

Truro & Colchester
CHAMBER
of Commerce

**Chamber Micro-Grants
Helping Beautify Businesses**

By Sherry Martell

Could your business storefront use a little bit of a freshen up and perhaps a new sign to attract customers inside? The Truro and Colchester Chamber of Commerce is now offering a micro-grant for businesses and non-profits to assist with various types of signage and beautification activities.

The program is open to all businesses and non-profits in Truro and Colchester with a physical location. The maximum of each grant is \$500 and a business can apply for one or both of the grants up to a maximum benefit of \$1,000. These are non-repayable grants; however, the business must complete the work to be reimbursed for the expenses.

Applications are available on the chamber website www.trurocolchesterchamber.com where it can be filled in online or you can download a form to fill it in at your leisure.

To get your creativity flowing on how this financial support could benefit your

business, here are a few suggested items that you could do to improve esthetics:

Signage: Wayfinding; exterior large signage; interior directional; product display; sandwich board and inserts; door decals, banners, pop-up banners

Beautification: Umbrellas, flower boxes, re-usable shopping bags, paint, chairs, benches, bistro tables, landscaping, décor, other.

This funding is being made available through ACOA's Re-discover Main Streets initiative of which the Chamber will receive about \$235,000 for a number of projects. The Chamber is partnering with Downtown Truro Partnership to place a couple interactive sculptures in downtown and will also be working with partners to place two others at locations in the county. A request for proposals has been issued aiming to discover local artists we could work with to advance this project. More details are available on our website.

The Chamber will also be



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curating a series of shop local boxes, supported by the ACOA grant, Payworks and Burchell MacDougall. There will be curated boxes of local products, foods and goodies available for purchase in summer, fall and winter.

If you are a crafter or maker, or you know someone who fashions local products or foods, please reach out to the Chamber for consideration to be included in a future box. The goal of the project is to showcase local business and provide people with an opportunity to discover something new and local.

Keep watching our social media and website for more shop local initiatives coming this fall.

Let's talk about tourism for a moment. The Chamber is spearheading a tourism marketing campaign to attract people to visit the Central Nova Scotia region. Explore Central NS hosted a contest in June that received nearly 10,000 entries creating a great

deal of interest in this area. We are very grateful for the support of the local business community in donating and discounting items in the \$1,700 prize package, including a three-night stay at Best Western Glengarry, \$500 Downtown Dollars, passes to multiple attractions and gift certificates from many restaurants.

The Chamber and its partners completed the first regional tour guide for the area in the past seven years and is working with partners to operate a Visitor Information Centre in downtown Truro until the end of August. This project will ensure visitors to the downtown have tourist information, and was made possible through the support of a number of businesses including LibCan and Canadian Tire along with volunteers. The Visitor Information Centre is located at 802 Prince Street. Stop by and pick up a free, reusable, Chamber-branded, shopping bag.

The Chamber is a business-led organization that works to support its members in a variety of ways. Anyone with an interest in business can join at any time of year. Reach out for more details to, oa@tcchamber.ca or call 902-895-6328.

Sherry Martell ACE (She/Her) is Executive Director, Truro & Colchester Chamber of Commerce, 105B Walker Street, Truro, NS, B2N 4B1 and can be reached at: ed@tcchamber.ca or 902-895-6328

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New Chamber of Commerce Members

ME Family Therapy & Resource Centre, 46 Inglis Street, Suite 6, Truro, NS, (902) 897-2880

ME Family Therapy & Resource Center has been providing individual, couple and family therapy for children, youth and adults since 1991. It is located in downtown Truro, Nova Scotia, the "hub" of the province and the company is privately owned and operated.

Our team consisting of a psychologist, counselling therapists and a clinical social worker at ME Family Therapy & Resource Center have had several years of experience in working with clients from school age children to adults who present with various problems such as, abuse, trauma, anxiety and depression, grief/loss, self-esteem and self-awareness. It is a collaborative approach between the therapist and client in finding solutions to the presenting issues. Our mission is: "you and ME working together for a better you."

Truro Flying Club / Debert Flight Centre, 44 Spitfire Road, Debert, NS, (902) 662-2228

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Inclusive Financial Planning, Truro, Nova Scotia, (902) 603-1035
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lieve that only you can decide what's best for you. We work with you to breakdown your goals into simple, achievable outcomes, we determine your options by analyzing your current situation, we then provide realistic and understandable recommendations.

At Inclusive Financial Planning we've unbundled financial planning and financial advice from any other products or services. As a fee for service financial planner, we are paid directly by our clients for the services we render. This allows us to provide unbiased and clear recommendations that are based on the best interests of our clients, every single time.

continued on page 20

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