

OBIAA 2023 AWARDS SUBMISSION

Contact Name: Amber Pajtasz	Pillar & Category: Streetscaping & Public Realm Improvements: Includes animating open spaces & parks, sidewalk activations, beautification, public art, street banners and holiday décor and public realm technology. Can include partnerships with government, private or other collaborators.
BIA/Organization: Streetsville BIA	Time period: 2018- 2022 (Ongoing)
Entry title: Streetsville BIA Fall Veteran Banner Program	
Project description: The Streetsville BIA in Mississauga, Ontario, partnered with the Streetsville Legion Branch 139 to create a Fall Banner Program that honoured local Veterans amongst residents, the business community, and visitors. This project was done at no cost to the Streetsville BIA saving their Beautification budget \$19,804 from 2018 to 2022.	

NEED OR OPPORTUNITY

Dubbed “The Village in the City” the Streetsville BIA is located within the city of Mississauga between Toronto and Oakville. Unique to Mississauga, the Streetsville area has been developed around the historic settlement of the Village of Streetsville and is home to the largest number of heritage buildings in the city, (there are over ninety listed heritage properties). Under the Mississauga Master Plan, Streetsville’s heritage is protected by Urban Design Policies under the Streetsville District Policies by-law and reinforced by “The Historic Streetsville Design Guidelines”, a document created by the City’s Planning and Building Department to ensure renovations and new builds compliment this historic Village.

The Streetsville BIA’s mission is to maintain and promote a vibrant business community within the historic Village of Streetsville dedicated to serving the needs of local businesses and residents. The Village of Streetsville is made up of 405 BIA members predominantly located on its main street (Queen St. S) and 17,956 residents within the Mississauga-Streetsville Area. The Streetsville BIA has one full-time staff and two part-time staff who fall under the direction of a volunteer Board of Management represented by property owners and the business community in the area.

One of the sub-committees within the SBIA Board is the Beautification Committee, tasked with maintaining the streetscape of the SBIA. They actively look for new opportunities to acknowledge and promote the area’s rich history through beautification projects funded by the BIA levy. This committee also seeks out partnerships and collaborative initiatives that will help offset the costs of some of the projects.

The Streetsville BIA’s Beautification Committee showcases three banner programs that run throughout the calendar year: a Spring/ Summer program, a Fall program, and a Winter program. In total, there are 52 decorative and hydro poles in the BIA each featuring two banners. In 2018, the Fall banners were becoming dated and damaged, it was time for the Streetsville BIA to reevaluate if they wanted to continue the same Fall banner look or invest in a new design that better reflected the historic village. Around this time, the Beautification Chair saw Veteran banners in Orangeville that inspired the idea of the Streetsville BIA Fall Veteran Banner Program. The Streetsville BIA met with the local Streetsville Overseas Veterans’ Club, (the Royal Canadian Legion, Branch 139) which is also an Associate Member of the BIA, to see if they were interested in creating banners that paid homage to our local Veterans from October 1st to November 13th.

The Legion agreed to this partnership as it was in line with their mission “to serve Veterans, including serving military and RCMP members and their families, to promote Remembrance, and to serve our communities and our country”.

With the Legion on board, we wanted to use this opportunity to tell the story of the local veterans and have the banners up for 1 month leading up to Remembrance Day. The City of Mississauga and Legion host a Remembrance Day Ceremony annually on November 11th in the Streetsville Village Square at the Cenotaph located in the downtown core of Streetsville.

AUDIENCE

Streetsville BIA Business Community

- 405 property owners and business owners
- The Beautification budget makes up for 37% of the levy paid by the members

¹Residents

- Household Income \$ 161,337
- Visible Minority 58.2%
- Median Age 57
- 56.1% Couples with children at home
- Psychographics | SocialValues Overview #1 strong value Brand Genuineness Tendency to value authenticity and to look for a deeper level of brand experience. People strong on this construct want their brands to have a soul, a history, a founding myth, a place of origin that confers its own culture. These preferences attract them to brands that not only provide the functionality they seek but also feed their imaginations by telling a true and compelling story

²Visitors

- 2019 Mississauga - Streetsville BIA Visitors by Top 5 Census Subdivisions
 1. Mississauga, 224,829 people
 2. Brampton 76,749 people
 3. Toronto, 71,042 people
 4. Milton 29,210 people
 5. Oakville 20,350 people
 6. Hamilton 14,092 people

Members of the Legion Branch 139 and local Veterans

- Currently has 480 members

GOAL AND OBJECTIVES

Goal:

To beautify the area of Streetsville by using the banner poles as an outdoor gallery to honour local veterans for their service, courage, and sacrifice, and to promote Remembrance amongst residents, the business community, and visitors.

