



My Main Street Community Activator Application Form - Year two

Community Activator - Application - Year Two (2022)

We are currently accepting applications for The My Main Street Community Activator: Year Two (2022).

You can apply with a project that is planned or underway. Successful applications will be eligible for reimbursements against project costs incurred between January 1 and December 31, 2022.

Applications will on **December 1, 2021 to February 1, 2022**. Please endeavor to submit your application as early as possible, to expedite funding deployment.

Please fill out and save this form, along with the Project Budget spreadsheet. You will be prompted to upload both documents when applying, along with one piece of documentation confirming your organizational status as an eligible organization. This can include, but is not limited to Articles of Incorporation, Business Number Registration, Charitable Status, etc.

Our goal is to make this application simple and easy to complete. Our Applicant Guide is also available for download, and contains a program overview, as well as details on how applications will be scored and the reporting requirements for successful applicants.

A list of example projects is posted on mymainstreet.ca/news. Questions can be sent to placemaking@mymainstreet.ca.

Please provide contact information and the total funding request for your application:

Legal name of lead organization applying:

Address:

Primary contact name:

Title:

Preferred language:

Phone number:

Email:

Total reimbursement amount requested:

Section One: Tell us about your project!

1. Project title:

2. In 300 characters or less, please describe your project:

3a. What Community Activator theme does your project fall under?

Events and activations

Short, limited or repeating community events or activations which intend to draw an audience, respond to an undeserved 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 improvements/adaptations to streetscape, design, landscaping and amenities that reimagines and reshapes public space to maximize its shared value.

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.

(Character limit: 300)

3b. If your project fits under Events and Activations: if this is a recurring event or activity you've done in a previous year, please tell us about how the MMS Community Activator funding will allow you to do something new or significantly enhance your previous event.

(Character limit: 1250)

4. Please describe your project, and how it will drive civic engagement, spur economic activity and support economic and social benefit for equity seeking groups. Please include your project design, work plan and timeline.

Events and activations: Please describe the type, number and timeline for your event(s), and outline the proposed concept, details and intended outcome of your project.

Community enhancements: Please describe the physical improvements/adaptations you will be making, and how they are intended to reimagine and reshape public space to maximize its shared value.

Policy and capacity building: Please describe the policy, strategy, partnership or capacity-building initiative you will be exploring, what your end product will be (report, etc.) and how that will support sustainable and impactful placemaking, build equity and enjoyment or support the local economy.

(Character limit: 2500)

5. What long term impact do you hope this project will have?

How does this project support a sustainable strategy to draw visitors, increase local vibrancy and social cohesion, and spur economic activity?

(Character limit: 1250)

6. Write a tweet for your project.

Write a 280 character tweet for your project that would encourage someone to participate.

Section Two: Tell us where you are!

1. Support will be provided to projects that are focused on clearly defined areas of commercial and community value.

Please describe the geographic area that will be served by your project (this can be a neighbourhood, street, BIA district, or other location of commercial or community importance like a strip mall).

Please include the streets or other boundary lines of the Main Street Community that will be served.

(Character limit: 1250)

2. Why is this location important?

Please indicate why this location is important in terms of demographics, historic challenges, vacancy rate, etc.

If possible, please list the number of independent businesses in your catchment area that could benefit from your project.

If possible, please highlight specific issues of representation, inclusion, safety or economic prosperity that your project will address for equity seeking populations, including Indigenous communities, Black communities, other racialized groups, newcomers, youth (39 and under), people living with disabilities, the unhoused, low-income people, Francophone, women, Trans or non-binary people, and LGBTQ+.

(Character limit: 1250)

Section Three: Tell us who you are!

1. We're looking for projects that are being led collaboratively.

Please list all the organizations or groups that will be involved in the design and implementation of your project, including their roles and responsibilities.

Please include any letters of support or partnership letters on the submission portal.

(Character limit: 1250)

2. Please tell us how your project involves or will be informed by representatives of equity seeking groups, or address issues of access, economic vitality and social cohesion that have been heightened by the realities of COVID-19.

If applicable, please list all of the community or equity seeking groups who have been consulted in the design and implementation of your project.

(Character limit: 1250)

3. What is your organization's annual budget?

Section Four: Tell us how you define success!

1. The My Main Street Community Activator seeks to fund projects that can demonstrate the impact of placemaking projects on economic vibrancy and social cohesion. Please note that up to 10% of your budget can be dedicated to evaluation.

Please tell us how you define success for your project (number of visits, retail uplift, public sentiment tracking, etc.).

Please tell us how you plan to measure this success and who on your team will conduct this evaluation.

If possible:

- Please estimate how many jobs, if any, will be created or maintained by your project
- Estimate how much commercial activity your project will generate in your project area.
- Provide any baseline data, positive or negative, about your project area (visitors per year, number of vacant storefronts, etc.). This will help us understand the impact you're trying to have.

(Character limit: 2500)

Section Five: Project Details

1. Do you have all necessary licenses and permits in relation to the Project? If not, how and when will these be obtained?

2. Project Timeline. Please tell us the full timeline of your project. Please note that only project costs incurred between January 1 and December 31, 2022 are eligible for reimbursement.

3. Project start date:

4. Project end date: