

My Main Street Local Business Accelerator

FAQs

Overall Program Questions

Q: What is considered a main street?

A: Main Streets can be defined expansively as clusters of independent businesses that are or have the potential to be hubs of commercial, social, and cultural activity in a neighbourhood. Your funding will 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.

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.

Local Business Accelerator Program Questions

Application Specific Questions

Q: Is it possible for a municipality or group apply for multiple Main Street Ambassadors for multiple main streets?

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

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.

Q: Can Chambers of Commerce and Economic Development Corporations apply?

A: Yes. Funding applications submitted by BIAs or other organizations will require a letter of support from the municipality where the program will be delivered.

Q: Can Main Street Local Business Accelerator applications be resubmitted if originally denied?

A: Applicants for the Local Business Accelerator whose funding requests have been denied will be able to resubmit their applications after addressing feedback from My Main Street.

Q: Do applicants need to allocate additional funding or resources towards the project costs?

A: Municipal, BIA or community-based not-for-profits applying for Main Street Ambassador Non-Repayable Contribution(s) will need to indicate additional funding and resources they plan to commit to the project with a minimum of 25% towards the project costs. Funding can take the form of in-kind or cash contributions.

Q: How many businesses is an ambassador expected to serve in a neighbourhood?

A: Each Main Street Ambassador can provide service to approximately 100 to 200 businesses.

Ambassador Position Questions

Q: Can you provide a job description for the Main Street Ambassador?

A: Yes, the job description is currently on the My Main Street Site [here](#), and other recruitment resources will be posted on the My Main Street site soon.

Q: Is there a requirement for the ambassador role to be a full-time position, or is there the possibility for this role to be a part-time position?

A: The My Main Street Ambassador is a 12-month, full-time position. The Main Street Ambassador should ideally have deep local knowledge with significant entrepreneurship experience who will connect the municipality, the community, and Main Street businesses with the wraparound supports and resources offered by My Main Street. The Main Street Ambassador unlocks all other resources, including the market research and the ten \$10K non-repayable contributions.

Q: Can a BIA Manager be a Main Street Ambassador?

A: The Main Street Ambassador is a dedicated full-time position. All Main Street Ambassadors will ideally have a background in economic development or business and will be able to provide insight and advice to entrepreneurs. They will be expected to understand the available business support programs that are available and have lived experience that will help them guide and assist entrepreneurs in their business needs.

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: What is a typical local delivery schedule?

A: Please view in the application guide [here](#).

Local Business Non-Repayable Contributions Questions

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

A: There is no charge to the business. 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 Business Community Non-Repayable Contribution, a business will need to complete a Market Research Report provided by My Main Street. The purpose of the Market Research Report is to help guide the business's investment of the contribution funds.

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. The businesses will work directly with their Main Street Ambassador to apply. Main Street Business Community Non-Repayable Contribution Applications will be reviewed within two weeks of submission by two representatives who must score and agree collectively to approve the non-repayable contribution. The reviewers will include:

- My Main Street – Business Development Manager
- My Main Street – Main Street Ambassador (from the main street community)

More detailed information will be provided to Main Street Ambassadors.