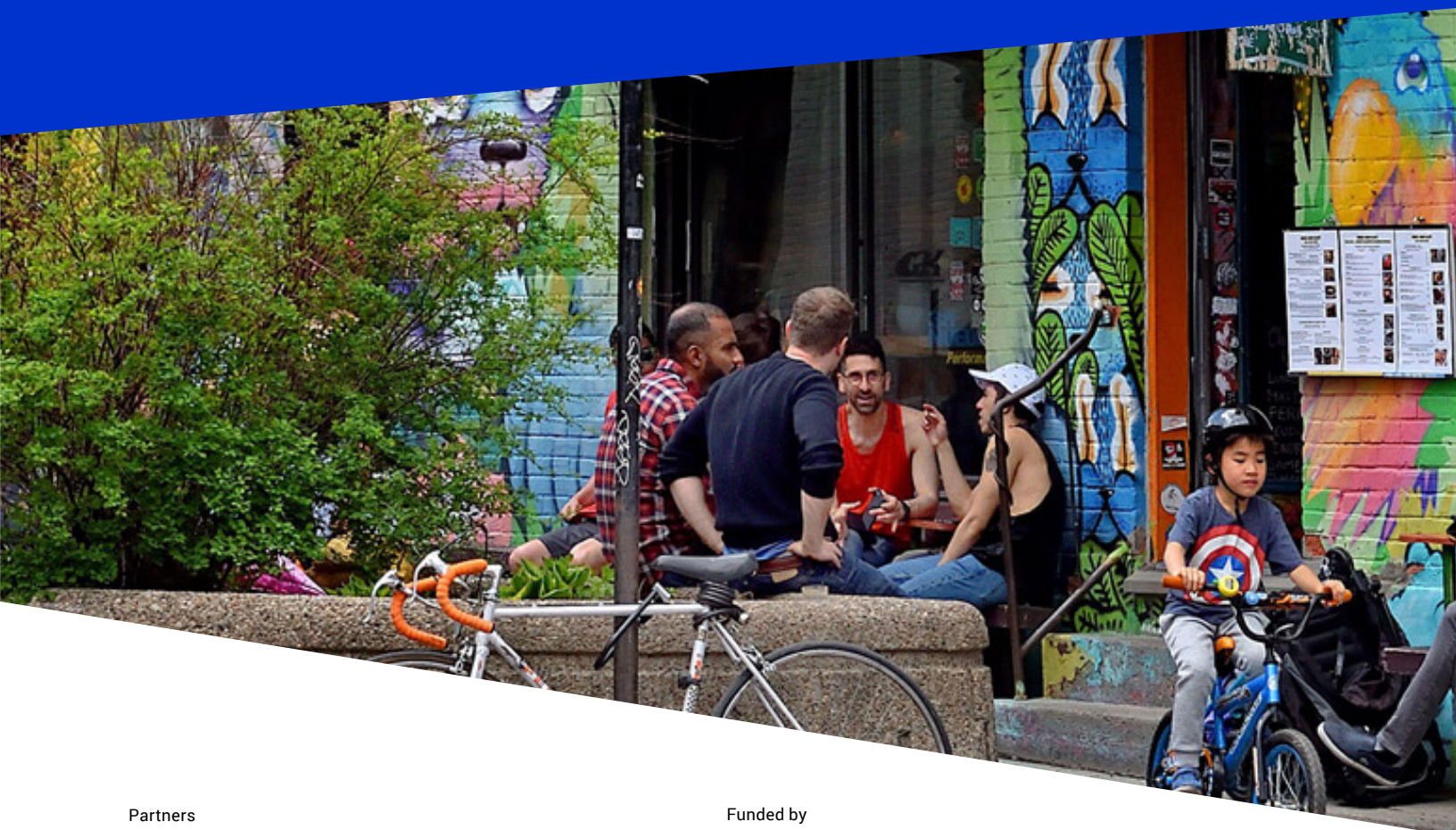


MY MAIN STREET
MA RUE PRINCIPALE

COMMUNITY ACTIVATOR APPLICANT GUIDE



Partners



Canadian Urban Institute
Institut Urbain du Canada



Economic Developers Council of Ontario

Funded by

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WELCOME APPLICANTS!

