

## **Community Activator - Application - Year One (2021)**

We are currently accepting applications for The My Main Street Community Activator: Year One (2021).

You can apply with a project that is planned, completed or underway. Successful applications will be eligible for reimbursements against project costs incurred between **June 8 and December 31, 2021**.

**Applications will be open until midnight on November 1. Please endeavor to submit your application as early as possible, to expedite funding deployment.**

Please fill out and save this form, along with the Project Budget spreadsheet. You will be prompted to upload both documents when applying, along with one piece of documentation confirming your organizational status as an eligible organization. This can include, but is not limited to Articles of Incorporation, Business Number Registration, Charitable Status, etc.

Our goal is to make this application simple and easy to complete. Our Applicant Guide is also available for download, and contains a program overview, as well as details on how applications will be scored and the reporting requirements for successful applicants.

A list of example projects is posted on [mymainstreet.ca/news](http://mymainstreet.ca/news). Questions can be sent to [placemaking@mymainstreet.ca](mailto:placemaking@mymainstreet.ca).

<b>Please provide contact information and the total funding request for your application:</b>	
<b>Name of lead organization applying:</b>	MyNose Initiative Inc
<b>Address:</b>	29 Queen St E, Brampton, ONT L6W2A7
<b>Primary contact name:</b>	Tracy Pepe
<b>Title:</b>	Director
<b>Preferred language:</b>	English
<b>Phone number:</b>	905-216-8766
<b>Email:</b>	walk@mynose.ca
<b>Total reimbursement amount requested:</b>	\$113, 686.00

**1. Section One: Tell us about your project!**

**Project Title: John St Junction**

**1. What Community Activator Theme does your project fall under?**

- *Events and Activations*  
*Short, limited, or repeating community events or activations which intend to draw an audience, respond to an underserved market demand, enhance community connection, or create an appealing destination, positioning the area as a center of community and economic activity.*
- *Community improvements*  
*Above grade improvements/adaptations to streetscape, design, landscaping, and amenities that reimagines and reshapes public space to maximize its shared value.*
- *Policy and capacity building*  
*The development of strategies, partnerships and capacities that will facilitate a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy through intentional and creative placemaking. Eligible work could include inclusion training, strategy development, and recovery action plans.*

*(Word limit: 50 words)*

Community Improvement of laneway to attract a new customer base by adapting to bike certifying with Ontario Bike Association. Reshape a parking lot to support residents, business, and community highlighting the back doors of the business. The city will be under significant construction, reimagine and reshape community while change continues.

**2. Please describe your project, and how it will drive civic engagement, spur economic activity, and support economic and social benefit for equity seeking groups. Please include your project design, work plan and timeline.**

- *For Events and Activations: Please describe the type, number, and timeline for your event(s), and outline the proposed concept, details and intended outcome of your project.*

- *For Community enhancements: Please describe the physical improvements/adaptations you will be making, and how they are intended to reimagine and reshape public space to maximize its shared value.*
- *For policy and capacity building: Please describe the policy, strategy, partnership, or capacity-building initiative you will be exploring, what your end product will be (report, etc.) and how that will support sustainable and impactful placemaking, build equity and enjoyment or support the local economy.*

(Word limit: 500 words)

Continuing with COVID impact on small communities, Downtown Brampton will be undergoing a two-year program of construction to the roads and water systems. To support and celebrate for change, John ST Junction has been conceptualized.

A backdoor approach is physically using the backdoors of the small business, this supports current client base and small business to adapt with the construction. By reshaping the laneways and incorporating a new customer base of cycling, this project will focus on incorporating the side streets of community to encourage walking, strollers, and active living.

Reimagine a parking lot, by using asphalt colour stickers, communication, local art murals, dog stations, benches, and a safe place to rest or “be”, this area surrounded by residential, and business helps to incorporate community in a healthy, artistic manner. The junction will support additional living space for residents of low economic area and intergrading diversity between class and culture by using art and physical attraction.

The project design, using designers to produce CAD drawings we will be adding large coloured numbers to the back doors of each business. Incorporating a buzzer and sign board to identify a new entrance. Using art as a vinyl to cover graffiti and adding cedar planters, bike racks, seating. The space will incorporate the existing parking highlighting the area for pedestrians and dogs.

Communication is the key to discuss why more change is helpful to residents. We will use the construction as an opportunity to share the changes highlighting the John ST Junction. Encouraging healthy use of the lane ways a revitalization to other areas of the downtown. We will have a signup sheet to residents, post card drops and a contact sheet of who is open, when and what is being offered with alternative routes and areas to visit.

Phase one: October 31<sup>st</sup>, implement drawings and hold a community BBQ event, installing bike racks to start the bike certification process and begin with the design process of the project.

Phase Two: All the art and designs be completed and implemented. We will than launch an official community event, using a local sock drive to engage all residents, municipal and local

government. Begin contacting and planning for the official launch at the Smelling Pink Festival in Spring 2022. Marketing and on-line classes to start the promotion and communication of the new junction.

Roll out – Continued focus at the Smelling Pink Festival. Will be supported by Brampton Bike and the City of Brampton.

