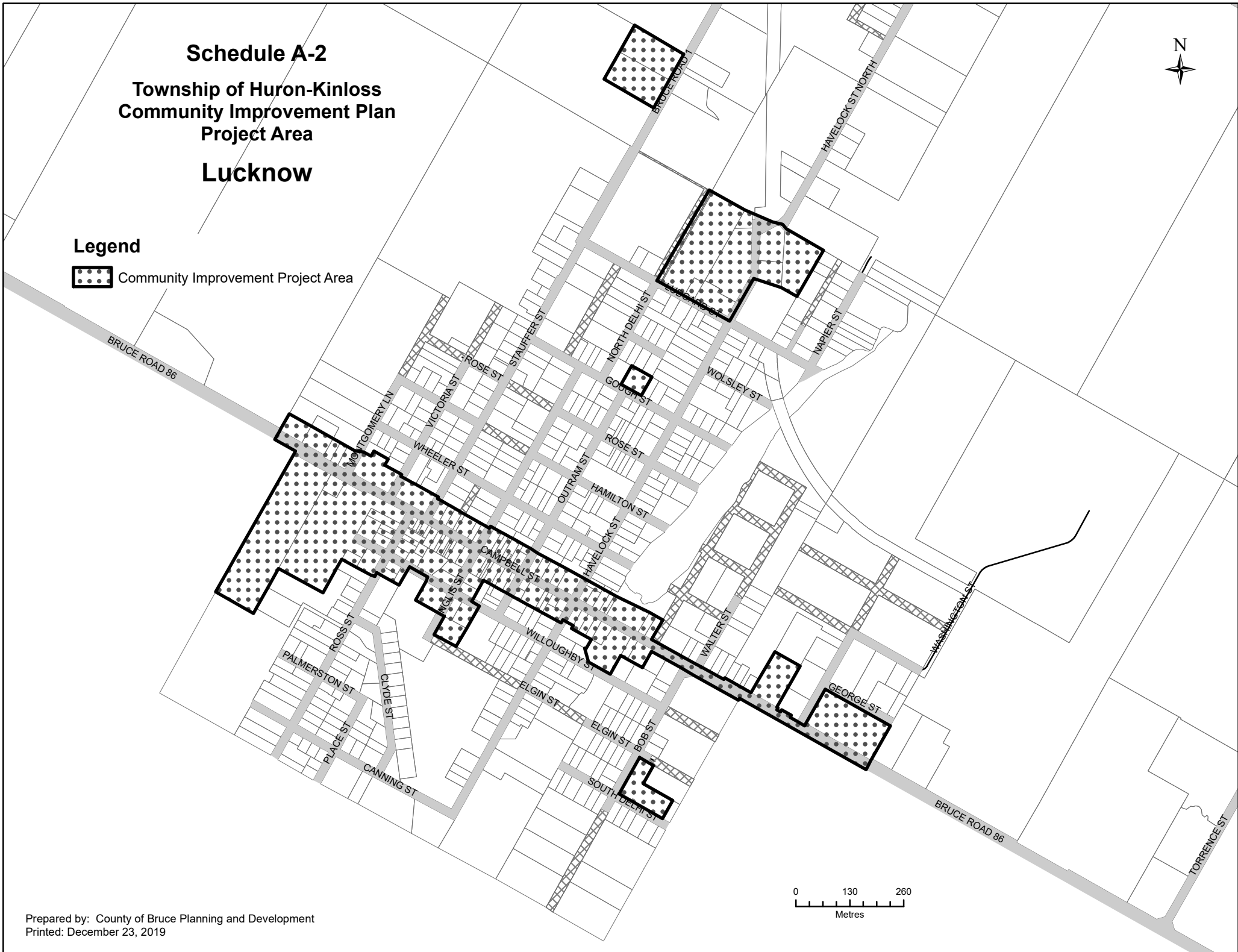
HURON COUNTY

Schedule A-2
Township of Huron-Kinloss
Community Improvement Plan
Project Area
Lucknow