We are currently taking applications for **Year two (2022) projects which are eligible for reimbursements against costs incurred between January 1, 2022 and December 31, 2022.**

You can apply with a placemaking project that is planned, completed or underway.

Applications will be open between December 1, 2021 and midnight on February 1, 2022, as part of our efforts to quickly and efficiently provide support to local communities struggling with the ongoing realities of COVID-19.

A list of example projects is posted at mymainstreet.ca/news. Questions about the program can be sent to placemaking@mymainstreet.ca.

MY MAIN STREET OVERVIEW

My Main Street is a \$23.5 million investment in local economic recovery. My Main Street is a collaboration between the Economic Developers Council of Ontario (EDCO) and the Canadian Urban Institute (CUI) to help support the revitalization of approximately 200 neighbourhoods across southern Ontario, excluding Toronto.

My Main Street aims to revitalize neighbourhood main streets with a healthy retail mix while generating inclusive local economic opportunities. The program will feature two funding streams: the My Main Street “Local Business Accelerator” and the My Main Street “Community Activator.”

MAIN STREET “COMMUNITY ACTIVATOR” PROGRAM OVERVIEW

My Main Street Community Activator provides support for community projects in southern Ontario, including events and activities, main street enhancements and policy and partnership development designed to draw visitors and increase local vibrancy. As communities continue to adapt to COVID-19, this program provides support for local groups to revitalize neighborhoods and reimagine public spaces, including main streets, downtown strips and plazas, as vibrant and inclusive places that work for everyone.

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 provided for events and activities, community enhancements and policy and partnership development that improve shared public spaces and bring people together to support neighbourhood businesses and benefit equity seeking groups. Capital costs are not eligible. A list of example projects is posted at mymainstreet.ca/news.

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 LGBTQ+.

PROGRAM FEATURES

Administered by the Canadian Urban Institute, the program will provide approximately \$8 million over two years to communities in southern Ontario, excluding Toronto, for placemaking work completed between June 2021 and December 2022.

Funding between \$25,000 and \$250,000 will be available to approximately 140 individual projects and provided as reimbursements against completed work. Successful applicants can request 25 percent of their approved project costs in advance, as required, to help bring their vision to reality.

To ensure the efficient and timely distribution of funding to support community revitalization and recovery efforts, the program will include two application windows:

- Year One (2021): October 1, to November 1, 2021, now completed.
- Year Two (2022): December 1, 2021 to February 1, 2022, during which the remaining 30 percent of available funding will be allocated for placemaking work completed between January 1 and December 31, 2022.

Twenty-five percent of funds are earmarked for communities with populations of less than 100,000.

My Main Street Community Activator funds are available for projects in the following categories:

- **Events and Activations**

Short, limited or repeating community events or activations which intend to draw an audience, respond to an underserved market demand, enhance community connection or create an appealing destination, positioning the area as a center of community and economic activity.

- **Community improvements**

Above grade enhancements to streetscape, design, landscaping and amenities that support the transformation of a specific geographic area by enhancing the physical and visual assets that can set the area apart. Capital costs are not eligible for reimbursements.

- **Policy and capacity building**

The development of strategies, partnerships 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. Eligible work could include inclusion training, strategy development, and recovery action plans.

A list of example projects is posted at mymainstreet.ca/news.

Project Timelines

Project activities can begin before January 1, 2022 and/or continue beyond December 31, 2022, but only expenses incurred during that period are eligible for reimbursement by My Main Street.

APPLICATION TIMELINES

ITEM	DESCRIPTION	DATE
Year One (2021) Applications closed	There will be an open application process for communities within southern Ontario, which will award reimbursements for project expenses incurred between June 8, 2021 and December 31, 2021.	Closed (October 1 to November 1, 2021)
Project Selection, Year One (2021)	Successful applicants for Year One (2021) funding will begin receiving notifications.	December 1, 2021

Year Two (2022), Applications open	Open application process will award reimbursements for expenses incurred between January 1, 2022 and December 31, 2022.	December 1, 2021
Year Two (2022), Applications close	Applications must be submitted within 8 weeks.	February 1, 2022
Final Reports, Year One (2021)	Deadline for final submission of reports and eligible costs for Year One (2021) projects.	February 1, 2022
Project Selection, Year Two (2022)	Successful applicants for Year Two (2022) funding will receive notification.	February 1 - March 15, 2022
Final Reports, Year Two (2022)	Deadline for final submission of reports and eligible costs for Year Two (2022) projects.	February 1, 2023

ELIGIBILITY AND CRITERIA

Who is eligible for the My Main Street Main Street Community Activator?

