



Photo credit: Destination Stratford

**MY MAIN STREET**  
**MA RUE PRINCIPALE**

# My Main Street Community Activator

Information Session  
December 7, 2021



# Agenda

1:00 pm – 1:10 pm **Welcome & Introductions**

1:10 pm – 1:30 pm **Presentation**

- About the program
- Timelines and expectations
- FAQs

1:30 pm – 2:00 pm **Q+A + Wrap**



# About My Main Street



# My Main Street

My Main Street is a \$23.25-million investment from the Government of Canada through FedDev Ontario to help drive business and restore vibrancy to local communities across southern Ontario in the aftermath of COVID-19.

My Main Street will

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



# Objectives

Revitalize main streets and small businesses.

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.**



Economic  
Developers  
Council  
of Ontario



Canadian  
Urban  
Institute

Canada 

# 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



## COMMUNITY ACTIVATOR

# Program overview

- Investing \$8 million over two years to support placemaking activities across southern Ontario
- Supporting projects that revitalize neighborhoods and reimagine public spaces (incl. main streets, downtown strips, plazas) as vibrant and inclusive places that work for everyone
- Prioritizing projects that support sustainable placemaking strategies and that are designed to create economic and social benefits for equity-seeking groups

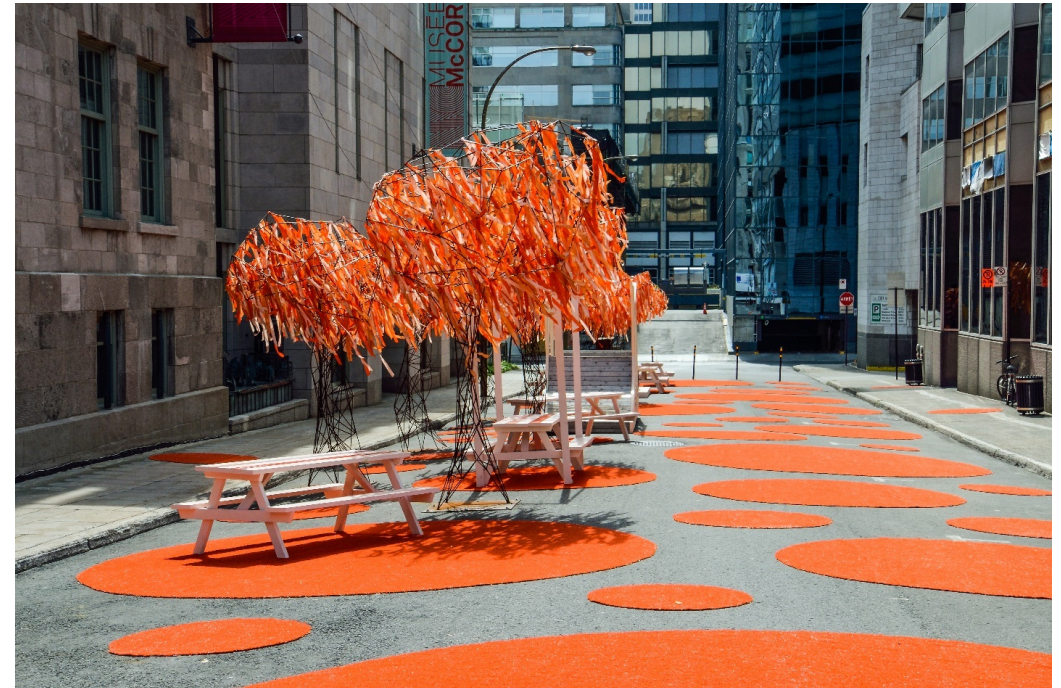




## COMMUNITY ACTIVATOR

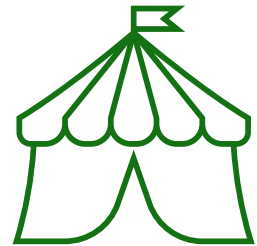
# What is placemaking?

- Placemaking is an approach that asks people to collectively reimagine and reshape public space to maximize its shared value.
- We're looking to support local placemaking projects that make a meaningful difference in local communities, drawing people out, strengthening feelings of connection and inclusion, and spurring economic activity.



