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**Bill Jones, CMM III**  
**Chief Administrative Officer**

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**Report To: Council, May 21, 2024**

**Report No: AD07-2024**

**Subject: Community Improvement Plan**

**Recommendation:**

**That** Council approves in principle, the Draft Community Improvement Plan as presented on May 21, 2024, in report AD07-2024;

**And further that** Council directs staff to proceed with the Community Improvement Plan implementation process as described in report AD07-2024.

**Link to Strategic Planning:**

Goal 3. Collaboration and Partnerships

3.1. Priority Objective: Maximize shared services and resources

Goal 5: Stable Economy

5.1. Priority Objective: Attract and retain business investment

**Background:**

At the April 5, 2022, Council meeting staff were directed to work with Bruce County on updates to the Town's Community Improvement Plan and other planning documents as required in order to leverage the Spruce the Bruce grant program for South Bruce Peninsula. Bruce County launched the expanded program in 2023.

Over the years, the Town of South Bruce Peninsula has recognized the importance of adapting to changing circumstances and aligning municipal initiatives with broader county priorities. In late 2022, Bruce County Council expanded the range of incentives

available through Spruce the Bruce, the county's community development incentive program. To fully leverage these grants, the municipality is now seizing the opportunity to redevelop its CIP, aligning it more closely with existing municipal goals and county priorities.

The primary purpose of the updated CIP is to establish a comprehensive program of financial incentives that will stimulate the redevelopment and enhancement of private lands across the Town of South Bruce Peninsula. By encouraging improvements and redevelopment, the plan aims to enrich the character of the municipality and contribute to its overall growth.

The financial incentives provided by the CIP are designed to support businesses and property owners in their efforts to enhance and redevelop their properties. These incentives, aligned with municipal goals in the Economic Development Strategy and Corporate Strategic Plan.

The CIP is inclusive, extending its benefits to both settlement and rural areas of the municipality. Recognizing the diverse needs of these areas, the plan tailor's specific financial incentives to address the unique challenges and opportunities of each. This inclusivity facilitates greater participation of businesses and property owners in the Bruce County's Spruce the Bruce Program.

To implement financial incentives effectively, the CIP designates specific Community Improvement Project Areas (CIPAs). This strategic approach allows both the municipality and Bruce County to target and implement incentives that align with future development and investment goals.

The financial incentives provided within the CIPAs are subject to the discretion of the Town of South Bruce Peninsula and Bruce County. These incentives are contingent upon budget considerations, ensuring a sustainable and responsible approach to fostering development and investment within the community. Annually, South Bruce Peninsula allocates \$20,000.00 for the Spruce the Bruce Program. These funds serve to offer a 1/3 matching-contribution towards eligible project costs, effectively extending financial support to local businesses in the community.

The revised Community Improvement Plan for the Town of South Bruce Peninsula represents a forward-looking strategy to stimulate redevelopment and improve the overall quality of private lands. By aligning with county-wide initiatives and addressing the unique needs of settlement and rural areas, the CIP positions the municipality for sustainable growth and development, enhancing the character of the community for current and future residents.

It's important to emphasize that while the Community Improvement Plan provides the municipality with a range of tools, their presence in the Community Improvement Plan doesn't mandate immediate funding or implementation. The plan offers flexibility in choosing when and how to utilize these tools based on evolving needs and priorities.

The Ministry of Municipal Affairs and Housing regulates the Community Improvement Plan and land-use planning.

#### The Community Improvement Plan Process

1. Provide DRAFT Community Improvement Plan for consideration of Approval in Principle to Council
2. Undertake pre-consultation with Ministry of Municipal Affairs and Housing (MMAH)
3. Conduct a Public Meeting
4. Council to consider adoption of the Plan
5. Send adopted version to MMAH and other interested parties

#### **Options:**

- A. Approve in principle, the Draft Community Improvement Plan and direct staff to proceed with the above noted Community Improvement Plan Implementation Process.
- B. Do not approve the Draft Community Improvement Plan in principle as presented
- C. Provide alternate staff direction.

#### **Attachments:**

1. Draft Community Improvement Plan
2. AD-14-2022

#### **Inter-Departmental Impact:**

The Manager of Economic Development and Communications is working with Bruce County regarding the expansion of the Community Improvement Program. The Manager of Economic Development and Communications liaises with Bruce County regarding the Spruce the Bruce Program and other economic development strategies. The Legislative Services Department is available to assist as required including assisting with legislated timelines and planning application requirements.

**Financial Implications:**



Approval of Director of Financial Services/Treasurer

The Economic Development cost centre has a budget allocation of \$20,000 to support the Spruce the Bruce Program (Façade & Signage stream). If council wishes to implement any of the expanded programs in the CIP, then staff will bring it forward for Council consideration at future budget deliberations.

**Expected Date of Completion:**

The updated CIP should be in place by summer 2024.

Prepared by,

Respectfully Submitted by,

Danielle Edwards, Manager of Economic Development & Communications  
Date: May 2, 2024

Danielle Edwards, Manager of Economic Development & Communications  
Date: May 2, 2024

Approved by,

Bill Jones, CMM III  
Chief Administrative Officer  
Date: May 10, , 2024