- Applicants from communities located within southern Ontario, except for the City of Toronto. A full list of eligible communities is included at the bottom of this guide in Appendix A.
- Representatives of the following groups:
 - Municipality, local or regional government;
 - Business improvement areas (BIAs);
 - Indigenous governing body or development corporation;
 - Federally or provincially incorporated not-for-profit;
 - Other community organizations that apply with another organization that is listed as eligible.
- Applicants who can confirm that they have or will obtain all necessary licences and permits in relation to their project, satisfying the requirements of all regulating bodies of their appropriate jurisdiction.
- Applicants whose project is focused on a defined geographic area and neighborhoods, including main streets, downtown strips and plazas. Funding cannot be used to support programming across a municipal jurisdiction.
- Applicants who can identify how their work will contribute to sustainable economic and social vibrancy.
- Applicants who are working collaboratively with other local community delivery partners.
- Applicants who can identify how their project will support the inclusion, safety and prosperity of equity seeking groups including Francophone, women, Indigenous, racialized groups, Black communities, newcomers, youth (39 and under), people living with disabilities, the unhoused, low income, Trans or non-binary people, and/or LGBTQ+.
- Applicants who are willing to participate in announcements, events and storytelling initiatives related to their project, its impact on community vibrancy and its funding through the My Main Street program.

HOW WILL APPLICATIONS BE ASSESSED?

Submitted projects will be assessed for:

- **Vision**

Is the placemaking project clearly defined, with a clear geographic area and well conceived objectives, including those related to equity seeking populations?

- **Capacity**

Is there a strong team in place, with a well thought out plan for successful implementation, a fully costed budget and a clearly articulated plan to measure success?

- **Community need**

Does the proposed geographic area have a clearly defined need?

PANEL ASSESSMENT

The My MainStreet Community Activator selection process will be adjudicated on vision and capacity through a five-member Selection Committee or Committees, including:

- External representatives with demonstrated experience in community placemaking, local economic development, successful implementation and project management.
- At least three representatives with the above experience who identify as members of equity seeking communities from across southern Ontario.

Before initiating their scoring process, the Selection Committee(s) will be required to participate in a training session facilitated by the Canadian Urban Institute that will outline the project's vision, objectives and requirements and address issues of systemic bias.

COMMUNITY INDEX

The Community Index is a My Main Street initiative shared by CUI and EDCO, intended to provide an informed, data-driven lens to project prioritization.

The Community Index was created to assess community need and potential for impact through the exploration of the following data points:

- Historical patterns of aggregated local retail spend (excluding spend at national retailers/big box stores)
- Historical patterns of aggregated visitation, through available, anonymized mobility data looking at arrivals into the area and point of origin
- Demographic representation, as provided through available, anonymized Census data.

PROGRAM REQUIREMENT LENS

Once applications have been scored against vision, capacity and need, CUI will finalize the decision process factoring in necessary requirements related to:

- Funding available for program year;
- Allocation of 25 percent of available funding to areas with populations of less than 100,000;
- Regional distribution of program funds.

SCORING MATRIX

ITEM	OPTIONS	REQUIREMENT	SCORE	COMMENTS
ELIGIBILITY				
Is the funding request for a community within southern Ontario?	Yes / No	Yes		
Is the submitting organization a municipality, BIA, Indigenous organization, incorporated not-forprofit organization, or partnered with such an organization?	Yes / No	Yes		
Has the organization identified a clearly defined main street area?	Yes / No	Yes		
Will necessary local approvals be in place by the project start date?	Yes / No	Yes		

