



Media Release

January 29, 2026

For Immediate Release

The Municipality of Arran-Elderslie and Bruce County Collaborate to Launch Spruce the Bruce Program

Arran-Elderslie, Ontario: The Municipality of Arran-Elderslie is excited to partner with Bruce County to launch the [Spruce the Bruce](#) program on February 2, 2026. Spruce the Bruce provides grant funding to help strengthen communities as well as maintain and enhance downtown businesses. Eligible businesses and property owners may learn more and apply at sprucethebruce.com.

Mayor Steve Hammell shares, “Each business in our downtowns has a role to play in strengthening our communities, and we encourage owners to seek support through Spruce the Bruce to help bring their improvement ideas to life.”

Bruce County offers funding up to 50% of eligible costs (excluding taxes, and subject to a maximum per grant). Past recipients of [Spruce the Bruce](#) funding may be eligible for additional support for new project elements. The program is in high-demand each year, and there’s strong recommendation to submit applications early, since funding approvals are on a first-come-first-served basis for complete applications.

“Bruce County Economic Development is excited to partner with Arran-Elderslie to be able to support businesses and organizations to help revitalize properties and build vibrant communities through Spruce the Bruce,” says Bruce County Economic Development Manager, Heather Hyde. “These resources support the growth of our communities and public experiences in Bruce County.”

Grants for eligible businesses and property owners:

- [Agri-Food Innovation](#)
- [Awning](#)
- [Business Accessibility Adaptability](#)
- [Community Marketing](#)
- [Façade Building Improvement](#)
- [Fascia Signage](#)
- [Patio Installation](#)

- [Perpendicular Signage](#)
- [Product and Experience Development](#)
- [Residential Improvement](#)

Grants for eligible municipalities, community partners, not-for-profits and charitable organizations with a mandate to service visitors:

- [Community Marketing](#)
- [Community Signage](#)
- [Destination Infrastructure and Active Transportation.](#)
- [Streetscape Beautification](#)

Note: Each grant has specific eligibility criteria. The property or project must be located within an eligible [Community Improvement Project Area \(CIPA\)](#) and identified in an active [Community Improvement Plan \(CIP\)](#). Some grants require the use of eligible Façade Guidelines, and some grants require the use of eligible Community Branding. All eligibility and accompanying documents are available on the [Spruce the Bruce webpages](#).

Learn more and apply online at sprucethebruce.com.

For Spruce the Bruce program information, contact:

info@sprucethebruce.com

-30-

For media inquiries, contact:

Jennifer Isber-Legge
Economic Development and Communications Officer
Municipality of Arran-Elderslie
519-363-3039
jlegge@arran-elderslie.ca