



S **SANDWICH**
BUSINESS DEVELOPMENT
SUMMIT
2020

RESOURCE GUIDE



in partnership with



ABOUT THE GORDIE HOWE INTERNATIONAL BRIDGE PROJECT

LAND ACKNOWLEDGEMENT

We wish to acknowledge that the Sandwich community and land in Canada where the Gordie Howe International Bridge will be constructed sits on Anishinaabe Territory. The Anishinaabeg in the Windsor area are known as the Three Fire Confederacy which consists of the Ojibwe, Odawa, and Potawatomi Nations. This land has also served as a place of refuge for the Huron/Wendat people.



The Bridge



Canadian Port of Entry



Multi-Use Path

The Gordie Howe International Bridge project is a once-in-a-generation undertaking. Not only will the project deliver much-needed transportation improvements for international travellers, it will also provide jobs and opportunities for growth to the Windsor, Ontario and Detroit, Michigan region and includes features that make this project truly distinctive.

The Gordie Howe International Bridge will be a six-lane, 2.5 kilometre/1.5 mile, cable-stayed bridge, connecting Windsor and Detroit. This includes a dedicated multi-use path for pedestrians and cyclists, two state-of-the-art Ports of Entry and a direct connection to the Michigan Interchange. A key project element is the inclusion of a Community Benefits Plan.

The project is being delivered through a public-private partnership (P3). Windsor-Detroit Bridge Authority (WDBA) is a not-for-profit Crown corporation responsible for the delivery of the Gordie Howe International Bridge project, including oversight of construction and operations.

On September 28, 2018, Bridging North America (BNA) officially became WDBA's private-sector partner. BNA is responsible to design, build, finance, operate and maintain the bridge, Canadian and US Ports of Entry and to design, build and finance the Michigan Interchange. BNA is also responsible for delivering the Community Benefits Plan.

Design and construction of the Gordie Howe International Bridge is currently underway and is anticipated to open to traffic by the end of 2024.

PROJECT COMPONENTS



THE BRIDGE



CANADIAN PORT OF ENTRY



US PORT OF ENTRY



MICHIGAN INTERCHANGE

COMMUNITY BENEFITS

On the Gordie Howe International Bridge project, **community benefits are identified opportunities that can advance economic, social or environmental conditions for local communities.** In developing the Community Benefits Plan, it was key that the initiatives selected for implementation would provide positive outcomes for the Windsor-Detroit region and specifically focus on enhancing the Sandwich and Delray communities, the neighbourhoods closest to the project area.

Community benefits initiatives are being delivered by the project team, a collaboration between WDBA, BNA and the State of Michigan. The Community Benefits Plan is comprised of two components:



The Workforce Development and Participation Strategy is geared toward engaging businesses and focuses on supporting workforce, training and pre-apprenticeship/apprenticeship opportunities.



The Neighbourhood Infrastructure Strategy focuses on collaborating with stakeholders and community members through consultation to develop a community betterments strategy based on priorities identified through public consultation, including community partnerships, community safety and connections, economic benefits and/or aesthetics and landscaping.

Read the full Community Benefits Plan at GordieHoweInternationalBridge.com.

THE NEIGHBOURHOOD INFRASTRUCTURE STRATEGY

The Neighbourhood Infrastructure Strategy, includes \$20 million (CDN) in direct community investments for Windsor and Detroit, consistent with the key regional priorities identified through public consultation. A few highlights include:



INTEGRATED DELIVERY APPROACH

Initiatives are regionally distinct with emphasis on the communities of Sandwich/west Windsor and Delray/Southwest Detroit. The investments reflect the strengths of each neighbourhood and respond to the recommended priorities put forth by each community. Implementation began in 2019 and will continue into 2025. Many of the initiatives will be delivered collaboratively with local partners.

The strategy is based on extensive consultation with the public and stakeholders from the Sandwich and Delray communities, broader Windsor and Detroit residents, Indigenous Peoples, business owners and community and municipal leaders.



AESTHETICS AND LANDSCAPING

Contributions to aesthetics and landscaping include funding to improve community centres, enhancements to local parks and streetscapes and the creation of outdoor infrastructure such as construction observation platforms.



COMMUNITY CONNECTIONS AND SAFETY

Community connections and safety will be enhanced through investments into trail system expansions in Windsor and Detroit. This will allow for the creation of an international non-motorized transportation system and encourage exploration of the Sandwich and Delray communities.



COMMUNITY PARTNERSHIPS

In recognition of many community organizations doing exceptional work to serve the local neighbourhoods, an annual five-year commitment to allocate investments into community programming, events and infrastructure has been included.



ECONOMIC BENEFITS

The strategy includes investments in business development services provided by subject matter experts to support local entrepreneurs and enterprises to prepare for new business opportunities.