¹ (Community Profile: Mississauga – Streetsville BIA, Economic Developers Council of Ontario, 2019)

² (Community Profile: Mississauga – Streetsville BIA, Economic Developers Council of Ontario, 2019)

Engagement Objectives:

1. The Legion pays the suppliers directly for the banner design, printing fees, and installation fees using their funds from the Charitable Gaming Association.
2. Increased the number of local Veterans featured on the banners from 14 in 2018 to 40 in 2022.
3. At least 30% of the new Veteran banners added have been submitted by community members passing through the Village and connecting with the SBIA or Legion because they wish to honour their family members.

IMPLEMENTATION

Planning to redesign and print all new banners is an expensive scope of work. Since we were able to align this project with the Legion's mandate, their Board approved funding the project in year one entirely with their Charitable Gaming Association funds. These funds are obtained by the Legion from their members volunteering at the RAMA Gaming Centre in Mississauga. When they volunteer, they receive credits and at the end of the month, they are paid out by Rama Gaming depending on the amount of money collected by Rama Gaming and the credits they have earned. There is a stipulation the Legion must abide by with this money and that is it can only be reinvested into projects or activities that are free and accessible to the community. These funds cannot be used to pay for Legion's operations, staff, instructor, or building maintenance, they must also pay the supplier directly. The BIA cannot pay the supplier and invoice back the Legion.

At the beginning of this project in 2018, the Legion Branch 139 would use its archives to obtain the photo, name, war, rank, and position of the Veteran that was going to be featured on the banner. The Legion would give these paper files to the BIA General Manager who first consulted our graphic artist to see if they could be scanned and created into a banner design template. Many of these photos are very old and some are very faded, we quickly learned that you need a special type of scanner our graphic artist did not have in order for the image to scan clearly and not become distorted or grainy looking when it is uploaded.

We found a local print shop in town that had the scanner we needed to upload the images to 600dbi which makes for a clear photo our graphic designer can then download to a .tif file to complete his work. Our local print shop informed us that at the time they recently purchased a machine that can print banners and asked us if they could have the printing job. The SBIA's mandate is to always source within the BIA first so we agreed. It turned out, the machine did not have the capacity to print the size (or quality) of banners we wanted without the ink looking patchy, they had to print in small batches (2-4) at a time to get the job done. Another issue they experienced was the lack of space in their shop to dry the 28 banners, so again they would have to wait a few days for the first batch to dry before printing the next batch. This delay in production put us behind by two weeks and therefore in year one we only had the banners up for slightly

over two weeks. Another challenge we faced in year one was when these banners were taken down by our contractor, Classic Displays, they gave them to the Legion to store and when we were ready for year two (2019) they could not find them. After much anxiety and stress, we did end up finding the 2018 banners tucked away in their storage. Although there

were challenges in year one, the project was so well received by the community and the Legion that they agreed to fund the Fall banner project for years to come. In 2019 we added an additional 7 Veterans.

To resolve these issues, in 2019, we had our banner installation company, Classic Displays, which has a much larger warehouse and printing facility, print the new banners. The cost was slightly higher but the quality of the banners was much better, the ink was not patchy, and they were more durable. They were also completed in a 4-week timeline instead of 8 weeks like the original supplier. We also switched to storing all banners with Classic Displays, so they do not get lost again. This change was at no additional cost to the SBIA or the Legion.

In 2020, we were unable to add more Veterans to the Fall banner program because we were in the first COVID-19 lockdown, but we were still able to install the previous banners from 2018 and 2019. Thankfully in 2021, we were able to resume adding new Veterans. Currently, the program is very well-known in town, and we now have families supplying us with veterans as well as continuing to use the Legion's archives.

Each year, the SBIA showcases the Fall Veteran Banner Program through our E-newsletter, social media channels, local print, and online media as well as our BIA website. In 2021 we made our website more accessible by adding Browsaloud; a software that adds speech, and reading, and can translate our website into 99 different languages. It is designed to create an accessible online presence and assist people with Dyslexia, low literacy, and visual impairments. As well as, for those whose English is a second language.