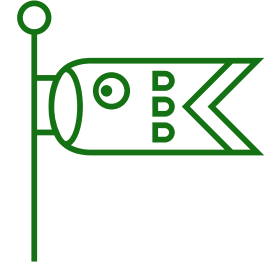
COMMUNITY ACTIVATOR

# We will fund...



## 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.



## 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.



## 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 ACTIVATOR

# Eligibility

---

Eligible applicants:

- Municipality, local or regional government;
- Business improvement area (BIA);
- Indigenous governing body or development corporation;
- Federally or provincially incorporated not-for-profit;
- Other community organization that applies with an eligible organization above

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

Projects must take place in a defined geographic area (including main streets, downtown strips and plazas). Funding cannot be used to support programming across a municipal jurisdiction

Projects must occur within southern Ontario



Economic  
Developers  
Council  
of Ontario



Canadian  
Urban  
Institute

Canada 

## COMMUNITY ACTIVATOR

# Funding allocation

---

- Projects will be eligible for contributions up to \$250K
- Applicants can apply for a project that is complete, underway or planned  
Support will be offered in the form of reimbursement against incurred costs
- Year 1 (2021) Projects reimburse against costs incurred June 8–Dec 31, 2021  
(~70 % of available funding distributed, as part of efforts to quickly and efficiently support communities struggling with COVID-19)
- Year 2 (2022) Projects will reimburse against costs incurred Jan 1–Dec 31, 2022  
(~30 % of available funding distributed)
- 25% of available grants are reserved for communities < 100,000 people





## COMMUNITY ACTIVATOR

# Key Dates

---

- November 1, 2021: Year One (2021) applications close
- November 3 – November 19, 2021: Independent assessment committee deliberations
- Late November: Successful and unsuccessful applicants notified
- December 1, 2021: Year Two (2022) applications open
- February 1, 2022: Year Two (2022) applications close



## ASSESSMENT

# FAQs

---

**Q: If an organization submits 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. However, regional equity is an important component of the program meaning that we'll need to distribute successful recipients across southern Ontario.

**Q: Can the project benefit or take place on more than one main street?**

Activator projects should focus on a defined geographic areas (i.e., main streets, plazas, . Applications that propose to undertake programs in multiple defined geographic areas (e.g., on multiple main streets) are also eligible.

**Q: Can a project include activities in more than one funding category?**

Yes. When applying, applicants are asked to choose one program category to apply under, but applications with activities in more than one category are welcome.





## ADDITIONAL RESOURCES

# FAQs Cont'd

---

**Q: What kinds of capital expenses are eligible?**

A: Renovations to existing buildings and indirect and overhead costs unrelated to the proposed project are ineligible. All above-ground supplies related to temporary placemaking activities and enhancements to streetscape, design, landscaping and amenities such as murals, seating, temporary installations, lighting are eligible.

**Q: What if the project starts and/or ends outside the eligibility period?**

A: Projects can start or end outside the eligible program period (June 8–Dec 31, 2021). However, only expenses incurred during this period will be eligible for reimbursement.

**Q: Should new projects be judged more favourably than completed projects?**

A: No, new projects should not be judged more favourably than completed projects. We encourage applications for any projects that are planned, underway or complete.



Economic  
Developers  
Council  
of Ontario



Canadian  
Urban  
Institute

Canada 

## ADDITIONAL RESOURCES

# FAQs Cont'd

---

**Q: Will decisions be made on an all or nothing basis, or will partial funding be awarded?**

**A:** We will aim to fund projects in their entirety though there may be circumstances where partial funding is awarded on a case-by-case basis by our independent assessment committees.

**Q: Are matching grants required?**

**A:** Funding awarded through the Community Activator program does not require matching contributions. The program reimburses up to 100% of eligible program costs incurred during the eligibility period (June 8, 2021 - December 31, 2021).

**Q: Can we apply for funding for annual events we did pre-COVID or do they have to be new events?**

**A:** Yes, you can apply for bringing back an annual event that was postponed or cancelled due to COVID-19 and which meets our eligibility criteria.



## NEXT STEPS

# Resources

---

Applicant guide, budget template, and application form can be found at:

[mymainstreet.ca/activator-program](http://mymainstreet.ca/activator-program)

Questions about the review process can be addressed to:

Jared Kolb, My Main Street Director, [jkolb@canurb.org](mailto:jkolb@canurb.org)



Economic  
Developers  
Council  
of Ontario



Canadian  
Urban  
Institute

Canada 





Q+A





MY MAIN STREET  
MA RUE PRINCIPALE

# Thank you

## My Main Street – Community Activator

Jared Kolb, Program Director

[jkolb@canurb.org](mailto:jkolb@canurb.org)

Cecile Roslin, Program Officer

[croslin@canurb.org](mailto:croslin@canurb.org)

More information at [www.mymainstreet.ca](http://www.mymainstreet.ca)



Economic  
Developers  
Council  
of Ontario



Canadian  
Urban  
Institute

Canada