Legend

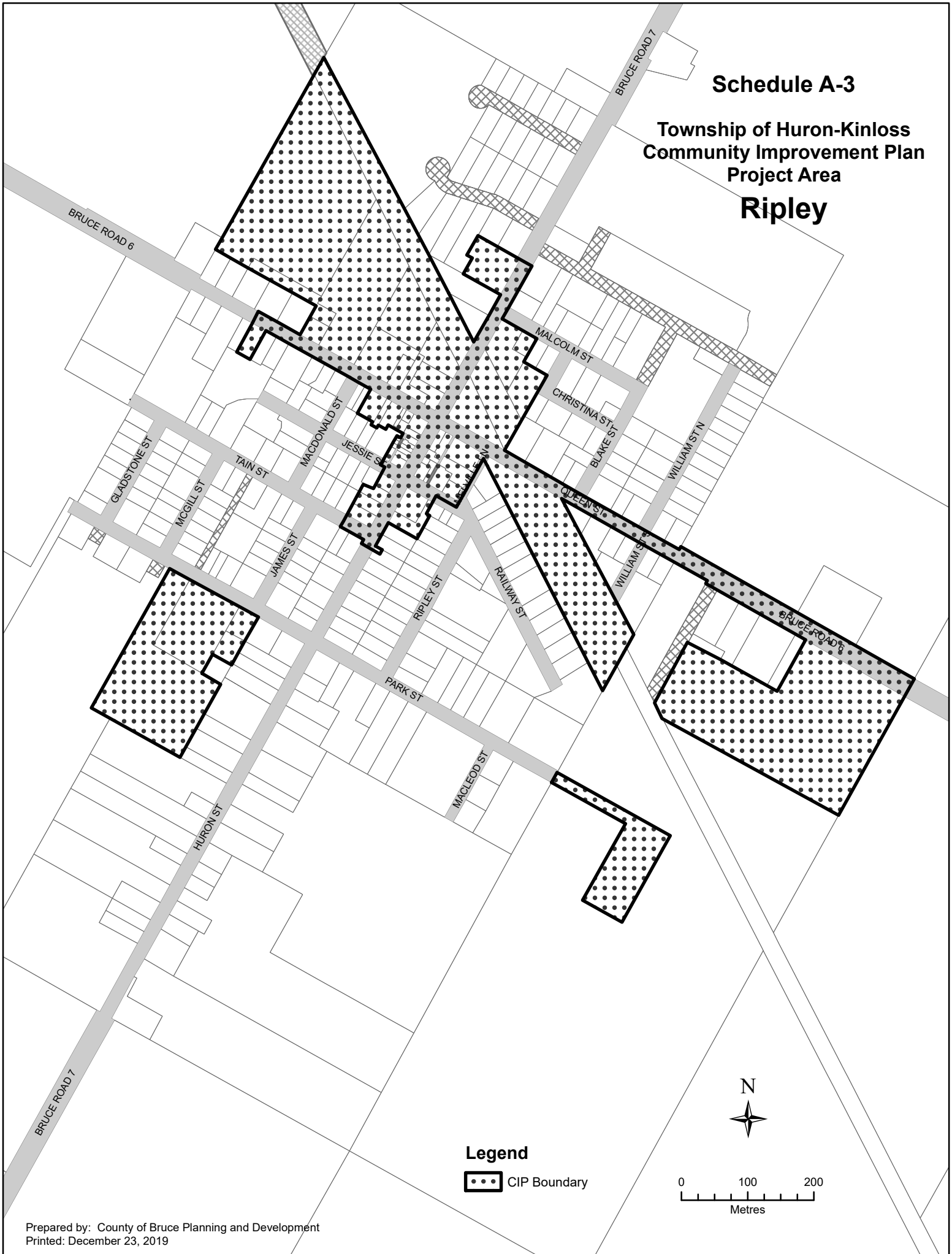
 Community Improvement Project Area



Schedule A-3

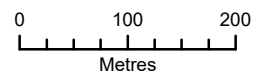
Township of Huron-Kinloss Community Improvement Plan Project Area

Ripley



Legend

 CIP Boundary



APPENDIX B – MUNICIPALLY DRIVEN PROGRAMS

These programs may be offered in conjunction with Bruce County driven programs, to allow for coordination or as stand alone, municipally driven programs. The Township of Huron-Kinloss reserves the right to decide which grant programs to offer, which may change on an annual basis. Township of Huron-Kinloss Council shall also determine the monies to be made available on an annual basis.

B.1 Façade Building Improvement Grant

Purpose:

Updated, aesthetically pleasing, and well-maintained building facades create vibrancy in our downtown cores and encourage the public to stop, shop, and dine.

The Façade Building Improvement Grant provides funding for business and property owners to update and improve the exterior façade of their downtown commercial building.

The building must be commercial or mixed-use (commercial-residential) and be located within the priority CIPA 2-4 (Appendix A 2-4).

