



2023 COMMUNITY BENEFITS PLAN ADDITIONS

A key feature of the Gordie Howe International Bridge project is the inclusion of a Community Benefits Plan. Launched in June 2019, the Community Benefits Plan reflects community priorities and includes two components, the Workforce Development and Participation Strategy and the Neighbourhood Infrastructure Strategy.

The Neighbourhood Infrastructure Strategy is a \$20 million (CDN) direct community investment on both sides of the border. In 2019, approximately \$14.6 million (CDN) was allocated to 29 projects in Windsor and Detroit. With implementation of the Plan at the midway point of its five-year term, the project team accepted several new proposals and undertook community consultation, to review the current priorities of the neighbourhoods closest to the project.

As a result, new investment opportunities worth \$2.3 (CDN) million have been identified to bring further benefits to the local communities. Eleven new projects are being added to the Plan, along with additional funding to six existing initiatives. Remaining Neighbourhood Infrastructure Strategy funds will be allocated in early 2024.

The new Community Benefits Plan initiatives include:

CANADA

INDIGENOUS YOUTH PROGRAMMING AND EVENTS

Partner: Turtle Island - Aboriginal Education Centre (University of Windsor)

Categorization: Community Partnerships

Timing: 2023-2024

Two Pow Wow events will be hosted, along with March break and summer camp programming to engage local Indigenous and non-Indigenous secondary-school students.

YOUTH MENTAL HEALTH SERVICES

Partner: Canadian Mental Health Association (CMHA), Windsor-Essex

Categorization: Community Partnerships

Timing: 2023-2024

Free, accessible mental health services, addictions support and education provided to youth through community partners and west Windsor schools. Additional supports include the hiring of a dedicated social worker and availability of a dietician.

TRI-CENTENARY CANOE MONUMENT RELOCATION

Partner: Association des communautés francophones de l'Ontario Windsor Essex, Chatham-Kent (ACFO WECK)

Categorization: Aesthetics and Landscaping

Timing: 2023-2024

Restoration and relocation of a tri-centenary canoe monument from east Windsor to a Sandwich-area park, including the addition of commemorative plaque to recognize the Francophone history of the area. A community unveiling will be held.

GIRLS GROUP PROGRAMMING

Partner: Sandwich Teen Action Group (STAG)

Categorization: Community Partnerships

Timing: 2023-2024

Investment into *STAG Girls Group Choices Program* to promote healthy and supportive relationships for young women aged 12-19, including mentorship and skill building activities that lead to healthy lives.

SANDWICH BUSINESS IMPROVEMENT AREA (BIA) PROGRAMMING AND SUPPORT

Partner: Olde Sandwich Towne BIA

Categorization: Economic Benefits

Timing: 2023-2024

Development of a marketing strategy and beautification plan to enhance the BIA-area and support the Sandwich Town Outdoor Markets and Christmas event and holiday decorations. Funding will also support an infrastructure feature within the BIA.

US

GREEN INFRASTRUCTURE AND PROGRAMMING

Partner: Congress of Communities (COC)

Categorization: Community Partnerships

Timing: 2023-2024

Investments in the youth-driven community center will support green programming, community education and infrastructure improvements, including the expansion of the community garden program. Funding will also support assessment and integration of sustainable policies into the organization.

SOUTHWEST DETROIT SMALL BUSINESS SUPPORT

Partner: Puente Cultural Integration, LLC

Categorization: Economic Benefits

Timing: 2023-2024

Bilingual programming (English and Spanish) including coaching and technical assistance, networking events, workshops, collaborative marketing and marketplace opportunities to support small business owners and entrepreneurs in Southwest Detroit.

SOUTHWEST DETROIT BUSINESS SUMMIT

Partner: To be confirmed

Categorization: Economic Benefits

Timing: 2023

The *Southwest Detroit Business Summit* will provide a half-day event for area businesses and entrepreneurs to leverage the future operation of the Gordie Howe International Bridge for tourism and business opportunities.

SOUTHWEST DETROIT YOUTH PROGRAMMING

Partner: Detroit Hispanic Development Corporation (DHDC)

Categorization: Community Partnerships

Timing: 2023-2024

Afterschool and summer programming to be offered to youth at DHDC and the Delray Community Center. Programming will provide culturally appropriate programs and services that meet the needs of youth within the community.

SDBA SMALL BUSINESS CENTER IMPROVEMENTS

Partner: Southwest Detroit Business Association (SDBA)

Categorization: Economic Benefits

Timing: 2023-2024

Improvements to SDBA's Small Business Development Center, including the creation of an updated meeting space and technology hub for small businesses.

YOUTH ENVIRONMENTAL PROGRAM

Partner: The Greening of Detroit

Categorization: Aesthetics and Landscaping

Timing: 2023

The *TreeKeepers Kids Program* is an environmental education program designed to engage students in three Southwest Detroit schools. Activities will promote environmental awareness and stewardship and will include tree planting at neighbourhood schools or parks.

Expansion of Existing Initiatives:

CANADA

EXPAND ADJACENT TRAILS TO CONNECT TO THE GORDIE HOWE INTERNATIONAL BRIDGE

Partner: City of Windsor

Categorization: Community Safety and Connections

Timing: 2022-2023

Funding to widen the Matchett Road underpass as part of a municipal multi-use path connecting Malden Park to Broadway Avenue in Windsor. This multi-use path will access future active transportation linking to the Canadian Port of Entry.

NEIGHBOURHOOD GREEN IMPROVEMENTS

Partner: Essex Region Conservation Authority (ERCA)

Categorization: Aesthetics and Landscaping

Timing: 2023-2024

Increase funding for three community tree planting events in Sandwich area parks. Community volunteers will be engaged in hands-on environmental stewardship activities.

CANADA & US

COMMUNITY ORGANIZATION INVESTMENT GRANTS

Partner: Local Community Organizations

Categorization: Community Partnerships

Timing: 2023-2024

Increase funding from \$50,000 to \$100,000 (CDN) per country for the 2023 and 2024 Community Organization Investment (COI) funding cycles to support events, programming or infrastructure projects delivered by non-profit or charitable organizations in the host communities.

WINDSOR-DETROIT CROSS RIVER TOUR

Organization: Project Team Delivery

Categorization: Economic Benefits

Timing: 2023-2024

Increase funding to support long-term costs of the interpretive signage in Canada and the US.

For more information about the Gordie Howe International Bridge project and Community Benefits Plan, visit www.GordieHoweInternationalBridge.com or call 1-844-322-1773. Follow us on Twitter at www.twitter.com/GordieHoweBrg, like us on Facebook at www.facebook.com/GordieHoweBridge and connect with us on LinkedIn at www.linkedin.com/company/wdba-apwd.