SANDWICH STREET IMPROVEMENTS

In recognition of Sandwich's role as a gateway community to Canada, WDBA and BNA are investing in improvements to Sandwich Street as part of the Gordie Howe International Bridge project. This work is estimated to be in the realm of \$12 million. Below are highlights of the work to be undertaken to the Sandwich Street Corridor.



DELIVERY

WDBA's private-sector partner, Bridging North America, is responsible for delivering all aspects of the signed Gordie Howe International Bridge Project Agreement including improvements to the Sandwich Street Corridor. These improvements are being delivered in addition to the initiatives to be undertaken as part of the Community Benefits Plan. Construction is anticipated to begin in late 2021.

LOCATION

Approximately 3 kilometres of Sandwich Street from the intersection of Sandwich Street and Ojibway Parkway to the Rosedale Avenue roundabout will see improvements to the current infrastructure.

DESIGN

Improvements to the Sandwich Street Corridor design will align with the Sandwich Town Community Improvement Plan, Sandwich Heritage Conservation District Plan and Sandwich Town Urban Design Guidelines.

CYCLING FACILITIES

Cycling facilities, including a combination of bike lanes and multi-use trail connections, will be incorporated to connect the Sandwich Street Corridor to the Gordie Howe International Bridge multi-use path at the Canadian Port of Entry.

ROAD IMPROVEMENTS

The Sandwich Street Corridor will be fully re-paved in accordance with municipal standards. All commercial and residential driveway approaches within the municipal right-of-way will also be replaced.

STREETSCAPING

Attractive streetscaping such as planters, benches, garbage receptacles, etc. will be considered for incorporation into the Sandwich Street Corridor improvements.

ACCESSIBILITY

All sidewalks within the Sandwich Street Corridor will be replaced and will meet accessibility standards.

INTERSECTION IMPROVEMENTS

Bump outs will be incorporated at some intersections to enhance pedestrian safety when crossing the roadway. Some intersections within the designated truck route section will also see enhancements to accommodate local truck movements.

CONTINUED CONSULTATION

Further consultation will be undertaken with the community and relevant authorities to discuss the proposed improvements.

ABOUT THE SANDWICH BUSINESS DEVELOPMENT PROGRAM



In response to community feedback, and to help Sandwich and west Windsor businesses and entrepreneurs take advantage of these opportunities, a new business development program has been created using funding through the Community Benefits Plan.

The Sandwich Business Development Program is a \$500,000 five-year initiative that will provide ongoing support to existing and new businesses in the area by offering a series of free programs and two business summits.

The program officially launched on October 27, 2020, at the Sandwich Business Development Summit, a free, half-day event for businesses located in Sandwich/west Windsor and entrepreneurs considering locating to the area.

The Summit helped businesses identify and leverage opportunities associated with the Gordie Howe International Bridge project during peak years of construction and focused on main-street revitalization, small business marketing, women-owned businesses and more.

A second summit will take place in 2023 and will focus on business opportunities relating to operations of the Gordie Howe International Bridge. The 2023 event will be planned with the 2020 event partners as well as Ontario Tourism Innovation Lab.

Ongoing program support will be offered through WindsorEssex Small Business Centre and Downtown Windsor Business Accelerator in partnership with Baker Tilly Live. This free programming will be available through 2024 for businesses and entrepreneurs within the Sandwich/west Windsor area. Detailed information about the programming is available on pages 6 and 7.

PROGRAM PARTNERS:

smallbusinesscentre
WindsorEssex
ECONOMIC DEVELOPMENT



 **bakertilly**
LIVE

 **ONTARIO
TOURISM
INNOVATION
LAB**
WINDSOR ESSEX

WINDSOR-ESSEX REGIONAL
Chamber of Commerce

“ We are pleased to support programming that will help the Sandwich business community thrive and take advantage of opportunities stemming from the construction and operation of the Gordie Howe International Bridge. We have partnered with community organizations that offer expertise and knowledge to existing businesses or to entrepreneurs considering investment in the area. ”

- Bryce Phillips, CEO, Windsor-Detroit Bridge Authority

“ Bridging North America is happy to give back, elevate and support the development and growth of the local business community. The new bridge is critically important to the economic prosperity of the surrounding communities and businesses, and we remain steadfast in our commitment to invest in it. ”

- Aaron Epstein, CEO, Bridging North America

BUSINESS DEVELOPMENT SUPPORTS

In fall 2020, delivery partners for the Sandwich Business Development Program will launch their business support programming which will continue until 2024.



WindsorEssex Small Business Centre will receive \$50,000 annually for five years, totalling \$250,000, to provide business advisory services, host business development workshops and implement a Digital Main Street program for the Sandwich area.

“The WindsorEssex Small Business Centre is here to support new and existing small businesses. As a Community Benefits Partner with the Gordie Howe International Bridge team, we look forward to engaging with the business community and providing dedicated supports and assistance to new and existing business owners in Sandwich Town and the surrounding West End.”