Budget Breakdown

\$40 per year to scan the images to high res 600dbi
\$120 per year scanned image conversion (.PDF to .TIF)
\$60 per graphic created
\$90 per banner that is printed (2018 price only, supplier #1)
\$137.00 per banner that is printed (2019-2022 Classic Displays)
\$70.00 per banner installation fee

Total from 2018-2022

\$120 to scan the images to high res 600dbi
\$360 annually scanned image conversion (.PDF to .TIF)
\$2400 for 40 graphics created
\$2520 for 28 printed banners in 2018 (we print two banners per veteran)
\$7124 for 52 printed banners
\$7280 for 104 banners installed (1 banner per pole)
Final Total: \$19,804

RESULTS

Objectives	Outcomes
<p>1. The Legion pays the suppliers directly for the banner design, printing fees, and installation fees using their funds from the Charitable Gaming Association.</p>	<p>Legion cannot spend gaming funds on their operations, staff, or building repairs. They have money they need to spend and are looking for opportunities that meet their mandate to donate, as does this program.</p> <p>This is now an ongoing program with the Legion’s commitment to continue.</p> <p>80 banners printed to date.</p> <p>The Streetsville BIA has saved \$19,804 on its Fall banner program over four years.</p>
<p>2. Increased the number of local veterans featured on the banners from 14 in 2018 to 40 in 2022.</p>	<p>Walking groups visit to view the banners (especially during COVID when people preferred to be outdoors).</p> <p>Families invite residents from out of town to see their family members displayed on the banners.</p> <p>At least 3 local private schools and youth groups tour the banners as part of their Remembrance Day curriculum.</p>
<p>3. At least 30% of the new Veterans added have been from community members passing through the Village and connecting with the BIA or Legion because they wish to honour their family members.</p>	<p>Families who pass through Streetsville now reach out to the Legion or SBIA to have their family members who were in the war(s) added to the banner program.</p> <p>Fosters a sense of community pride and connection to the past.</p>

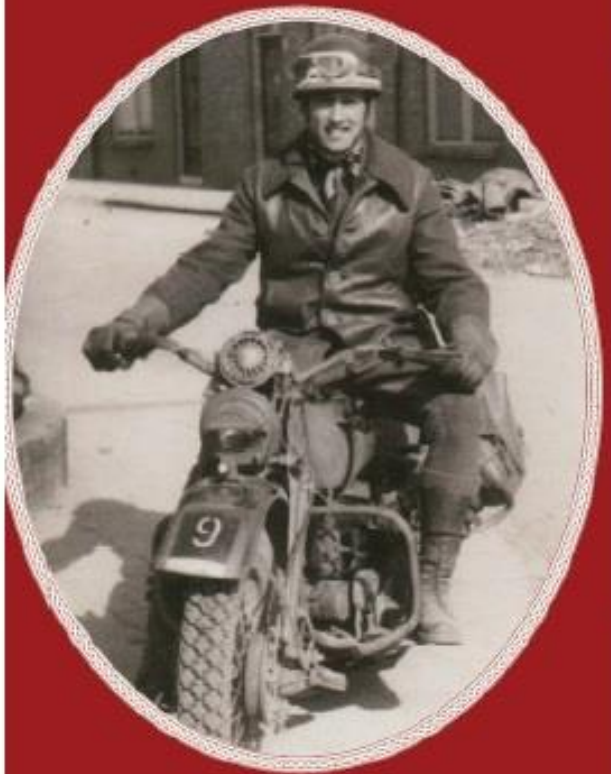
SUPPLEMENTAL MATERIALS

BIA Website Blog <https://villageofstreetsville.com/legion-banners-in-streetsville-we-will-remember-them/>

Legion Charitable Gaming Association link <https://www.streetsvillelegion.ca/rama-bingo.html>



TESTIMONIAL



EDWIN BELL
WWII ROYAL CANADIAN ARMY
SIGNALS CORE
SIGNAL MAN



LEST WE FORGET

Streetsville BIA,

On behalf of my family and myself, I would like to thank the Streetsville BIA for honouring the veterans that were a part of our community. It has been a tradition with my family to always try to meet at the cenotaph on Remembrance Day to honour and pay our respect to the veterans and to my grandfathers (Edwin Bell & Albert Woods) who fought in the war.

Last Remembrance Day my extended family came from the around the GTA and beyond to see the banners on display in Streetsville. We felt so much pride to see our Fathers, Grandfathers and Great-grandfathers being honoured in our town. It truly meant so much to us, as I am sure it did to all of the other families who had their loved one honoured in this way.

Thank you,
The Bell/Woods/Jackson
Family