- Bike Certification is a process that allows a community to be part of a network of Ontario Bike clubs. Brampton is now part of the Etobicoke Creek with a google rating of 4.3 for best bike paths, downtown Brampton runs off this bike trail. Cyclists coming to our city will now have a rest station, a place to gain food and to support local business.

### **3. What long term impact do you hope this project will have?**

- *How does this project support a sustainable strategy to draw visitors, increase local vibrancy and social cohesion, and spur economic activity?*

*(Word limit: 250 words)*

The long-term impact is to help residents understand the various business by highlighting the laneways and the companies that accompany these areas. This project will support 18 business off the laneway. The construction is targeted for two years. The homeless and less fortunate will benefit for this program will be connected to a sock donation campaign, geared as a give back. The social benefits of improving laneways have been studied in planning demonstrating various social benefits.

Economically, downtown Brampton is currently in a transition with many construction projects and new economic development. However, the city is defined by 135-year heritage buildings, residential and commercial this will add value to the landscape to the overall city.

Being Bike Certified – Currently the Peel Arts Museum is the only building Bike Certified. By opening the certification and including more business, we can attract a new consumer. On average 93% of cyclist ride on average 21 – 45 km, the Etobicoke Creek connecting to Toronto is 52 KM. On average 60% of cyclists do day trips – 40% over night. We are working with a local hotel and Bed and Breakfast as well to be certified, however on average \$314 per person on an overnight stay. Estimated growth market for 2022 is 7.8%. Currently Brampton has invested in various Bike Programs, Tourism is hosting bike certification and Brampton Bike is a key

supporter. The goal is to transition many Brampton residents who drive to consider cycling to their downtown as a destination.

## **2. Section Two: Tell us where you are!**

### **4. Support will be provided to projects that are focused on clearly defined areas of commercial and community value.**

- *Please describe the geographic area that will be served by your project (this can be a neighbourhood, street, BIA district, or other location of commercial or community importance like a strip mall).*
- *Please include the streets or other boundary lines of the Main Street Community that will be served.*

*(Word limit: 250 words)*

John ST Junction is located in Downtown Brampton. This is the older part of Brampton off in the area off Main St and Queen St – the 4 corners. Downtown Brampton has the potential; including beautiful residential streetscapes, an old fashioned main street shopping district, scenic parks, a museum, arts centre, and a Go Transit transportation hub. There are numerous landmarks that make Downtown Brampton a special place to be. These include Brampton City Hall, Ken Whillans Square, Gage Park, The Rose Performing Arts Centre, and the Peel Art Gallery Museum and Archives. The railway line and the Etobicoke Creek define the borders of this neighbourhood.

### **5. Why is this location important?**

- *Please indicate why this location is important in terms of demographics, historic challenges, vacancy rate, etc.*
- *If possible, please list the number of independent businesses in your catchment area that could benefit from your project.*
- *If possible, please highlight specific issues of representation, inclusion, safety, or economic prosperity that your project will address for equity seeking populations, including Francophone, women, Indigenous, racialized groups, Black communities, newcomers, youth (39 and under), people living with disabilities, the unhoused, low income, Trans, or non-binary people, and or LGBTQ+.*

(Word limit: 250 words)

Downtown Brampton is very important for it was once a vibrant city of growth. This is my home, I am a resident of over 30 years, raised children and a family. I cannot watch my city fall further. When the local Starbucks closed from COVID it was a sign how bad our city has become. The current commercial vacancy rate is over 63% this from the impact of COVID, and previous government failed planning. Downtown Brampton has some of the most beautiful heritage homes in the Greater Toronto Area. These were built largely in the mid to late 1800s. The style is distinctly Victorian with a mixture of Queen Anne Revival and High Victorian. The homes south of Queen Street are larger and more elaborate with front portico entranceways, bandshell verandahs, magnificent turrets and intricate brick and shingle detailing. There is also a mix of early 1900s Prairie style and Arts and Crafts style architecture made popular by Frank Lloyd Wright.

John Street Junction will impact ½ a city block, including 11 business, nail salon, retail boutique, hair salon, variety shop, bakery, salon, plus various professionals who have offices on the second floor. The building also provides affordable living for lower income offering 12 apartments and the parking area is surrounded by The Region or Peel Living, which is a lower income apartment offer 440 units. The area will revitalize people's homes, creating community and supporting economic recovery.

### 3. Section Three: Tell us who you are!

#### 6. We're looking for projects that are being led collaboratively.

- Please list all the organizations or groups that will be involved in the design and implementation of your project, including their roles and responsibilities.

(Word limit: 250 words)

I Tracy Pepe am the CEO of my non-profit organization. Our focus is to lead projects and installations that focus on community and mental health solutions. This project has been approved by the City of Brampton, councillor, and the mayor's office. Economic requests have been put forward for assistance as well with any bylaws or requirements.

Many volunteers will be included to make this project happen such as the president of CUPE 831 and his team whose main office is on John St. The DESIZN Team, located beside our office will be assisting with the design and CAD drawings, combined with Brampton Bike and Brampton

tourism. The downtown BIA will be supporting the marketing and volunteer part to the program encouraging other business communities.