- Sabrina DeMarco, Executive Director, WindsorEssex Small Business Centre

SMALL BUSINESS CENTRE EXPANDED SERVICES

The Small Business Centre will expand services to Sandwich Town, which will include:

- Ensuring the Small Business Centre’s business and entrepreneurship services are readily available to help existing business owners and future entrepreneurs
- Inspiring and fostering community and entrepreneurship opportunities
- Providing community engagement and entrepreneurship education and awareness
- Performing consultations and assessments with business owners to identify needs and tailored solutions.

In November 2020, the Small Business Centre will launch:

- The Digital Service Squad (Digital Main Street Program) to blitz the main streets and set-up meetings with business owners, provide digital assessments and tools and solutions for implementation
- Assistance to businesses to set up websites, including e-commerce, social media accounts and content creation
- Targeted hands-on learning workshops directed to early-stage and established businesses on key topics such as sales/marketing, digital technology and finance.

smallbusinesscentre
WindsorEssex
ECONOMIC DEVELOPMENT

For more information visit: windsorEssexsmallbusiness.com
Contact: info@windsorEssexsmallbusiness.com

BUSINESS DEVELOPMENT SUPPORTS



The Downtown Windsor Business Accelerator (The Accelerator) in partnership with Baker Tilly Live will receive \$20,000 annually for five years, totalling \$100,000.

PROGRAMMING INCLUDES:

Business Development and Discovery Workshops

The Accelerator will host workshops for business development and discovery, for both established businesses in Sandwich Town and for individuals who want to start a business in the area. Workshops will emphasize the economic opportunity that the construction of the bridge will provide. After the workshops, wrap-around service will be provided by the Accelerator to deliver business coaching and business development to evolve ideas from the workshops into actionable plans. Desk space and other tangible services will be provided to participants who progress through the program achieving certain milestones.

Women-led Business Development and Discovery Workshops

The Accelerator will provide programming for women interested in starting a business in the Sandwich community. The project will leverage the audience and network that The Accelerator has developed over the past seven years through the Windsor Women Accelerate (WWA) Networking Programs, coupled with marketing efforts to reach new participants in this demographic. To lead this project, The Accelerator has engaged a group of six women entrepreneurs that are part of the Accelerator. This team has developed a series of workshops and events for women interested in starting or growing a business in Sandwich Town. Desk space and other tangible services will be provided to participants who progress through the program achieving certain milestones.

“The Accelerator is excited to provide valuable workshops that will empower Sandwich Town businesses to take advantage of the massive financial opportunity the construction of the Gordie Howe International Bridge presents.”

- Siddique Sheikh, Director of Operations, Downtown Windsor Business Accelerator



For more information visit:
downtownaccelerator.com

Contact: siddique@downtownaccelerator.com

ADDITIONAL BUSINESS RESOURCES

In addition to the ongoing program supports provided through the Sandwich Business Development Program, below is a list of business resources that may be of interest:

The City of Windsor's Sandwich Town Community Improvement Plan Financial Incentive Programs

Include a number of financial incentives for businesses, including:

- A commercial/mixed use building façade grant program
- Development charge grant program
- Development and building fees grant program
- Commercial core feasibility study grant program
- Commercial/mixed use building improvement loan program
- Revitalization grant program
- Neighbourhood residential rehabilitation grant program

The City of Windsor's Small Business Webpage

Includes information related to:

- Licensing and permits and associated fees
- Registering a business name
- Information on Windsor Business Improvement Areas
- Information about small businesses serving persons with disabilities
- Additional small business resources

BizPal

Helps businesses identify permits and licenses that may be required to start or operate a business based on an assessment of a business' location, industry and activities.

The Province of Ontario's Business and Economy Webpage

Includes information about Ontario's economy and how to do business in the province. Information includes:

- Economic development opportunities
- Tax credits for businesses

Southwestern Ontario Development Fund

Supports business and community economic development projects in Southwestern Ontario that create jobs, attract additional private-sector investment, lead to positive economic impacts and encourage innovation and collaboration. Support offered includes:

- Funding
- Complementary services

The Government of Canada's Business and Industry Webpage

Provides information about:

- Starting or maintaining a business
- Taxes
- Grants and financing
- Permits, licenses and regulations
- Research and business intelligence

The Business Development Bank of Canada's (BDC) Productivity Benchmarking Tool

The BDC provides a free productivity benchmarking tool for businesses to compare the productivity of their business to peers in the same industry.



**The information and resources listed are not associated with the Sandwich Business Development Program. The linked information is not controlled by the Windsor-Detroit Bridge Authority, Bridging North America or other initiative delivery partners.*

For more information about the progress of the Community Benefits Plan connect with us:


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