



MY MAIN STREET
MA RUE PRINCIPALE

My Main Street Information Session

Date: October 13th, 2021

Photo credit: Destination Stratford



Economic
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My Main Street funded by:

Canada 

My Main Street

My Main Street focuses on creating and supporting equity seeking local communities in Southern Ontario. My Main Street will help rebuild local main streets while providing residents, new entrepreneurs and existing businesses with economic opportunities.

My Main Street will

- support **3920 organizations**
- support **500 businesses**
- create **1000 new jobs**
- help maintain an additional **2300 jobs**



Photo credit: Whitby, Ontario

Objectives

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

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

Placemaking support to attract visitors and enhance vibrancy.

Strengthen 200+ Ontario main street neighbourhoods.

\$23.25 million investment in local economic recovery.

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



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Community Activator

Animate main streets through placemaking activations.

Placemaking Project Support

Community Activation Toolkits



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COMMUNITY ACTIVATOR

Program Overview

What is the My Main Street Community Activator?

We're a program to invest more than \$8 million over two years in local community placemaking activities across southern Ontario, including events and activities, main street enhancements and policy and partnership development designed to draw visitors and increase local vibrancy.

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.

What is placemaking?

Placemaking is an approach that asks people to collectively reimagine and reshape public space to maximize its shared value.

We want to strengthen the connection between people and places, encouraging people to visit, spend and stay.

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Project types

What kind of projects are eligible for Community Activator funding?

We're looking for projects that seek to reimagine and revitalize specific geographic locations to drive economic and social activity and enhance feelings of connection and belonging.

Placemaking projects include, but are not limited to:

- Events and activations, like festivals, markets or celebrations.
- Community enhancements, like mural projects, lighting, seating and above grade improvements.
- Strategy or policy development that will drive sustainable renewal.

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Potential Projects: Events and Activations

Short, limited or reoccurring community events or activations aimed at attracting an audience, responding to an underserved market demand, enhancing community connection and/or creating an appealing destination that positions the area as a center of community and economic activity.

Examples:

- Organize a market day for specific local businesses to expand their stores onto the streets and sidewalks
- Create a series of physically-distance outdoor performances, featuring diverse local artists.
- Host a visioning 'block party' that engages diverse community members in identifying challenges and new ideas for a main street or neighbourhood.
- Host a holiday or other specialized craft market that features local makers.

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Potential Projects: Community Improvements

Above grade enhancements to a 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 including new buildings are not eligible for reimbursements.

Examples:

- Design and build a series of pop-up parkettes on vacant properties and parking lots.
- Install comfort stations for vulnerable populations. These could include amenities such as showers, washrooms, and hand washing stations.
- Design and implement a laneway transformation project using art, murals, plants, and lighting.

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Potential Projects: Policy and Capacity Building

Examples:

- Develop a sustainable placemaking strategy for a specific geographic area, engaging diverse stakeholders to create a plan to build meaningful economic and social vibrancy.
- Develop a framework for ongoing public space activation and engagement for a main street or neighbourhood.
- Develop a plan for winter placemaking that includes principles, policies and practices for activating public spaces through all four seasons.

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Funding allocation

How will it work?

Administered by the Canadian Urban Institute, projects will be eligible for contributions between \$25K and \$250K.

You can apply for a project that is complete, underway or planned, but support will be offered in the form of reimbursement against incurred costs.

Applications will be assessed through an open, competitive application process, taking into account regional representation and in-year available funding amounts.

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Application process

We are currently taking applications for Year One (2021)

- Projects are eligible for reimbursements against costs incurred between June 8 and December 31, 2021.
- Applications will be open between October 1 and November 1, 2021.
- Approximately 70 % of available funding will be distributed in Year One, as part of our efforts to quickly and efficiently provide support to local communities struggling with the ongoing realities of COVID-19.

