
HALDIMAND COUNTY

Report CDP-06-2023 Community Partnership Program – Hagersville Chamber of Commerce Veterans’ Banners Proposal



For Consideration by Council in Committee on May 2, 2023

OBJECTIVE:

To consider a request from the Hagersville Chamber of Commerce to undertake the installation of banners—on downtown utility poles—honouring local veterans.

RECOMMENDATIONS:

1. THAT Report CDP-06-2023 Community Partnership Program – Hagersville Chamber of Commerce Veterans’ Banners Proposal be received;
2. AND THAT the request to undertake the proposed veterans’ banners project on Haldimand County property be approved;
3. AND THAT capital project funding to an upset amount of \$19,080, to support the installation of the banners in the Hagersville downtown area, with related funding from the Community Partnership Capital Reserve, be approved;
4. AND THAT project and funding approval is conditional upon compliance with Policy 2011-01 and County standards, permits and processes;
5. AND THAT the Revised Budget outlined in Report CDP-06-2023 be approved.

Prepared by: Megan Turner, Community Partnership Liaison

Reviewed by: Katrina Schmitz, Manager, Community Development & Partnerships

Respectfully submitted: Mike Evers, MCIP, RPP, BES, General Manager of Community & Development Services

Approved: Craig Manley, MCIP, RPP, Chief Administrative Officer

EXECUTIVE SUMMARY:

Hagersville, as a community, has always been passionate about recognizing veterans and first responders who have served the community through various projects, including the revitalization of the Hagersville Cenotaph, the installation of the Sgt. Andrew Harnett memorial storyboard, bench and tree, the installation of memorial benches in the community and the current proposal to install veterans’ banners in the Hagersville downtown area.

Other communities throughout the County have completed similar projects. In 2013, the Caledonia BIA installed its veterans’ banners through the Community Beautification Program, while the Jarvis Board of Trade used the same grant program to install veterans’ banners in 2019. In 2017, the Dunnville Chamber of Commerce initiated its first display of banners honouring local veterans in the community’s downtown and, in 2020, due to popularity of the program, expanded its installation through a grant from the Community Partnership Program (CPP).

The preliminary request from the Hagersville Chamber of Commerce has been reviewed by Haldimand County staff, the Ministry of Transportation for Ontario (MTO)—as Hagersville’s Main Street is part of Ontario Highway 6—and Hydro One. All parties are in support of the project; however, the project start date is pending County staff receiving final permitting and site-specific approval from each organization.

The total anticipated budget for the project is \$54,520, which includes mounting equipment and installation at eighty (80) proposed locations. The cost for hardware and installation, per banner, is in keeping with the most-recently completed project in Dunnville.

The Hagersville Chamber of Commerce is requesting a CPP grant of \$19,080, representing 35% of the total budget, which is in accordance with the CPP policy of funding up to 35% of a total project cost. Staff are recommending support of the project and funding request.

BACKGROUND:

Haldimand County’s Community Partnership Program (CPP) is intended to encourage and enhance strategic partnerships to the benefit of community stakeholders and the municipality, offering a simple, streamlined and customer-focused approach. The program is intended to balance the rigour of the review process—necessary to ensure legitimate public interest issues are addressed—with flexibility and respect for the volunteer commitment of the groups.

Since 2011, more than one hundred (100) CPP projects have been completed, leveraging more than \$2.9 million in community-raised funds to construct more than \$5.1 million in County enhancements.

The Hagersville Veterans’ Banners project is intended to honour Hagersville veterans and their families in a highly-visible way. The request from the group is for:

- i) Approval to undertake this project on Haldimand County property; and
- ii) Capital funding to support the installation of veterans’ banners along Main Street (Ontario Highway 6) from Parkview Road/Concession 12 Walpole to 4024 Highway 6 in Hagersville and along King St. from Parkview Road to Concession 13 (Attachment 1) with related upset funding of \$19,080 from the Community Partnership Capital Reserve, representing 35% of the total budget of \$54,520.

ANALYSIS:

Hagersville’s Main Street (Ontario Highway 6) is a major corridor through the town and lends itself well to an ‘Avenue of Heroes’-type display of veterans’ banners, similar to what was successfully proposed and installed through CDP-07-2020 Community Partnership Program – Dunnville Legion Veterans’ Banners Proposal. Hagersville’s approximately 4.0 km combined (King and Main St.) stretch of urban roadway passes through residential, business and industrial areas. Sidewalks along most of the route make it an enjoyable fair-weather walking path.

This proposal is the first time the community has requested these types of banners. The Hagersville Chamber’s request provides an opportunity for other banners to be created and utilized when the veterans’ banners are not being displayed, including to celebrate community festivals and events and/or other activities or for general beautification.

The Proponent:

The Hagersville Chamber of Commerce has been active in Hagersville since 1977 with almost forty member businesses and organizations supporting the community of approximately 3,000 residents. Until recently, the Chamber operated and managed the Hagersville Community Centre (before its sale in 2022) and continues to be responsible for the operation of the Hagersville Farmers Market. It takes

pride in the community, undertaking annual beautification initiatives and enhancements in the downtown core, hosting many events and supporting local charities.

