



BULLETIN

Southampton Business Improvement Area

What's Happening in 2024?

- February - Spruce the Bruce Grants have opened skip to the end of this newsletter for all resources
- Love at the Lake all month long!
- Southampton BIA Gift Card Programme
- Member Spotlights

February

Love at the Lake - a month featuring our amazing restaurants and date night ideas on the BIA socials

February 21st, 4pm - 7pm **Job Fair and Career Expo** at the Plex in Port Elgin

March

March 8th - **International Women's Day** - breakfast at Southampton Golf and Country Club with the Saugeen Shores Chamber of Commerce and in the evening 5:30 - 9pm with [Business to Bruce](#) at Klages Mill and Gardens in Chesley where the topic will be "Count Her In: Accelerating Gender Equality through Economic Empowerment"

SOUTHAMPTON BIA GIFT CARD PROGRAMME

This Spring look forward to details on a fabulous gift card programme that will be available to any business wishing to participate and the BIA will pick up the fees for the first year trial. The Card will be self-loadable by consumers and will integrate seamlessly with any POS system. The great thing about the card is that it can be re-loaded, kept digitally in Apple Wallet and we're hoping that this will be attractive to service companies as well as retailers and restaurateurs.

Sara and Lisa will be coming by your business in the next few weeks to review the programme and sign you up!

MEMBER SPOTLIGHTS

We'll be getting in touch over the next few weeks to set up an appointment to come by your business with our photographer Muirgen Coady-Mahoney, to take some shots and learn about you, your business and why you love being in Southampton! We'll be posting these spotlights on our socials and we'll give you the photographs to use on yours.

That's all for now! Don't hesitate to get in touch with me or Lisa if you have any questions or concerns.

Best,

A handwritten signature in black ink that reads "Sara". The signature is written in a cursive, flowing style.

For complete listings, events, Board minutes, etc, refer to the [BIA website](#)

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GRANT, FUNDING & EDUCATION OPPORTUNITIES

SPRUCE THE BRUCE - Lindsey Glazier came to Southampton Arts on February 7th to speak about all of the amazing offerings through the County. Programmes include: Facade Improvement, Perpendicular Signage, Awnings, Fascia Signage, Patio Installation and Business Accessibility Adaptability.
[Click here for the link](#) The Team at Bruce County Economic Development are incredibly helpful - don't hesitate to contact them to see what might be available for your business!

The BIA will be applying for a couple of grants for new downtown banners and some community marketing initiatives

BUSINESS TO BRUCE - Lots of free business support training including webinars for creating Google Business profile, Canva for beginners, financial literacy, workforce training and more.

RTO7 - has launched the GoEV Programme. It aims to support eligible organisations in Bruce, Grey and Simcoe Counties in their transition to electric vehicles by making financial assistance available for the installation of EV charging stations. Successful applicants will receive funding covering up to 50% of eligible costs associated with purchasing and installing charging stations, up to a maximum of \$100,000. The funding covers various aspects of EV charging station installation including equipment purchase,

HAVE YOU REGISTERED YOUR BUSINESS on the Bruce, Grey Simcoe Tourism Website? If you have, has it been updated?

TYPSY- free training programme for tourism business owners and staff
AN INTRODUCTION TO LGBTQ2S+ free training

DIGITAL MAINSTREET has a variety of courses and grant programmes including the Digital Transformation Grant for brick and mortar small businesses with a digital assessment, online training and a \$2,500 grant to implement their digital transformation.

GENERAL RESOURCES

BRUCE COUNTY

TOWN OF SAUGEEEN SHORES