Finally, we are working with Peel regional Police, for the additional social programs are encouraged with the mental health unit and the various beat cops. This program is to encourage a lower in street crime within the area by simply adding a beautification to the area.

**7. Please tell us how your project involves or will be informed by representatives of equity seeking groups, or address issues of access, economic vitality and social cohesion that have been heightened by the realities of COVID-19.**

- *If applicable, please list all of the community or equity seeking groups who have been consulted in the design and implementation of your project.*

*(Word limit: 250 words)*

As this project is a community project this project captures the vast diversity of the city of Brampton. Our community associations are with the CITY of Brampton and CUPE 831 both organizations have strict policies supporting equity seeking groups, and address issues of access, economic vitality, and social cohesion.

COVID -19 has caused various issues within the downtown core, specifically the isolation enhancing various mental health problems. This project provides a health outdoor opportunity to relax and go, to enjoy. A place to smoke if needed, offer an area for dogs and a safe environment to park bikes. The goal is to include everyone, and as our focus is healthy environments, this space is outside, and we are sensitive to the residents who do smoke and have been shamed. This alley is a way to include everyone, provide clean opportunities and environment to connect and support each other.

**4. Section Four: Tell us how you define success!**

**8. *The My Main Street Community Activator seeks to fund projects that can demonstrate the impact of placemaking projects on economic vibrancy and social cohesion.***

- *Please tell us how you define success for your project (number of visits, retail uplift, public sentiment tracking, etc.).*



- Please tell us how you plan to measure this success.
- If possible:
  - Please estimate how many jobs, if any, will be created or maintained by your project
  - Estimate how much commercial activity your project will generate in your project area.
  - Provide any baseline data, positive or negative, about your project area (visitors per year, number of vacant storefronts, etc.). This will help us understand the impact you're trying to have.

(Word limit: 500 words)

The John Street Junction success will be measured by four various objectives.

Firstly, the space itself and the use from residents, we will watch the engagement and be able to work with Peel Police to ensure crime rates are down and within the area if the impact is shown to residents because of the simple beautification. This can be tracked over 30-60-90 days as well with the mental health unit. We have given away 2679 pairs of socks over 3 years, increase of 9% each year, we will track the community engagement by the increase of socks received from the charity kick off and set clear targets.

Secondly – the economic factor, maintaining the 11 business, as well monitoring with the BIA new business that develop in the area. This is simple to understand who stays open, succeeds, and becomes Bike Certified.

Thirdly – The involvement with Ontario Bike, cyclists engage, and we can track this with maps, downloads, and a connection with Brampton BIKE. A QR code that is connected to the area, entering a facility, or gaining water the code will be monitored.

Finally - Residential feedback, currently our surveys suggest that 57.9% support BIKE friendly activities, our local 5 KM program we will focus on track consumer engagement through the mailing list.

Estimated this will support 55 jobs for the commercial business, many firms laid off their employees and each business are looking to hire back on average 5 employees. The commercial activity from this project is estimated to recover approximately 1 million dollars, on average the 11 firms have lost approximately \$ 90,000 but with the construction we are preventing further losses by training customers to find these business with a back door and attracting a new client.

Currently the baseline is very low, COVID has impacted the business of PEEL, we were the hotspot, but it is the future construction that will push these companies and it is that we are hoping for assistance. These current small businesses have no-one to go and as my office is in this area it is my goal to help my community.



<b>5. Section Five: Project Details</b>	
<b>9. Do you have all necessary licences and permits in relation to the Project? If not, how, and when will these be obtained?</b>	
<p>Yes, I do, the area is private property, and the landlord has provided consent. The laneway is regional, and city owned, and both the Region of Peel, City of Brampton and Mayor approve the project and will assist with any permits or by-laws. I presented directly to city council, and this was approved.</p>	
<p><b>Project Timeline. Please tell us the full timeline of your project. Please note that only project costs incurred between June 8 and December 31, 2021 are eligible for reimbursement.</b></p>	<p><b>Phase One October 31<sup>st</sup> -2021</b></p> <ul style="list-style-type: none"> <li>• Install Bike Racks, benches, planters and become Bike certified John St Junction –</li> <li>• clean the area, remove graffiti, begin revitalization</li> <li>• HOST - BBQ dog party – goal to get neighborhood email sign up – hotdogs on the grill – 2 to 3 hours and kick up off our sock campaign</li> <li>• Present drawings and CAD, invite and meet and greet</li> </ul> <p><b>Phase Two Nov 1<sup>st</sup> to Dec 31<sup>st</sup> - 2021</b></p> <ul style="list-style-type: none"> <li>• Installation of art and design, doorbells</li> <li>• Creation of the community booklet</li> <li>• Community Sock Event – have drop off locations through the business of the John St Junction, this becomes the communication part to the project</li> <li>• Communication – post card drops – who is open – what is happening</li> <li>• Group Page on Facebook of Events – Notifications</li> <li>• Mailed to every business/resident in the downtown community – focus on Bike's</li> </ul>
<b>Project start date:</b>	October 16, 2021
<b>Project end date:</b>	Dec 31, 2021

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