



Media Release

March 17, 2021

Bruce County Invites You to Help Plan the Bruce

Walkerton, Ontario: Throughout 2021, Bruce County residents, businesses and visitors are invited to help *Plan the Bruce*.

As a community, Bruce County is embarking on a journey to a new County Official Plan, the roadmap to guide development and growth for the next 25 years. This is a major project that will have a lasting impact on how Bruce County will be shaped in the future.

You are encouraged to get involved and offer feedback on land use planning – where homes, businesses, schools, parks, roads and infrastructure are built, and how communities grow and manage change.

“The Official Plan affects everyone in Bruce County – from the roads we use and the homes we live in, to the natural spaces we enjoy and the places we shop,” says Bruce County Warden, Janice Jackson. “By participating in the Plan the Bruce project, you can influence Bruce County’s future.”

“We have an opportunity to guide growth and prepare for land use changes that are coming to Bruce County in the future,” says Mark Paoli, Bruce County’s Director of Planning and Development. “With your help, we can create policy that accurately reflects community needs – now and into the future.”

With community input, the County of Bruce is developing policy direction for eight land use planning projects:

- **Homes:** Increasing availability and mix
- **Good Growth:** Combining development with preservation of character
- **Business:** Growing economic health through business diversity
- **Connecting:** Bringing our communities closer together
- **Communities:** Making healthy communities a priority
- **Natural Legacy:** Managing what we inherited for future generations
- **Agriculture:** Ensuring the future of food thrives here
- **Heritage:** Identifying and promoting our unique culture

The new Official Plan will build vibrant communities that people are proud to call home or visit and will attract business investment.

Learn more and join the conversation at planthebruce.ca.



Corporation of the County of Bruce
Planning & Economic Development Department

brucecounty.on.ca

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For more information, contact:

Carley Donaldson

Marketing and Communications Coordinator, Planning and Development

Bruce County

519-292-6710 or cdonaldson@brucecounty.on.ca

Bruce County is an upper-tier municipality in Southwestern Ontario, Canada, made up of 8 lower-tier municipalities and 68,147 residents. The explorers who visit, live, and work here are the dreamers who take roads less travelled and see tried and true as an invitation to try something new. Be an Explorer and call Bruce County home.



Media Release

March 19, 2021

Child Care and Early Years Programs and Supports in Bruce County

Bruce County, Ontario: Bruce County Children's Services continues to work with key community partners to expand high quality, affordable, accessible and inclusive early years and child care programs for children and their families across Bruce County.

"Bruce County plans, funds, and delivers services for the local child care and early years system, focusing on the integration of government initiatives, inter-agency coordination, and the development of new programs and services," says Children's Services Manager Tina Metcalfe, "Community engagement is key to the success of our children's programs and services. The voices of parents, caregivers, and community partners are key influencers in establishing our child care and early years priorities and actions."

Explore Quality Children's Services:

- **Licensed Child Care Options:** Bruce County has an online child care application system that simplifies finding and applying for child care by connecting families with all registered child care providers in their chosen area. To register for a Licensed Child Care Program, please visit: [BruceCountyChildCare.ca](https://brucecountychildcare.ca)
- **Child Care Fee Subsidy:** Assists eligible families in Bruce County with the cost of licensed child care and authorized camp and recreation programs for their child(ren). [Discover More](#)
- **Special Needs Resource (SNR) Program:** Providing supports for the inclusion of children with special needs in licensed child care programs, camps, and authorized recreation programs at no additional cost to parents or guardians. [Discover More](#)
- **Licensed Home Child Care:** Bruce County operates a licensed Home Child Care Program that contracts with and supports Home Child Care Providers to provide quality child care in their home. [Discover More](#)
- **Financial Supports for Licensed Child Care Programs:** Allocates funding to licensed child care programs across Bruce County to ensure care is affordable, accessible, inclusive, and high-quality.
- **EarlyON Child and Family Centres:** EarlyON virtual and free in-person programs help strengthen adult/child relationships, support parent education, and foster healthy child development. All families with children from birth to six years of age are welcome! [Discover More](#)
- **Journey Through the Ages and Stages:** Bruce County uses the Ages and Stages Questionnaire (ASQ)[®] to help parents understand and guide their child's development.
- **Enhancing Quality in the Child Care and Early Learning Sector:** This capacity role implements annual quality and professional development initiatives and collaborates with child care educators to support the educational practice of How Does Learning Happen? (Ontario's Pedagogy).