An additional intake will take place for Year Two (2022)

- Projects are eligible for reimbursements against costs incurred between January 1 and December 31, 2022
- Applications will be open between December 1, 2021, and February 1, 2022.
- Approximately 30 % of available funding will be distributed in Year Two.

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Eligible Applicants

Who can apply?

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

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

25% of available grants are reserved for communities with a population of under 100,000 people.

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Assessment

How will projects be assessed?

Multiple Community Activator projects can be submitted within a municipality, but individual applications must focus on a specific geographic area. Projects will be assessed against Vision, Impact and Need 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 project plan and clear, costed budget;
- That project costs will be incurred within the program timeframe, as contributions will be offered as reimbursements.

COMMUNITY ACTIVATOR FAQs

Q: If we submit more than one application, will they be judged on their own merits?

A: Yes, each application would be assessed on its own merit according to our scoring matrix. It's difficult to estimate what the demand will be but regional equity is an important component of the program meaning that we'll need to distribute successful recipients across Southern Ontario.

Q: In the applicant information, one of the suggested activities is creating patio and public spaces for local cafes and restaurants to use, but under eligible expenses capital is not an eligible expense, so I'm assuming the barricades would not be eligible, but I'm not sure which associated costs might be for that type of project.

A: All above ground costs associated with placemaking activations are eligible expenses, so barricades, seating, tables etc for a temporary patio would be considered eligible.

COMMUNITY ACTIVATOR FAQs Cont'd

Q: For the eligibility dates, are you looking at the invoice date or the date of the project?

A: Invoice date

Q: If our event happens in 2022 but we have expenses in 2021 can we apply for the first intake?

A: Yes, but only expenses incurred in 2021 would be eligible for reimbursement. You would need to apply again in the second intake for reimbursements against expenses incurred in 2022.

COMMUNITY ACTIVATOR FAQs Cont'd

Q: If our event started before the eligibility period - or has already concluded - is our project eligible?

A: Yes, though we are only able to reimburse costs that were booked between June 8th and December 31st 2021.

Q: When will you notify Round 1 applicants on whether or not they were successful?

A: On or about November 19th, 2021

MY MAIN STREET Resources

Applicant guide, budget template, and application form can be found at:
mymainstreet.ca/activator-program

Questions about eligibility can be addressed to:
placemaking@mymainstreet.ca

Local Business Accelerator – Program Overview

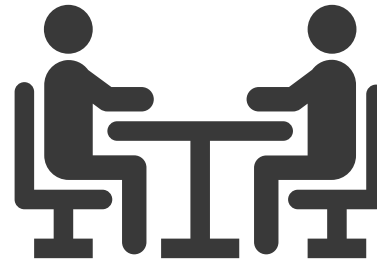
Local Business Accelerator

Supporting the starting and growing
of local businesses.



Customized Data, Research and Analysis

A deep data dive into the main street community to understand important trends, and identify market gaps. Analysis is used to target growth opportunities and existing local businesses.



Entrepreneur Engagement & Support

A dedicated ambassador focused on realizing market opportunities. Using the market research, they engage entrepreneurs to start new businesses while encouraging existing businesses to grow.



Funding Support

Locally owned main street businesses will be eligible to receive \$10K non-repayable contributions to support starting or growing their businesses.

Main Street Ambassadors

At the heart of the My Main Street Local Business Accelerator are the Main Street Ambassadors. Main Street Ambassadors are dedicated to providing hands-on business advisory support to entrepreneurs along your main street.

By participating in the My Main Street Local Business Accelerator, participating communities unlock resources for their Main Street neighbourhoods.

Local Business Accelerator

Supporting the starting and growing of local businesses.

It is possible for a single municipality to apply for multiple Main Street Ambassadors, depending on population size. See chart below:

Population	Number of Main Street Ambassadors*
Over 500,000	4 – 6
100,000 – 500,000	2 – 4
50,000 – 100,000	1 – 2
Under 50,000**	1

*Focused on corresponding number of Main Street neighbourhoods.

