



## SAND PLAINS

*Community Development Fund*

PROJECT #23-P003

**PROJECT NAME:** South Huron Turf

**Eligible Business/Organization:** South Huron Turf

**County:** Middlesex

**Priority Categories:** Green Products, Tourism

**Loan Amount:** \$95,000

**Board-Approved Date:** February 10, 2010

**Project Summary:** Expansion into installation of the 'green' product Permaline, a patented synthetic grass which combines with natural grass to form a permanent line on athletic sports fields.

**Regional Economic Impacts & Benefits:**

- ♦ Will create 3 new full-time jobs and 11 seasonal positions
- ♦ Of benefit to municipalities and private sports field operators due to cost savings and improved playing surfaces
- ♦ Preferred surface of travelling sports teams

**Market Impact Assessment:**

- ♦ Cost savings for municipalities, etc. can be redirected to other community improvements
- ♦ Product life is 15 years, compared to traditional painting/burning which would otherwise be required weekly or on a per-game basis; maintenance consists only of another 'green' product application, included in service