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Dear Aggie and the HCHBA,

Thank you for your time on the phone this week and your attention in such short order. I hope that this letter outlines details and summarizes my request to you:

The Board of Directors of the Land Between Charity, of which I am Manager, has agreed to incubate the Building Between / Donald Chemical restoration project because it is aligned with our purposes to advance sustainable economic development in the region and for greater efficiency bringing it into my work schedule.

As you are aware, construction, renovation and residential home maintenance represents the second largest employer in the county and is the third largest sector across the region. Also, the natural capital of pristine lakes, forests, and wildlife form the basis of our economy as the main draw for the cottaging and tourism industry.

The building between project aims to support contractors through increasing the capacity in the sector by forming a marketing collective/a virtual hub or one-stop-shop to attract the market and promote “buying and building locally”.

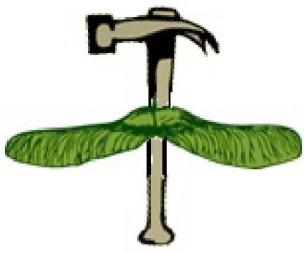
Things have changed since our original proposal to focus only on marketing. The project has been streamlined in order to deliver benefits sooner and not to rely on the building’s restoration to achieve these benefits. Therefore, at this time, **we are only venturing to create on the virtual centre/hub and marketing portfolio, as it should bolster the residential construction/renovation/maintenance sector more immediately.**

The online platform will feature all enrolled businesses in a services directory and a marketing portfolio including billboards, placemat ads, commercials, etc. will promote our local suppliers, tradesmen and services. Too, the online hub will provide general educational resources on sustainable building options, products, and practices to entice clients to build with lighter ecological footprints.

If and when the Donald Chemical is restored to ready standards, it will be the home of the marketing cooperative and will display businesses and products, but also house educational interpretive displays, as a permanent local home show.

The benefits of increased earnings, job retention, and recruitment should be realized by these efforts; and these benefits are not dependant on or tied to the restoration of the building: They can be achieved effectively through modern online platforms and advanced marketing tools.

This spring, we have applied to the Ontario Trillium Foundation for support to **investigate the efficacy of this model in advancing economic development for this sector.** This does not mean then that we have found all the solutions or decided on the details, but it is a “**first run**”; a building and learning year to



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understand if this framework works to support our contractors, and too which activities or parts of the portfolio work best to benefit the sector.

If awarded, the project will commence in July 2016 and we will have the answers we need to move forward by the following July.

Specifically, the tasks within the year will be to:

1. Create the framework of the cooperative (website hub, general learning resources, market directory, and including enrollment forms, complain forms, codes of conduct etc.),
2. Create the tools to test and evaluate the benefits to the sector (research, surveys)
3. Hire a coordinator to deliver the model.
4. Convene a team to advise on elements of the project, to review the project's impact and assess its potential

Should the grant be successful, the advisory group will be formed, a terms of reference will be developed and meetings will be bi-monthly with stipends to cover time. And therefore, members of the advisory team provide important expertise in one or two of these areas:

- A. Input into the general learning resources for sustainable building for the clientele (and therefore into which aspects of better and green building and permaculture landowners should consider and understand)
- B. Input into the needs and aspects of construction/contracting (and therefore codes of conduct, policies, marketing needs, standards of services, insurance, accreditation, affiliation etc.) etc.
- C. Input in evaluation criteria and review of project impact, success and potential for meaningful economic development.

I am writing then, in anticipation of a successful grant, to ask for your representation on this advisory team. HCHBA represents a standard of excellence in construction; and therefore your expertise and experience will help ensure that we get it right. Also your participation will highlight your brand, visibly promote your members, and hopefully entice new members. Too, your participation will demonstrate to the community that you are championing the industry.

I would be very happy to speak to the HCHBA about the new scope and deliverables of the project, answer questions or address concerns and hopefully find a to get the most out of on mutual benefits.

Thank you for your time,

All my best,

Leora Berman

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