Examples of Eligible Projects:

- Architectural feature improvements, or additions (e.g., beams, decorative molding)
- Brick or stone (or other masonry) installation, repointing, or restoration
- Exterior lighting / gooseneck lighting
- Painting storefront
- Permanent outdoor planters (e.g., windowsill)
- Siding installation
- Take-out window installation
- Windows and doors upgrades
- Other projects approved by the Township that create physical improvements or upgrades to the commercial property's façade.

A minimum of three major exterior projects from the eligible project list must occur. These can be a combination of grants funded under this grant category and up to one of the following categories: fascia signage, perpendicular signage, and awning.

B.2 Fascia Signage

Purpose:

An updated and aesthetically pleasing fascia sign helps to showcase the business' brand and encourages customers to enter the shop.

The Fascia Signage Grant provides funding for business and property owners to install a new and updated façade (flat/fascia sign) on the exterior of the downtown commercial building.

The building must be commercial or mixed-use (commercial-residential) and be located within the priority CIPA 2-4 (Appendix A 2-4).

Examples of Eligible Projects:

- Fascia / façade / flat storefront sign
- Other projects approved by the Township that create physical improvements or upgrades to the commercial property's fascia signage.

B.3 Perpendicular Signage

Purpose:

Perpendicular signs increase awareness and visibility of a business and its offerings. The sign is attached to the front of the building and mounted so the face of the sign is perpendicular to the normal flow of the street and foot traffic, which creates pedestrian-friendly downtowns.

The Perpendicular Signage Grant provides funding for business and property owners to install a new perpendicular (blade / projecting) sign on the exterior of the downtown commercial building.

The building must be commercial or mixed-use (commercial-residential) and be located within the priority CIPA 2-4 (Appendix A 2-4).

Examples of Eligible Projects:

- Perpendicular / blade / projecting sign
- Other projects approved by the Township that create physical improvements or upgrades to the commercial property's perpendicular signage.

B.4 Awning Grant

Purpose:

Awnings not only provide shelter from environmental elements but can also add an

extra visual appeal to the building and improve aesthetics.

The Awning Grant provides funding for business and property owners to install an awning on the exterior of the downtown commercial building.

The building must be commercial or mixed-use (commercial-residential) and be located within a priority CIPA 2-4 (Appendix A 2-4).

Examples of Eligible Projects:

- Awning above windows, doors, and/or takeout windows
- Other projects approved by the Township that create physical improvements or upgrades to the commercial property's awning.

B.5 Infrastructure Works/Building Restoration and Accessibility Enhancements

Purpose:

The Township recognizes that to attract business owners and encourage shopping by residents and tourists, there needs to be the availability of structurally sound buildings. The Tax Increment Equivalent Grant (TIEG) program provides tax assistance to private landowners to encourage private sector investment in properties and buildings.

The building must be commercial or mixed-use (commercial-residential) and be located within a priority CIPA 2-4 (Appendix A 2-4).

Examples of Eligible Projects:

- Remediation purposes to assist in bringing existing buildings up to current Ontario Building Code standards; and,
- Development or redevelopment of a vacant property for commercial, retail, office, industrial or a mix of uses.
- Adaptive reuse of a property to suit a new commercial, retail, office, industrial or a mix of uses.

B.6 Community Energy Efficiency

Purpose:

Energy efficiency and energy conservation are important to the environmental, social, physical, and economic health of a community. The Township of Huron-Kinloss is committed to energy efficiency and conservation in all its Township-owned buildings has established a financial incentive grant program to aid

downtown commercial property owners in our Community Improvement Areas for energy efficiency and conservation.

The building must be commercial or mixed-use (commercial-residential) and be located within a priority CIPA 2-4 (Appendix A 2-4).

Examples of Eligible Projects:

- Construction of new green buildings that meet LEED (Leadership in Energy and Environmental Design) certification standards.
- Retrofit of existing buildings for energy efficiency and resource conservation (i.e. replacement of lighting, doors, windows, insulation, heating, etc. and installation of low-flush toilets, grease trap, etc.); and,
- Alternative energy generating sources (i.e. rooftop solar panels).

B.7 Building Improvements/Structural Grant

Purpose:

It is important to have building stock available in our commercial areas for potential investors. The Township of Huron-Kinloss recognizes that there are buildings in our Community Improvement Areas that need significant repairs to bring them up to the Building Code and have them available for lease. The purpose of the Program is to offer incentives to downtown commercial property owners that propose significant commercial, industrial, residential, or institutional projects that substantially renovate, restore, improve, and update a prominent building or structure or key vacant property.

