



SAND PLAINS
Community Development Fund

WEB: PROJECT ANNOUNCEMENT

PROJECT # 2013-20

PROJECT NAME: Kitchen Expansion / Upgrade

Business/Organization: Pinecroft Ceramic Art Studio Ltd

County: Elgin

Priority Categories Addressed: Tourism

Loan Amount: \$250,000

Board-Approval Date: Nov 19 ,2013 - \$200,000
Mar 11, 2014 - \$50,000

Project Summary: Expansion of pottery production through installation of new wood-fired kilns, upgrade restaurant and dining facilities – new kitchen, new HVAC system, wheel- chair accessibility

Regional Economic Impacts & Benefits: The expansion of the pottery studio has allowed the company to attract both global instructors and customer for their specialized course, the resulting pottery pieces are also attracting new customers for the artists. The upgrades to the restaurant allowed for greater operational efficiency and with code improvements obtained liquor license. Top line sales improvement of 15%, plus 6 new jobs.

Market Impact Assessment: Increased tourism traffic benefiting local area accommodation businesses and other tourism destination.