**A total of at least 25% of the Main Street Ambassadors contributions will be reserved for communities under 50,000 in population.

Local Business Accelerator

Supporting the starting and growing of local businesses.



Examples;

Scenarios of areas Ambassadors could focus on:

- **Business Improvement Areas** – target existing business improvement areas.
- **Future BIAs** – target commercial areas where there is an interest in starting a BIA in the future.
- **Commercial Areas** – other main streets, strip malls or commercial strips, as long as they are meeting places with independent local businesses.
- **Future Downtowns / Redevelopment Areas** – commercial areas undergoing transformation due to planning policies and / or transportation investments (i.e. LRT line, new clusters of condos, etc.).
- **Rural Downtowns** – focused on several smaller downtowns in a County.

Local Business Accelerator

Supporting the starting and growing of local businesses.



Photo credit: Hamilton, Ontario

Eligibility

Local Business Accelerator

Supporting the starting and growing of local businesses.

- Your project must occur within Southern Ontario
 - Except for the City of Toronto.
- Your application must be submitted by a:
 - Municipality, local or regional government
 - Business Improvement Area
 - Community based registered not-for-profit (i.e. a Chamber of Commerce or business support organization)
 - Funding applications submitted by BIAs or community-based not-for-profits will require a letter of support from the municipality where the Local Business Accelerator program will be delivered.)

Application Considerations

- Applications will need to indicate additional funding and resources they plan to commit to the project with a minimum of 25 percent towards the project costs.
 - Funding can take the form of in-kind or cash contributions.
- Funding must be for a defined geographic area.
 - For example, a commercial main street or central business district. Funding cannot be used to support programming across municipal jurisdictions.
- 25% of available funding is reserved for communities with a population of under 50,000 people.

Local Business Accelerator

Supporting the starting and growing of local businesses.

Application Considerations

To support our mandate of driving business and restoring vibrancy to local communities' applications should aim too:

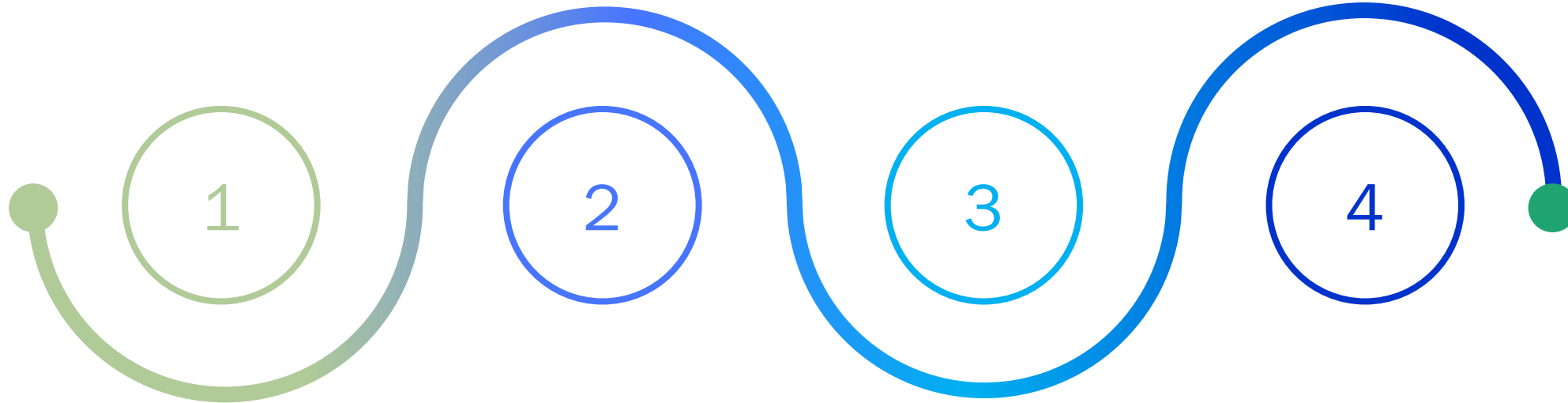
- Identify how you will work with local Small Business Enterprise Centre and/ or Community Futures Development Corporation, specifically how you can leverage local business support programming.
- Identify any other local community delivery partners, such as BIAs, service clubs or community economic development organizations.
- Identify how you will focus on recruiting entrepreneurs from equity-seeking communities, such as women, BIPOC, LGBTQ+ and disabled community members.