VISION

<p>The project has a well described scope and objective.</p>	<p>0-5</p>	<p>5 – I completely understand what this project is trying to do and why and it is very aligned with the goals of My Main Street.</p> <p>4 – I mostly understand what this project is trying to do and why and it is quite aligned with the goals of My Main Street.</p> <p>3 – I somewhat understand what this project is trying to do and why and it is somewhat aligned with the goals of My Main Street.</p> <p>2 – I’m not sure what this project is trying to do and why and it is generally not very aligned with My Main Street.</p> <p>1 – There is a clear scope but no objective or vice versa.</p> <p>0 – There is no clear scope or objective.</p>		
<p>The project will contribute to a sustainable placemaking strategy for the location.</p>	<p>0-10</p>	<p>10 – Excellent contribution to longer-term placemaking and impact</p> <p>8 – Very good contribution to longer-term placemaking and impact</p> <p>6 – Satisfactory contribution to longer-term placemaking and impact</p> <p>4 – Somewhat poor contribution to longer-term placemaking and impact</p> <p>2 – Very poor contribution to a longer-term placemaking and impact</p> <p>0 – No reference whatsoever to contribution to longer-term placemaking and impact</p>		

<p>The project has the potential to benefit people from equity seeking communities.</p>	<p>0-10</p>	<p>10 – Excellent articulation of specific benefit(s) for equity-seeking groups</p> <p>8 – Strong articulation of specific benefit(s) for equity-seeking groups</p> <p>6 – The project benefits everyone, including equity-seeking groups</p> <p>4 – Poorly defined benefit for equity-seeking groups</p> <p>2 – Very poorly defined benefit for equity-seeking groups</p> <p>0 – No benefit at all for equity-seeking groups</p>		
<p>The project is innovative or offers reimagination of tested activations</p>	<p>1-5</p>	<p>5 – This project is truly innovative, pushing boundaries of what placemaking can be.</p> <p>4 – This project is a major departure from a regularly tested activation.</p> <p>3 –This seems like a regularly tested project with some small enhancement or innovations.</p> <p>2 – This is a regularly tested project, but it is the first time it will be introduced to this municipality.</p> <p>1 – This seems like a regularly tested project and nothing has been changed. There is no innovation.</p>		

CAPACITY

<p>The organization has the capacity and appropriate partners to deliver the project.</p>	<p>0-5</p>	<p>5 – Applicant demonstrates excellent capacity for successful delivery. Strong partnerships and consultation processes are in place for delivery, including the representation of equity-seeking groups.</p> <p>4 – Applicant and partners when applicable demonstrate strong capacity for successful delivery</p> <p>3 – Applicant and partners when applicable demonstrate satisfactory capacity for successful delivery</p> <p>2 – I have some concerns about the applicant and their partners’ ability to deliver the project successfully</p> <p>1 – Poorly described</p> <p>0 – Not at all described</p>		
<p>The organization has outlined a clear plan and budget to deliver the project within the required timelines.</p>	<p>0-5</p>	<p>5 – I am confident in the project costs and timelines</p> <p>4 – I understand the projects costs and timelines</p> <p>3 – I somewhat understand the project costs and timelines</p> <p>2 – I am somewhat unclear on the project costs and timelines</p> <p>1 – I have concerns about the project costs and timelines</p> <p>0 – There is no clear budget</p>		

<p>There is a clear plan to measure the project's success.</p>	<p>0-5</p>	<p>5 – Excellently articulated and achievable plan to measure success</p> <p>4 – Very well described and achievable plan to measure success</p> <p>3 – Somewhat well described and somewhat achievable plan to measure success</p> <p>2 – Poorly described and not likely achievable plan to measure success</p> <p>1 – Very poorly described and/or unachievable plan to measure success</p> <p>0 – No plan identified to measure success</p>		
<p>NEED</p>				
<p>Does the municipality rank highly in the Community Index?</p>	<p>1-5</p>	<p>5 – Top third</p> <p>3 – Middle third</p> <p>1 – Bottom third</p>		

OVERALL SCORE				
Organization has a "Yes" for all requirements?	Yes / No	Yes		
Score: Project Vision		/30		
Score: Project Capacity		/15		
Score: Need		/5	/50	
Recommended approved	Yes / No			
Approved	Yes / No	Yes		

PAYMENT AND REPORTING REQUIREMENTS

To receive payment, recipients will be required to submit their expenses and attest to eligible costs through a reporting process facilitated by CUI. Capital costs are not eligible for reimbursement. Instructions on eligible costs are included in the Project Budget template.

Successful applicants will also be required to provide other reports in the form of project updates, success stories and supporting documents.

APPENDIX A: ELIGIBLE LOCATIONS

