



2008 Annual Report

Brandon Salutes, a volunteer organization, was formulated in 2004 for the purpose of encouraging awareness of the different lifestyles that exist in the civilian and military communities, and through understanding of each other's viewpoints, building stronger relations between all. The Committee is comprised of representatives from CFB Shilo, the City of Brandon, the Municipality of Cornwallis and the Brandon Chamber of Commerce.

Brandon Salute's mission statement is; "Brandon Salutes fosters unity of the military and civilian communities in the Brandon area based upon a mutual respect of their unique contributions toward a strong and proud partnership". Brandon Salutes continues to expand on previously developed initiatives as listed below.

- Website
 - Brandon Salutes continues to provide up to date information to the community through its website at www.brandonsalutes.ca.
- Business incentive program
 - A list of local businesses that offer discounts to military members and their families continues to be updated.
- Recognition program
 - To recognize the special contributions that military and civilian members make with regards to military members, Brandon Salutes developed a formal recognition program to honour these contributions. To date six "official salutes" have been offered, with the most recent taking place in 2008. All salutes can be viewed online at www.brandonsalutes.ca.
- Web based photo library
 - Photos capturing military / community events continue to be added to the Brandon Salutes website.
- Promotional materials
 - Brochure
 - Brandon Salutes brochures continue to be used to increase awareness of Brandon Salutes and its goals.

- Banner
 - A Brandon Salutes banner was developed to facilitate promotion of Brandon Salutes and the presence of the military community. This banner continues to be used at various community events.
- Signage program
 - Street banners
 - In order to raise the awareness of Brandon Salutes and provide an opportunity for local businesses to show their support for military members and their families, a signage program including street banners and permanent signage was developed in 2004/2005. The street banners, which are located throughout the City, are reaching the end of their life span and are now being removed as needed with the program having been discontinued.
 - Billboards
 - Utilizing funds raised through the Street Banner program and grants secured from other sources, three billboard signs have been erected – 1st Street and Veteran’s Way; Highway 10 South and Highway 10 North.
- Welcome Home Event
 - The Committee organized a very successful event to welcome approximately 800 soldiers home from Afghanistan. The event was held at the Keystone Centre on November 15th and included welcoming remarks from a number of dignitaries, music, children’s entertainment and food. The event cost approximately \$20,000 to host and the Committee was delighted that almost all expenses were paid through the generous cash donations and gifts-in-kind received from the four partners and the community.
- Looking Forward
 - The Committee will strive to:
 - maintain existing programs;
 - remain involved in the community; and
 - develop long range goals.