Main streets that were struggling prior to COVID-19 and/or have demographics that reflect equity-seeking communities will have preference in participating in the Main Street Local Business Accelerator program.

Application Timeline

Local Business Accelerator

Supporting the starting and growing of local businesses.



Applications Open

Applications opened October 1st, and will remain open until all 65 neighborhoods are allocated for.

Applications Reviewed

Applications will be reviewed within two weeks. Denied applications will be able to resubmit after addressing feedback from My Main Street.

Application Accepted

&

Agreement Signed

Ambassadors Begin

First Main Street Ambassadors targeted to begin December 2021.

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FAQs

Q: Can a main street community apply for both the Community Accelerator Grant AND the Local Business Accelerator Program?

A: We encourage main streets to apply for both the Community Activator (placemaking) and the Local Business Accelerator.

Q: Does the ambassador work on initiatives that support the full main street or just the 10 successful businesses?

A: The Main Street Ambassador works with the entire designated Main Street neighbourhood, not just the 10 businesses that receive non-repayable contributions.

Q: Can we focus the grants on the increasing the representation of women, BIPOC, Indigenous, youth and LGBTQ+ entrepreneurs?

A: Yes, focusing the business grants on increasing the diversity of entrepreneurs is accepted and encouraged.

Local Business Accelerator

Supporting the starting and growing of local businesses.



Photo credit: Downtown Kingston! BIA

FAQs

Q: How does the Main Street Ambassador identify the ten businesses to receive \$10,000 non repayable contributions?

A: A key part of the Ambassador program is the awarding of ten \$10,000 non-repayable contributions in their targeted area. Only Main Street Ambassador neighbourhoods are eligible to access the 10 non repayable contributions. The goal will be to deliver five non-repayable contributions for new businesses and five for existing businesses; if the target for new businesses cannot be reached, any remaining contributions may be allocated to existing businesses. There is a detailed and transparent governance, selection and approval process.

Local Business Accelerator

Supporting the starting and growing of local businesses.



FAQs

Q: Who pays for the Market Research that businesses must complete to receive the \$10k allocation?

A: My Main Street. My Main Street is working with a specific vendor to carry out the research which will be customized to the business. To be eligible for a **Non-Repayable Contribution**, a business will need to complete a **Market Research Report** provided by My Main Street. The purpose of the Report is to help guide the business's investment of the contribution funds.

Find more FAQs at www.mymainstreet.ca

Local Business Accelerator

Supporting the starting and growing of local businesses.

Examples of businesses might use their non-repayable contributions:

- **Leasehold Improvements**
- **Marketing and Advertising**
- **Technology Upgrades**
- **Business Expansion**

Application Instructions

Local Business Accelerator

Supporting the starting and growing of local businesses.

1

Visit www.mymainstreet.ca/accelerator-program

- Download and read the application guide, and other material on website.

2

Fill out application PDF form

- Available for download at www.mymainstreet.ca/accelerator-program/apply

3

Submit online form and completed application at
www.mymainstreet.ca/accelerator-program/apply

Application questions can be sent too:

ambassadors@mymainstreet.ca



MY MAIN STREET
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Thank you

My Main Street – Local Business Accelerator

Amy Matchen, [Director](#)

amy.matchen@mymainstreet.ca

My Main Street – Community Activator

Jared Kolb, [Program Director](#)

jkolb@canurb.org

More information at www.mymainstreet.ca