The building must be commercial or mixed-use (commercial-residential) and be located within a priority CIPA 2-4 (Appendix A 2-4).

Examples of Eligible Projects:

- Address structural and life safety issues to create usable and efficient floor space.
- Improve property standards or preserve architectural significance.
- Remediate a brownfield site.
- Preserve or enhance employment opportunities.

B.8 Branding, Design and Marketing Program

Purpose:

The Township of Huron-Kinloss encourages businesses to use professional, high quality

and attractive designs to showcase their business. The Branding, Design and Marketing Program offers grants to business owners for design services to help them promote their business and stand out from their competition.

The building must be commercial or mixed-use (commercial-residential) and be located within a priority CIPA 2-4 (Appendix A 2-4).

Examples of Eligible Projects:

- Logo Development
- Brand Development
- Design services for marketing material.
- Design services for exterior signage and façade improvements.
- Advertising campaigns

B.9 Start-up Grant

Purpose:

The Township of Huron-Kinloss recognizes the importance of providing support to businesses during their initial start-up phase. By providing support early on, the chances that a start-up will succeed will increase. To help businesses get established and foster long-term growth and success.

The building must be commercial or mixed-use (commercial-residential) and be located within a priority CIPA 2-4 (Appendix A 2-4).

Eligible Costs:

- Capital storefront and commercial space improvements.
- Start-up costs related to the business, equipment, shelving, software purchases, marketing, and branding.

B. 10 Business Adaptability and Accessibility Grant

Purpose:

Communities become more inclusive, safe, and welcoming when the accessibility of commercial buildings is improved, and barriers are removed. The goal is to create inclusive and AODA-friendly environments for all.

The Business Accessibility Adaptability Grant provides funding for business and property

owners to upgrade or renovate the exterior or interior of their commercial building to remove or reduce barriers for people with disabilities.

The building must be commercial or mixed-use (commercial-residential) and be located within a priority CIPA (Appendix A 1-4).

Examples of Eligible Projects:

- Automatic doors (exterior or interior)
- Accessible dressing rooms
- Accessible washrooms
- Wheelchair ramps
- Flat entrance (in place of stairs)
- Other projects approved by the Township that create permanent renovations or upgrades to improve the accessibility of the exterior or interior of the commercial building.

B.11 Agri-Food Innovation Grant

Purpose:

Agriculture is one of Huron-Kinloss' key sectors. By supporting the implementation of innovative and value-added processes, agriculture operators can improve efficiencies, expand their markets, and increase profits.

The Agri-Food Innovation Grant provides funding for agricultural operators to improve or implement new value-added and innovative technologies, software, and hardware.

The business must be zoned agricultural, commercial, or mixed use (commercial and residential) and be located within the priority CIPA 1-4 (Appendix A 1-4).

Examples of Eligible Projects:

Infrastructure related to the following:

- Agri-tourism experiences (e.g., adding a corn maze)
- Bioproduct farming (as defined by Ontario Ministry of Agriculture, Food & Rural Affairs (OMAFRA))
- Direct consumer sales (e.g., pick-your-own, roadside stands)
- Organic farming (e.g., free-range chickens)
- Small-scale food and beverage processing (e.g., making jam on-site from grown raspberries)

- Specialty crops farming (as defined by OMAFRA)
- Other projects approved by the Township that include value-added or innovative purchases or implementation to the agriculture operation.

B.12 Product and Experience Development

Purpose:

By upgrading or creating new experiences and products for visitors, their length of stay and monies spent can increase, assisting the overall economy.

The Product and Experience Development / Enhancement Grant provides funding for tourism business and property owners of tourism establishments to improve the visitor experience by making upgrades and enhancements to their products, services, and physical location.

The business must be zoned agricultural, commercial, or mixed use (commercial and residential) and be located within the priority CIPA 1-4 (Appendix A 1-4).

Examples of Eligible Projects:

- Infrastructure related to physical improvements or additions to a building or structure (e.g., exterior façade, patios, cabins, docks, playgrounds, etc.)
- Infrastructure related to the development of new tourism products or services.
- Other projects approved by the Township of Huron-Kinloss that develop or enhance existing or new products or experiences of the tourism property or business.

APPENDIX C - Bruce County Driven Programs

In addition to municipal programs, Bruce County's Spruce the Bruce (STB) program offers a variety of grants to the Township of Huron-Kinloss eligible property owners and tenants, municipalities, and specific community groups. These grants are administered and funded directly by Bruce County and based on a separate budget set by County Council each year. Each grant has its own eligibility requirements, details available upon request. The Township reserves the right to offer these programs only through the STB program or in addition to the STB program.

