



Media Release

September 9, 2021

Program Offers Grant and Mentorships to Spark New Sustainable Tourism Ideas for the Bruce Peninsula

Bruce County, ON - A third round of the “Spark” Mentorship & Grants Program has been launched to encourage Bruce County entrepreneurs, small businesses and non-profit organizations to create new sustainable tourism ideas for the Bruce Peninsula.

The program matches selected applicants with a tourism mentor and provides a \$3,000 grant to help take their new sustainable tourism ideas to the next level of development. Previous participants were selected for guided forest bathing walks, Indigenous tourism experiences, multi-person canoe ecotours, year-round retreats, transparent kayak adventures, and winter glamping retreats.

View official program announcement video: <https://youtu.be/OxuFtOmDLHQ>

Organizers are looking for sustainable tourism ideas that will enhance the Bruce Peninsula’s current tourism offerings, create high-quality, low impact tourism experiences, address gaps in tourism products and services, motivate longer stays and repeat visits, disperse visitation geographically, and increase shoulder season visits and tourism spending.

The Bruce County “Spark” Mentorship & Grants Program is a partnership between Bruce County, Bruce Power, Municipality of Northern Bruce Peninsula, Town of South Bruce Peninsula, Bruce Grey Simcoe (Regional Tourism Organization 7), Chippewas of Nawash Unceded First Nation, and the Ontario Tourism Innovation Lab.

“The “Spark” Program aims to encourage entrepreneurs to offer tourism experiences that are more sustainable to enhance economic development initiatives while keeping the protection of our environment top of mind. Along with our partners we are proud to be offering mentorship and grants to innovative entrepreneurs in the community,” says Bruce County Warden Janice Jackson.

“Bruce Power is pleased to support the goals of the “Spark” Mentorship and Grants program,” said John Peevers, Bruce Power’s Director of Community and Media Relations, and Economic Development. “Innovation is a part of our company culture



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and this program aligns with our approach to acknowledging and rewarding the development of new ideas in this changing landscape that will promote economic growth in our community.”

“We have been excited and inspired by our past Bruce County “Spark” Program winners, and look forward to hearing about new sustainable tourism ideas for the Bruce Peninsula,” said Justin Lafontaine, Program Lead, Ontario Tourism Innovation Lab.

Applications will be accepted from September 9th to October 15th, 2021. Following a juried review process, finalists will be invited to a Pitch Session where three winners will be selected.

For more information on the Bruce County “Spark” Program visit www.tourisminnovation.ca/bruce.

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Corporation of the County of Bruce

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Bruce County Administrative Buildings Reopen on September 13

Bruce County, Ontario: On Monday, September 13, Bruce County Administrative buildings in Walkerton, Kincardine, Port Elgin, and Wiarton will begin to welcome the public back for in-person service. Bruce County continues to follow the health measures announced by the Ontario Government and Grey Bruce Public Health in an effort to limit the spread of COVID-19 variants and provide a safe customer service experience for the community.

The Public will be received at County facilities by customer service and at the discretion of each County Department. Pre-booked appointments are still encouraged. Bruce County will also continue to offer customer service virtually and we are happy to assist you online and over the phone.

To book an appointment, please contact a specific department, or reach us at:

Call: 519-881-1291

Email: info@brucecounty.on.ca

Visit: www.brucecounty.on.ca

What to expect:

- Safety precautions will be in place at Bruce County facilities, including signage, hand hygiene stations, plexiglass barriers, physical distancing markers, enhanced cleaning, and designated meeting spaces.
- County Staff will be wearing face coverings while meeting with the public and members of the public are encouraged to wear face coverings at County facilities during their appointments.
- At the main entrance, the public will have to complete a self-screening assessment, hand hygiene, and a sign-in on the visitor logbook. The public can then proceed to the administration area for assistance.

Please reschedule your visit or use virtual customer service if you do not pass the [provincial COVID-19 self-assessment](#).

“Through this pandemic, Bruce County has actively responded with a number of measures to help protect Residents, Businesses, and Staff,” said Bruce County Warden Janice Jackson, “As Ontario reopens, Bruce County will continue to deliver critical and essential services, like Paramedic Services, Long Term Care, Roads Maintenance, and essential customer services.”

[Bruce County Public Library Branches](#) are open to the public, with capacity limits and distancing measures in place. Curbside pickup and virtual programming continue.

[Bruce County Museum & Cultural Centre](#) is open to the public, with capacity limits and distancing measures in place. Virtual services and virtual programming continue online and on social media.

Additional Resources:

- Help is just a phone call away. Please call 211 if you are in need of help. The 2-1-1 Helpline is available 24/7 in 150 languages.



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- Ontario Provincial Police: For emergencies, please call 9-1-1. For less serious incidents, report online by visiting opp.ca/reporting.
 - Health related information can be found at www.publichealthgreybruce.on.ca and the Ministry of Health website at www.ontario.ca/covid

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For more information, contact:

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