

# Staff Report to Council

**Title:** Community Improvement Plan – 2024 Recap and 2025 preliminary priorities

**Report Number:** Economic Development-2025-01

**Director:** Chief Administrative Officer

**Manager:** Strategic Initiatives

**Meeting Date:**  
Wednesday, January 22, 2025

**Date to be considered by Council:**  
Wednesday, January 22, 2025

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## Recommendation:

That the 2025 Community Improvement Plan (CIP) program and funding continue to support downtown beautification; and,

That Council direct staff to work with Bruce County Economic Development staff to assist with the implementation and administration of the downtown beautification program through Spruce the Bruce; and

Further that Council direct staff to utilize \$20,000 from the 2025 CIP proposed budget to continue this program in collaboration with Bruce County’s “Spruce the Bruce” Program.

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## Executive Summary:

Council adopted a new Community Improvement Plan for the Municipality in 2024 which allows for a broader range of financial incentives. In 2024, the Municipality funded and worked with the County of Bruce to offer additional Spruce the Bruce grants to support downtown Kincardine and downtown Tiverton businesses and property owners. Over \$25,000 was approved for downtown façade, signage, awnings, patios and beautification efforts. Staff recommend that the Municipality continue to collaborate with the County on the Spruce the Bruce program in 2025 to support downtown beautification efforts. Requests for grant applications will be promoted early in 2025. Staff have proposed \$60,000 in the 2025 budget process and should Council decide to approve this amount staff will bring back a recommendation following Council’s budget and strategic plan discussions and decisions for the remaining \$40,000.

**Strategic Priorities:**

A.2-Improve investment readiness

**Financial Considerations:**

The 2025 budget includes \$60,000 for the Community Improvement Plan program, which includes \$30,000 in carry-over funds that were not spent in 2024.

**Policy:**

Community Improvement Plan

**Context and Background Information:**

The CIP policy includes several potential priority areas including downtown improvements, affordable/attainable housing, industrial/highway commercial and business parks, and agriculture. Each year staff are to prepare an annual report with a recap of the program and outline priorities for the following year.

In 2024, downtown Tiverton was added to the CIPA area and downtown Kincardine was recovering from the major construction project, so the priority focused on downtown beautification and supporting existing as well as new businesses. The Municipality partnered with Bruce County to extend the well-established Spruce the Bruce program offering additional façade improvement, signage, awnings and patio grants to downtown businesses and properties. Below is the list of grants that were provided through the program. The program was well received, and the Tiverton businesses appreciated the opportunity to participate in the Spruce the Bruce grants.

**2024 Spruce the Bruce Grants for the Municipality of Kincardine**

Grant	Company	Community	Funding
Facade Improvement Grant	Inn at the Harbour	Kincardine	\$4,000.00
Facade Improvement Grant	Little Blue House Coffee Co.	Tiverton	\$4,000.00
Fascia Signage Grant	Kings Pearl Pub & Eatery	Tiverton	\$1,000.00
Perpendicular Signage Grant	Lake Life Boutique	Kincardine	\$120.00
Facade Improvement Grant	747 Queen Street (property address)	Kincardine	\$4,000.00
Facade Improvement Grant	Zen Moments	Kincardine	\$3,148.71
Fascia Signage Grant	Zen Moments	Kincardine	\$850.00
Facade Improvement Grant	Bar Down / Gilleys	Kincardine	\$4,000.00
Perpendicular Signage Grant	Bar Down / Gilleys	Kincardine	\$750.00
Facade Improvement Grant	Masonic Lodge Bruce	Tiverton	\$3,171.29
Fascia Signage Grant	Masonic Lodge Bruce	Tiverton	\$575.00
<b>Total</b>			<b>\$25,615</b>

For 2025, staff are recommending that the Municipality partner again with the Spruce the Bruce Program and support \$20,000 in Municipal funding which will continue to support the façade improvements, signage, awning and patio grants. The Municipality, County and applicant will each contribute 1/3 funding for each grant, up to a maximum amount which varies depending on the program. (e.g. facade improvement grant covers up to a maximum of \$4,000).

Staff have proposed \$60,000 in the 2025 for the CIP program, which includes \$30,000 in carry-over funds not spent in 2024. Since the requests for grants from the Spruce the Bruce program will start early in the year, staff are requesting that \$20,000 to support the Spruce the Bruce program, be approved, leaving \$40,000 in funding for other incentive programs.

Staff will bring back a recommendation at a future meeting following Council’s budget and strategic plan decisions for the remaining \$40,000 in order to understand Council priorities.

**Consultation Overview:**

The Municipality conducted consultation with the public and community while creating the new CIP. Municipal staff continue to meet with developers that are seeking financial support and reduced fees for new building projects.

**Origin:**

By-law 2024-022 and By-law 2024-023 approved a new Community Improvement Plan.

**Implementation Considerations:**

Staff will continue to provide an annual report on the CIP program and will also bring forward recommendations each year on future priorities.

**Risk Analysis:**

This program is implemented and reviewed in partnership with Bruce County, facilitating a coordinated approach and accountability for the grant programs by both levels of government.



- Attachments:** None
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