



**Media
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For Immediate Release

The Municipality of Brockton and Bruce County Collaborate to Launch Spruce the Bruce Program

Brockton, Ontario: The Municipality Brockton 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.

With the recent unveiling of new logos and branding guidelines for Cargill, Chepstow, and Elmwood, downtown commercial businesses throughout Brockton communities are now eligible to access all façade grants offered through the county program. Previously, these grants were available only to Walkerton businesses.

“Spruce the Bruce is an important investment in the heart of our communities,” said Brockton Mayor Chris Peabody. “By expanding eligibility across Brockton, we’re giving local businesses the tools they need to enhance their properties, attract visitors, and contribute to vibrant, welcoming downtowns in Cargill, Chepstow, Elmwood, and Walkerton.”

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 Brockton 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.

Brockton Community Improvement Programs Also Open February 2, 2026

In addition to Spruce the Bruce, the Municipality of Brockton's own business funding programs will also open on February 2, 2026, offering additional lower-tier incentives to support economic investment and housing development.

Brockton offers 10 Community Improvement Programs, including grants and incentives for façade and signage improvements, accessibility upgrades, environmental and energy efficiency projects, vacant and underutilized property conversions, farm gate improvements, tax increment funding, surplus lands, landbanking, and affordable housing.

Together, Brockton's local incentives and the Spruce the Bruce program provide a coordinated approach to supporting business growth, revitalization, housing development, and community improvement across the municipality.

More information on Brockton's Community Improvement Programs is available at:
<https://www.brockton.ca/business-development/community-development-projects/brockton-community-improvement/>

For Spruce the Bruce program information, contact:

info@sprucethebruce.com

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For media inquiries, contact:

Christine Brandt

Community Development Coordinator

Municipality of Brockton

519-881-2223 ext. 131 or cbrandt@brockton.ca