C.1 Business Adaptability and Accessibility Grant

Purpose:

Communities become more inclusive, safe, and welcoming when the accessibility of commercial buildings is improved, and barriers are removed. The goal is to create inclusive and AODA-friendly environments for all.

The Business Accessibility Adaptability Grant provides funding for business and property owners to upgrade or renovate the exterior or interior of their commercial building to remove or reduce barriers for people with disabilities. **This is a Bruce County administered program and while Huron-Kinloss businesses can apply through the County process, the Township may not provide additional funding.**

The building must be commercial or mixed-use (commercial-residential) and be located within a priority CIPA (Appendix A 1-4).

Examples of Eligible Projects:

- Automatic doors (exterior or interior)
- Accessible dressing rooms
- Accessible washrooms
- Wheelchair ramps
- Flat entrance (in place of stairs)
- Other projects approved by the Township that create permanent renovations or upgrades to improve the accessibility of the exterior or interior of the commercial building.

C.2 Agri-Food Innovation Grant

Purpose:

Agriculture is one of Huron-Kinloss' key sectors. By supporting the implementation of innovative and value-added processes, agriculture operators can improve efficiencies, expand their markets, and increase profits.

The Agri-Food Innovation Grant provides funding for agricultural operators to improve or implement new value-added and innovative technologies, software, and hardware. **This is a Bruce County administered program and while Huron-Kinloss businesses can apply through the County process, the Township may not provide additional funding.**

The agriculture property must be located within a CIPA (Appendix A 1-4).

The project must comply with all necessary municipal, provincial, federal, and local food, and safety regulations, and have received appropriate permits and permissions.

Examples of Eligible Projects:

Infrastructure related to the following:

- Agri-tourism experiences (e.g., adding a corn maze)
- Bioproduct farming (as defined by Ontario Ministry of Agriculture, Food & Rural Affairs (OMAFRA))
- Direct consumer sales (e.g., pick-your-own, roadside stands)
- Organic farming (e.g., free-range chickens)
- Small-scale food and beverage processing (e.g., making jam on-site from grown raspberries)
- Specialty crops farming (as defined by OMAFRA)
- Other projects approved by the Township that include value-added or innovative purchases or implementation to the agriculture operation.

C.3 Product and Experience Development

Purpose:

By upgrading or creating new experiences and products for visitors, their length of stay and monies spent can increase, assisting the overall economy.

The Product and Experience Development / Enhancement Grant provides funding for

tourism business and property owners of tourism establishments to improve the visitor experience by making upgrades and enhancements to their products, services, and physical location. **This is a Bruce County driven program and while Huron-Kinloss businesses can apply through the County process, the Township may not provide additional funding.**

The applicant must be the tenant or the property owner of a business whose products or services are demand generators directly related to tourism (accommodations, recreation and entertainment, food and beverage, travel services, and transportation). A letter of support from the property owner is required if the applicant is the tenant.

The building or property must be located within a CIPA (Appendix A 1-4).

Examples of Eligible Projects:

- Infrastructure related to physical improvements or additions to a building or structure (e.g., exterior façade, patios, cabins, docks, playgrounds, etc.)
- Infrastructure related to the development of new tourism products or services.
- Other projects approved by the Township of Huron-Kinloss that develop or enhance existing or new products or experiences of the tourism property or business.

C.4 Community Marketing Grant

Purpose:

By collaborating on marketing projects, businesses, municipalities, not-for-profits, and charities with a focus or mandate to service visitors can ensure a cohesive approach and expand their reach to new audiences and visitors. Helping to drive sales to local businesses and encourage involvement and attendance at community events helps to drive a vibrancy in the community.

The Community Marketing Grant provides funding for businesses or municipalities, not-for-profits or charities with a focus or mandate to service visitors to collaboratively develop a package itinerary or marketing campaign that stimulates the local downtown economy. **This is a Bruce County driven program and while Huron-Kinloss businesses can apply through the County process, the Township may not provide additional funding.**

The applicants may be a combination of businesses, or a combination of municipalities,

not-for-profits or charities with a focus or mandate to service visitors.

For businesses: a minimum of three businesses, with at least one being located within the priority CIPA (Appendix A 2-4) collaborate and develop a package itinerary or campaign.

For municipal and community partners: municipalities and community partners (not-for-profits or charities) collaborate and develop a marketing campaign to promote the business community and sectors.

