



2024 COMMUNITY BENEFITS CALL FOR REGIONAL TOURISM AND ECONOMIC DEVELOPMENT PROPOSALS

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 is also providing jobs and opportunities for growth to the Windsor, Ontario and Detroit, Michigan region and includes features that make this project truly distinctive. A key project element is the inclusion of a Community Benefits Plan.

On the Gordie Howe International Bridge, community benefits are identified opportunities that can advance economic, social or environmental conditions for the 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/west Windsor and Delray/Southwest Detroit communities, which are the neighbourhoods closest to the project area.

CALL FOR REGIONAL TOURISM AND ECONOMIC DEVELOPMENT PROPOSALS

The Community Benefits Plan includes the Neighbourhood Infrastructure Strategy, a \$23 million (CDN) investment in the local communities of Sandwich/west Windsor and Delray/Southwest Detroit. All \$23 million of this funding will be invested in the host communities before the end of the design-build period. Approximately \$5.5 million (\$3.3 million in Canada and \$2.2 million in the US) is currently available and the project team intends to assign a portion of this funding this year to support the expansion of existing projects and add new initiatives to the Neighbourhood Infrastructure Strategy.

As the project nears its operations phase, key stakeholders, including the Local Community Group, have expressed support for investing a portion of the remaining Community Benefits Plan funding toward initiatives focused on enhancing tourism and economic development in the region that will lead to long term benefits for the communities closest to the project, Windsor-Essex County and the Greater Detroit Area.

Through this call for regional tourism and economic development proposals, the project team intends to invest up to \$600,000 (CDN) in each country. The project team reserves the right:

- to offer funding in an amount that differs from the original funding request
- not to allocate available funding to proposals received through this process
- to consider proposals submitted through this call for alternative collaborative opportunities.

Priority consideration will be given to proposals that include a cross-border partnership and/ or include a diverse group of partners committed to delivering the project. Only one regional tourism and economic development proposal per lead organization will be accepted, however, an organization can be named as a supportive partner on multiple proposals.

Organizations that have previously received Community Benefits Plan funding will only be considered if previous reporting requirements have been satisfied as of July 25, 2024.

ELIGIBILITY

The project team is inviting proposals from organizations in Windsor-Essex County and the Greater Detroit Area for events and/or programming that will promote regional tourism and economic development in the communities closest to the Gordie Howe International Bridge. To be considered eligible, the proposed project must:

- be delivered by a registered not-for-profit, public-sector or charitable organization(s)
 - proof of status must be provided with the proposal, as applicable
 - projects delivered by individuals and for-profit organizations will not be accepted
- be valued between **\$100,000 - \$250,000 (CDN)**
- be delivered between **January 1, 2025**, and **December 31, 2025**
 - funding will not be provided retroactively or for activities that will occur after January 1, 2026
- provide lasting benefits to residents of the host communities and broader region including Windsor-Essex County and/or the Greater Detroit Area
 - priority will be given to projects that propose direct benefits to the Sandwich/west Windsor and/or Delray/Southwest Detroit communities
- have measurable impacts that can be monitored and reported on
- be delivered by an organization(s) with a demonstrated history of enhancing tourism and/or economic development in the region and a reputation for delivering upon commitments.

Proposals will not be considered eligible if funding will be directed towards:

- physical infrastructure improvements or studies in support of physical infrastructure improvements
- land or property acquisition
- costs that result in direct payments to for-profit entities
- costs incurred prior to the eligibility date
- fundraising or sponsorship activities
- scholarships
- deficit or debt reduction
- an organization's ongoing overhead or operational costs (including but not limited to rent, mortgage payments, utilities, maintenance costs, etc.)
- advocacy or political activities.

Eligible proposals that are determined to be in-scope may be further refined through direct discussions with the project team following submission.

Eligible proposals will be shared with members of the project Local Community Group for comments and reviewed by senior representatives from Windsor-Detroit Bridge Authority (WDBA), Bridging North America (BNA) and the Michigan Department of Transportation (MDOT) who will approve the projects to receive funding through this process. Individuals reviewing proposals will be required to treat content as confidential and disclose any conflicts of interest.

Recipients of the funding are anticipated to be announced in early 2025.

HOW TO SUBMIT A REGIONAL TOURISM AND ECONOMIC DEVELOPMENT PROPOSAL

Organizations interested in submitting a proposal for a new project are strongly encouraged to attend an information session to learn more and discuss the proposal with a project team member.

To register for the networking session on July 10 or the virtual information session on July 11, visit **GordieHoweInternationalBridge.com**. Registration is not required for the in-person information sessions on July 3 and 4, 2024.

Regional Tourism and Economic Development Information and Networking Session

Wednesday, July 10, 2024

2:00 p.m. - 4:00 p.m.

Southwest Detroit Community Office

7744 W. Vernor Hwy, Detroit

Pre-registration by Friday, July 5, 2024, is required.

Call for Proposals Information Sessions (Programming and Tourism/Economic Development)

In-person sessions:

Wednesday, July 3, 2024

9:30 a.m. - 11:30 a.m.

Southwest Detroit Community Office

7744 W. Vernor Hwy, Detroit

The project team will present at 9:45 a.m. and 10:30 a.m.

Thursday, July 4, 2024

1:30 p.m. - 3:30 p.m.

Sandwich Community Office
3201 Sandwich Street, Windsor

The project team will present at 1:45 p.m. and 2:30 p.m.

Virtual session:

Thursday, July 11, 2024

9:30 a.m. via Microsoft Teams

Pre-registration is required.

Interested organizations can download the **2024 Community Benefits Regional Tourism and Economic Development Proposal Form** at GordieHoweInternationalBridge.com. Completed proposals and supplementary documentation must be submitted electronically via email to info@wdbridge.com in Word or PDF format noting “[Organization Name] - 2024 Community Benefits Tourism and Economic Development Proposal” in the subject line. Organizations will be sent an email confirming receipt of their proposal within three business days of their submission.

Deadline for proposal submission: Thursday, July 25, 2024 at 4:00 p.m. EST.

LEARN MORE

If you have questions about the Community Benefits Plan or the 2024 Community Benefits Call for Regional Tourism and Economic Development Proposals please contact the project team via email at info@wdbridge.com or via the toll-free number at 1-844-322-1773.

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**Check project website for hours of operation.*