



My Main Street Program Update

Business Improvement Area Advisory
Committee

October 12, 2021

Local Recovery Through Community Strength

Revitalize main streets and small businesses in response to the pandemic.

Data driven, customized support for main streets and small businesses.

Creating vibrant, communities where residents share in the prosperity achieved through local small business ownership and employment.

Return the strength and prosperity to 200 Ontario main street neighbourhoods.

\$23.25 million investment from FedDev Ontario in local economic recovery.



mymainstreet.ca

Two Program Streams

Local Business Accelerator

Supporting the starting and growing of local businesses.

Main Street Ambassadors

Funding to Local Businesses

Deep Market Research and Analytics

Community Activator

Animate main streets through placemaking activations.

Placemaking Project Support

Community Activation Toolkits

COMMUNITY ACTIVATOR PROGRAM

My Main Street supports placemaking, an approach that asks people to collectively reimagine and reshape public space to maximize its shared value. Placemaking can take the form of events that draw people into a community, murals that brighten neglected streetscapes and celebrate local artists, seating and temporary patios that allow people to gather safely outdoors, new uses for neglected or empty spaces, and more.

Funding will be prioritized for projects that support sustainable placemaking strategies for their geographic area and that are designed to support economic and social benefits for equity seeking groups, including Francophone, women, Indigenous, racialized groups, Black communities, newcomers, youth (39 and under), people living with disabilities, the unhoused, low-income people, Trans or non-binary people, and or LGBTQ+.

Program Overview and Approach

- **Placemaking drives economic activity and engagement**

The Community Activator provides funding for placemaking projects that will help strengthen the connection between people and places, in areas of community and commercial importance or untapped potential

- **Community driven project identification**

We're looking for the projects that seek to reimagine and revitalize specific geographic locations to drive economic and social activity and enhancing feelings of connection and belonging. Projects can be events and activation, community enhancement or the development of placemaking strategies or policies that will drive sustainable renewal and support inclusion for equity seeking groups.

Program Overview and Approach



Events and Activations

Community events of a short, limited or repeating duration intended to draw visitors or create a new local offering, helping position a specific geographic area as a hub of community and economic activity.



Policy and capacity building

The development of strategies 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.



Community improvements

Above grade improvements to a specific geographic area that will enhance its physical and visual appeal, draw people in and increase feelings of safety, connection and community enjoyment.

Who Can Apply

- **Municipalities, BIAs, indigenous communities, organizations and corporations and other community no-for-profits can apply**

Projects must have all necessary licenses and permits, satisfying the requirements of all regulating bodies of their local jurisdictions

- **25%** of available non-repayable contributions are reserved for communities with a population of under 100,000 people

Who Can Apply

- **Multiple Community Activator projects can be supported within a municipality, but projects must focus on a specific geographic area and must be able to demonstrate:**
 - A clear articulation of why this area would benefit from the placemaking project, and any benefits it would hold for equity seeking groups
 - A plan for how the project's impact would be measured, in terms of attendance, economic uplift or social cohesion and sense of belonging
 - A strong team, able to implement the project against a clear and costed budget
 - The project costs will be incurred within the program timeframe as contributions will be offered as reimbursements

Program Timelines

Year One (2021): Applications open October 1, 2021 to November 1, 2021

Year Two (2022): Applications open December 1 2021 to February 1, 2022

Program will support 140 projects across Southern Ontario

Project applications expected to be reviewed within four weeks of submission and will be scored again project vision, impact and community need.

All expenses must be incurred before December 31, 2022

Administered by the Canadian Urban Institute, projects will be eligible for non-repayable contributions between \$25,000 and \$250,000, offered as reimbursements for costs incurred between July 2021 and December 2022.

How to Apply

- Year One applicants are eligible for reimbursements against costs incurred between June 8 and December 31, 2021
- Example projects are available at www.mymainstreet.ca/news
- Applications can be downloaded and submitted here: <https://mymainstreet.ca/activator-program/apply>
- Questions about the program can be directed to placemaking@mymainstreet.ca

Questions?