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For more information about the programs, supports, and services, and to view our Child Care and Early Years Service System Plan, please visit: brucecounty.on.ca/childrens-services

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For more information, contact:

Adam Ferguson
Corporate Communications Specialist
Corporation of the County of Bruce
226-909-6399
aferguson@brucecounty.on.ca



Media Release

March 29, 2021

Bruce County Offering Free Digital Marketing Services to Local Businesses

Bruce County, Ontario: Bruce County businesses can now access free digital marketing services thanks to a new partnership between Bruce County's Business to Bruce program and Small Business Centres Ontario.

To succeed with lasting digital marketing efforts, Bruce County business owners can now get free, professional help with digital marketing, including:

- Social media
- Website development
- E-commerce
- Content marketing
- Branding

“Digital marketing matters now more than ever. And it’s difficult for small business owners to understand and keep up with the ever-evolving world of digital marketing. Through this partnership, our business community can access skilled professionals to help them enhance their online presence, at no cost,” says Jill Roote, manager of economic development at Bruce County.

One-on-one digital marketing services are provided free-of-charge through Frontline Web Consulting. Frontline will work alongside business owners to understand, support and achieve their digital marketing goals through partnership, insights and creating a compelling digital presence.

If you're a business owner interested in free, virtual digital marketing services, complete the [application](#) and the Business to Bruce team will be in touch about next steps.

For more information about the Bruce County's Business to Bruce program, please contact info@businesstobruce.com.

Small Business Centres Ontario (SBCOntario) is a provincial network providing support to Ontario's entrepreneurs through the midst of the COVID-19 pandemic, proudly representing Ontario's 54 Small Business Enterprise Centres (SBEC's).



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Media Release

March 25, 2021

Businesses Can Apply for Up to \$20,000 in Only Ten Minutes

Bruce County, Ontario: Businesses can apply for a grant up to \$20,000 from the provincial government's [Ontario Small Business Support Grant](#), in only ten minutes.

Bruce County's Economic Development team is encouraging local businesses to apply for the non-repayable grant. The application is easy, quick and gives businesses impacted by the COVID-19 pandemic additional capital to use where they need it most.

"The application for Ontario's Small Business Support Grant takes less than ten minutes to complete and we're hearing from business owners that it's one of the easiest grant applications they've ever submitted," says Jill Roote, manager of economic development at Bruce County. "With funding up to \$20,000, the investment of ten minutes of time may be well worth the reward."

The [Ontario Small Business Support Grant](#) offers \$10,000 to \$20,000 in non-repayable funding to businesses meeting the following criteria:

- Required to close or significantly restrict services due to the Province-wide shutdown effective December 26, 2020.
- Less than 100 employees.
- Experienced a minimum of 20% revenue decline comparing April 2020 to April 2019 revenues.

Sole proprietors, partnerships, corporations, not-for-profit entities and charitable organizations are all eligible to apply. Successful applicants may choose to use the support in whatever way makes most sense to their business.

The [ten-minute application](#) requires minimal information:

1. Basic business information
2. Revenue for April 2019 and April 2020
3. Business banking information

"Bruce County's Economic Development team is working with all levels of government to ensure Bruce County businesses impacted by COVID-19 take advantage of all available support measures," says Roote.

Apply and be entered to win a shop local prize pack

As an added incentive to apply to the Ontario Small Business Support Grant, Bruce County businesses that [submit an application](#) between March 24 and March 31, 2021 get [entered into a draw for a shop local prize pack](#) – gift cards and funds to be spent in a Bruce County community of the winner's choice.

The Ontario Small Business Support Grant is operated and funded by the Province of Ontario and was developed to support businesses affected by the COVID-19 pandemic, and results of the Province-wide shutdown in December 2020. Grant applications close March 31, 2021.

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