Examples of Eligible Projects:

- Completed package itinerary or marketing campaign.
- Design and production of marketing collateral
- Paid promotion through marketing channels (e.g., detail, print, radio, etc.)
- Other projects approved by Bruce County that create visitor attraction to the downtown cores of eligible communities.

C.5 Residential Improvement Grant

Purpose:

Adding to the number of residential units available for rent will help increase the supply of housing options accessible for residents. Focusing on downtowns and mixed-use zones will help rental tenants gain access to employment opportunities and use personal and professional services downtown without requiring access to a vehicle.

The Residential Improvement Grant provides funding for property owners to upgrade or renovate their mixed-use (commercial-residential) building to add new residential units or increase occupancy in existing units for long-term rental use.

This is a Bruce County driven program and while Huron-Kinloss businesses can apply through the County process, the Township may not provide additional funding.

The applicant must be the property owner.

The building must be mixed-use (commercial-residential) and located within a downtown core or mixed-use zone of a priority CIPA (Appendix A 2-4).

Examples of Eligible Projects:

- Supplies and labour related to the development of a new unit or expansion of existing units.

- Supplies and labour related to necessary building code or fire code requirements.
- Other projects approved by Bruce County that create permanent renovations or upgrades that add a new residential unit or increase the capacity of an existing residential unit of the mixed-use property.

C.6 Streetscape Beautification Grant

Purpose:

Streetscape Beautification projects help make a community's downtown more attractive, distinctive to their unique brand, and pedestrian-friendly, helping to drive community vibrancy and development. Uniquely branded physical elements help to highlight the character of a downtown.

The Streetscape Beautification Grant provides funding for municipalities or their entities, business improvement areas, or registered chambers of commerce to install or improve streetscape improvements in the downtown core that improve the vibrancy of the downtown.

This is a Bruce County driven program and while Huron-Kinloss businesses can apply through the County process, the Township may not provide additional funding.

The applicant must be a municipality or their entities, a business improvement area, or a registered chamber of commerce.

The project elements must be installed in and around the downtown core of a priority CIPA (Appendix A 2-4).

The applicant must submit a letter of support from the local municipality or local council.

Examples of Eligible Projects:

- Banners
- Benches
- Bike racks
- Flower containers
- Garbage and recycling cans
- Green space or public plaza enhancements
- Public art
- Seasonal decorations

- Other projects approved by Bruce County that create upgrades, additions, or improvements, or enhanced experiences to the streetscape within the community's downtown core.

C.7 Community Signage Grant

Purpose:

Community Signage helps to improve visitors' experiences, while showcasing the community's unique brand.

The Community Signage Grant provides funding for municipalities, not-for-profits, or charities with a focus or mandate to service visitors, to install signage that improves the visitor experience.

This is a Bruce County driven program and while Huron-Kinloss businesses can apply through the County process, the Township may not provide additional funding.

The applicant must be a municipality, not-for-profit, or charity with a focus or mandate to service visitors.

Signage must be within Bruce County boundaries.

The applicant must submit a letter of support from the local municipality or local council.

Examples of Eligible Projects:

- Gateway signs
- Interpretive or historical plaques
- Kiosk signs
- Route / trail markers (e.g., cycling, hiking, paddling areas, marinas)
- Other projects approved by Bruce County that create upgrades, additions, or improvements, or enhanced experiences through signage within the community.

C.8 Destination Infrastructure and Active Transportation Grant

Purpose:

By upgrading and investing in local destination infrastructure around core local attractions, visitor experience is enhanced and increases the likelihood of return trips. Investing in active transportation projects also helps engage residents and visitors and encourages active means of transportation.

The Destination Infrastructure and Active Transportation Grant provides funding for municipalities, not-for-profits, or charities with a focus or mandate to service visitors, to install or enhance infrastructure or make capital improvements that improve the quality of core visitor attractions or active transportation areas.

This is a Bruce County driven program and while Huron-Kinloss businesses can apply through the County process, the Township may not provide additional funding.

The applicant must be a municipality, not-for-profit, or charity with a focus or mandate to service visitors.

The project work must be within Bruce County boundaries, and at a core visitor attraction or an area determined by an active transportation plan.

The applicant must submit a letter of support from the local municipality or local council.

Examples of Eligible Projects:

- Capital improvements such as upgrades and additions to public restrooms, parking areas, and lookouts.
- Other projects approved by Bruce County that create upgrades, additions, or improvements, or enhanced experiences through Destination Infrastructure and Active Transportation within the community.