This dedication to community and, more recently, to veterans and first responders and their families, ideally positions the Hagersville Chamber of Commerce to champion the cause of decorative and informative veterans' banners in its community.

This proposal has been in the works for some time and has strong community support. The Hagersville Chamber of Commerce is well placed to move this project forward both financially and with respect to regulations and organizational structure.

Project Details:

The Hagersville Chamber of Commerce intends for the banners to be up annually from early June (Decoration Day) through to November (including Remembrance Day).

Staff worked with representatives of the Hagersville Chamber of Commerce, Hydro One and the MTO to identify appropriate streetlight poles on King and Main Streets for the banners as well as roles and responsibilities of the various partners, including: determining ownership of the poles; obtaining approvals for installation of banner arms and poles; determining responsibility for a Traffic Control Plan—as mandated by MTO—for the installation of banner arms and banners as well as end-of-season takedown of the banners; and responsibility for making all arrangements to repair/replace damaged banners and ongoing installations. All parties are in agreement on these roles and responsibilities.

Community Need & Benefit:

For several years, multiple groups and individuals have expressed interest in displaying veterans' banners in Hagersville, as has been done in communities across Canada and locally in Caledonia, Dunnville, and Jarvis, as well as neighbouring Simcoe in Norfolk County. Hagersville's King and Main Streets are well-travelled routes, making it appropriate, in terms of visibility, to display these memorial banners.

Project Review:

Through the Community Partnership Program (CPP), the Hagersville Chamber of Commerce has submitted an application for approximately eighty (80) banner arms to be installed on eighty (80) utility poles along King and Main Streets. The application was reviewed by staff in multiple Divisions—including Roads Operations and Engineering Services—which provided support for the installation of the banners on County-owned light standards from Parkview Road/Concession 12 Walpole to approximately 4024 Highway 6 along Main St. and from Parkview Road to Concession 13 along King St.

Staff from the Divisions of Legal & Support Services, Roads Operations, Engineering Services, Economic Development & Tourism, Facilities, Parks, Cemeteries & Forestry Operations, Facilities Capital & Asset Management, Finance, Planning & Development have also indicated they are supportive of the proposal and the intent of the Hagersville Chamber of Commerce to honour the contributions of Hagersville's military veterans in public banners.

Although the current project can accommodate the banners the Chamber would like to display at this time, the group has indicated it may wish to proceed with expanding the display in future years. In that case, it would have to submit another CPP application to the County, including an application to Hydro One for approval to install banners on additional poles.

Project Management:

The installation and ongoing management of this project—including producing the banners, identifying appropriate locations and receiving associated approvals and completing all fund-raising—will be

coordinated by the volunteers of the Hagersville Chamber of Commerce. Haldimand County will provide support through the Community Partnership Program, including the requested 35% grant as well as assistance with coordination of the installation.

FINANCIAL/LEGAL IMPLICATIONS:

Policy No. 2011-01 states the Community Partnership Program (CPP) will encourage and actively support partnerships with not-for-profit groups. Within the Community Capital Projects Grant Program, Council has the responsibility to approve community capital budgets with an overall budget of greater than \$10,000.

The overall proposed budget for this multi-year project is \$54,520; the Hagersville Chamber of Commerce, has requested 35% project funding from the Community Capital Projects Grants Program, which is in keeping with the related policy.

Based on approved/recommended projects to date requiring funding from the Community Partnership Capital Reserve, there are sufficient funds available in the reserve. Should this initiative be approved, there remains approximately \$207,790 in the Community Partnership Capital Reserve which is unallocated.

As a result of the proposed project, the following capital budget is required:

	Current Approved Budget	Proposed Revised Budget
Expenditures:		
Hagersville Veterans' Banners Installation	\$0	\$54,520
Total Expenditures	\$0	\$54,520
Financing:		
Community Contribution (65%)	\$0	\$35,440
Community Partnership Capital Reserve (35%)	\$0	\$19,080
Total Financing	\$0	\$54,520

The CPP Policy (2011-01) requires that all community funding for Council-approved projects be in place with the County or secured/confirmed with the applicable community group prior to the start of any construction/installation.

Ongoing management, maintenance, repairs, replacement and storage of the banners will be the responsibility of the Hagersville Chamber of Commerce.

STAKEHOLDER IMPACTS:

This application was assessed by the Community Partnership Program's Staff Review Team, which is comprised of staff from all County Divisions. Staff from Roads Operations and Engineering Services provided preliminary detailed feedback related to installation and road safety.

REPORT IMPACTS:

Agreement: No

By-law: No

Budget Amendment: Yes

Policy: No

REFERENCES:

1. [Policy No. 2011-01 Community Partnership Program](#)
2. [CDP-07-2020 Community Partnership Program – Dunnville Legion Veterans' Banners Proposal](#)

ATTACHMENTS:

1. Location Map.