



My Main Street Overview and Highlights

April 19, 2023



Canadian
Urban
Institute

Institut
Urbain du
Canada



Economic
Developers
Council
of Ontario

Funded by:
Federal Economic Development
Agency for Southern Ontario

Canada

PROGRAM OVERVIEW

My Main Street is a **\$23.25-million** initial investment — funded by the Federal Economic Development Agency for Southern Ontario — to pilot an approach to drive business development and restore vibrancy to local communities across southern Ontario in the aftermath of COVID-19.



FUNDING STREAMS

My Main Street offers two funding streams:

Community Activator

- Administered by the [Canadian Urban Institute](#)
- Supports local community placemaking projects, to draw visitors and increase local vibrancy

Local Business Accelerator

- Administered by the [Economic Developers Council of Ontario](#)
- Provides 65 communities with a Main Street Ambassador, customized marketing research and data analysis, as well as direct support to small businesses



LOCAL BUSINESS ACCELERATOR

Funding Support



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

Entrepreneur 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.

Customized Analytics



A deep data dive into the main street community to understand demographics and market gaps. Analysis is used to target business growth opportunities.

PROGRAM RESULTS

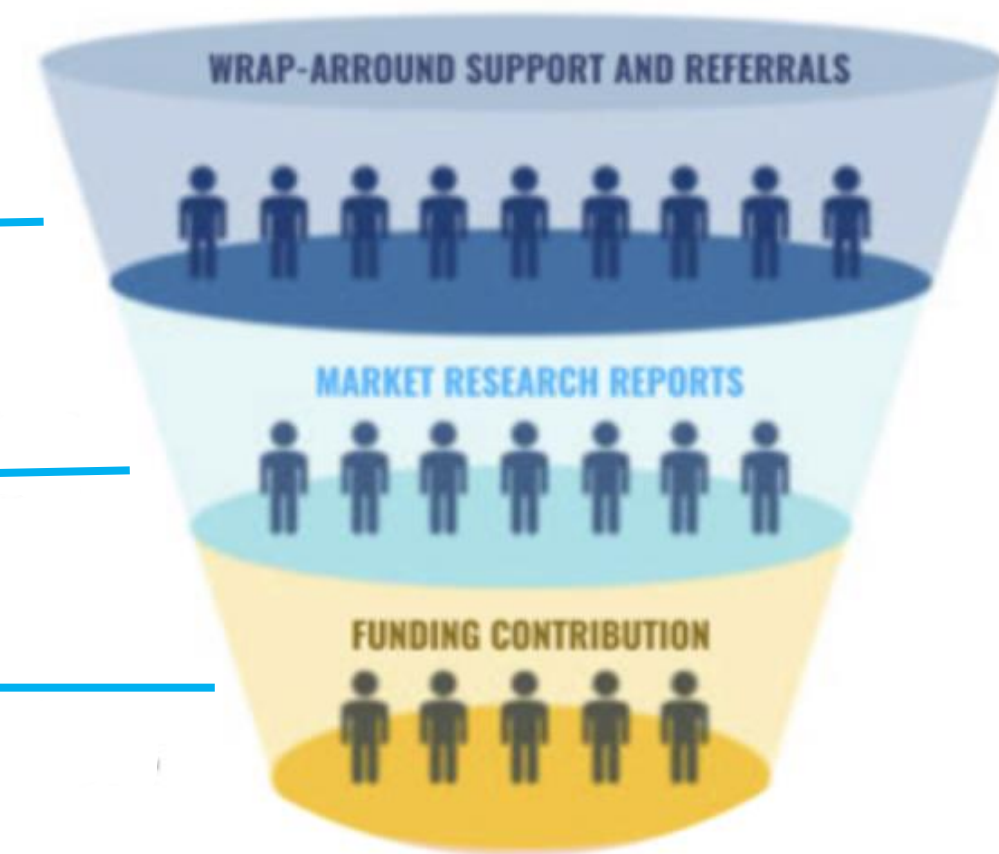
Business Support
Applications Approved

99%

Business Engagements... **3,081**

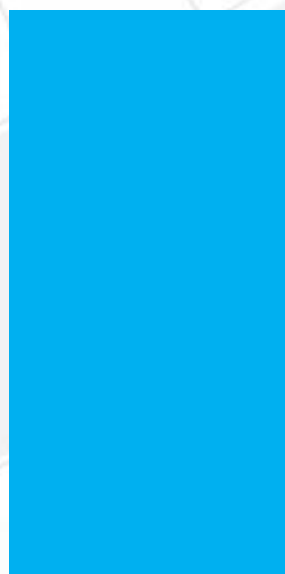
Market Research Reports... **1,042**

Business Funded... **651**



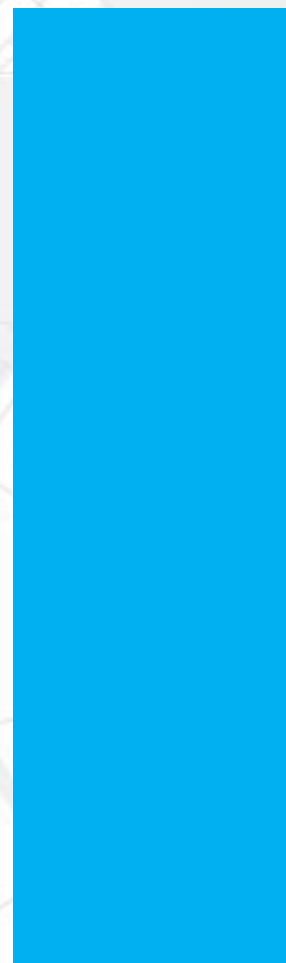
PROGRAM IMPACTS

\$6.46 M



**MY MAIN
STREET**

\$10.67 M



**OWNER'S
CONTRIBUTIONS**



PT 2 — BUSINESS GROWTH

BUSINESS GROWTH INDICATOR	% OF FUNDED BUSINESS REPORTING
Increased In-Store Sales	67%
Increased Operational or Production Efficiency	50%
Introduced New Product or Service	51%
Increased Online Sales	29%
Hired New Staff	29%
Rehired Staff or Increased Staff Hours	6%

*updated March 31, 2023

PT 3 — DIVERSITY, EQUITY & INCLUSION

BUSINESS GROWTH INDICATOR	% OF FUNDED BUSINESS REPORTING
Women	61%
Youth (39 years and under)	29%
Racialized Persons	25%
Newcomer, Immigrant, or Refugee	15%
Persons with Disabilities	8%
Francophone	3%
Indigenous (First Nation, Inuit, Metis)	2%

*updated Feb 2023

COMMUNITY ACTIVATOR

Events & Activations



Attract visitors to a hub of community and economic activity.

Community Improvements



Enhance an area's appeal to increase safety and social connectivity.

Policy & Capacity Building



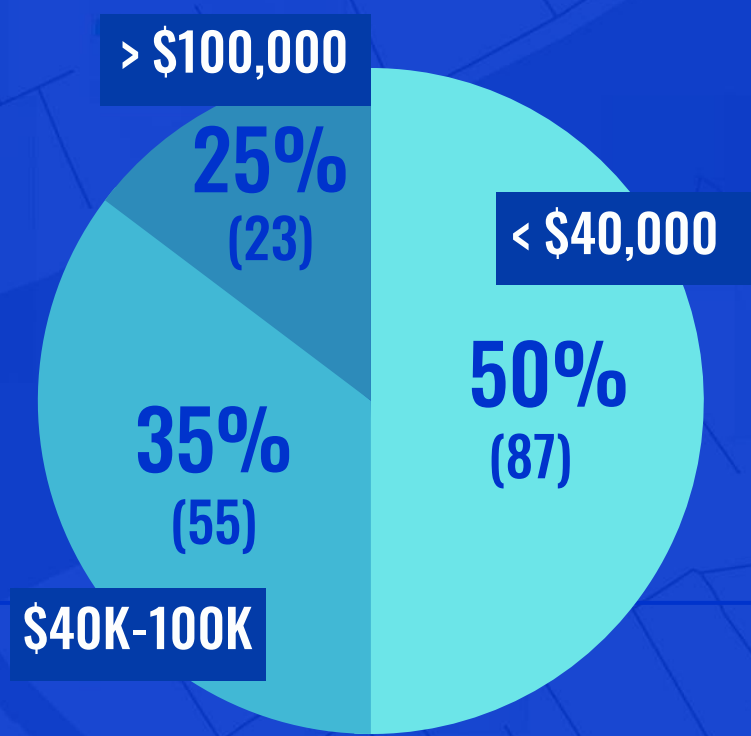
Use placemaking as a strategy to revitalize a commercial district.

FUNDING OBJECTIVES — RESULTS

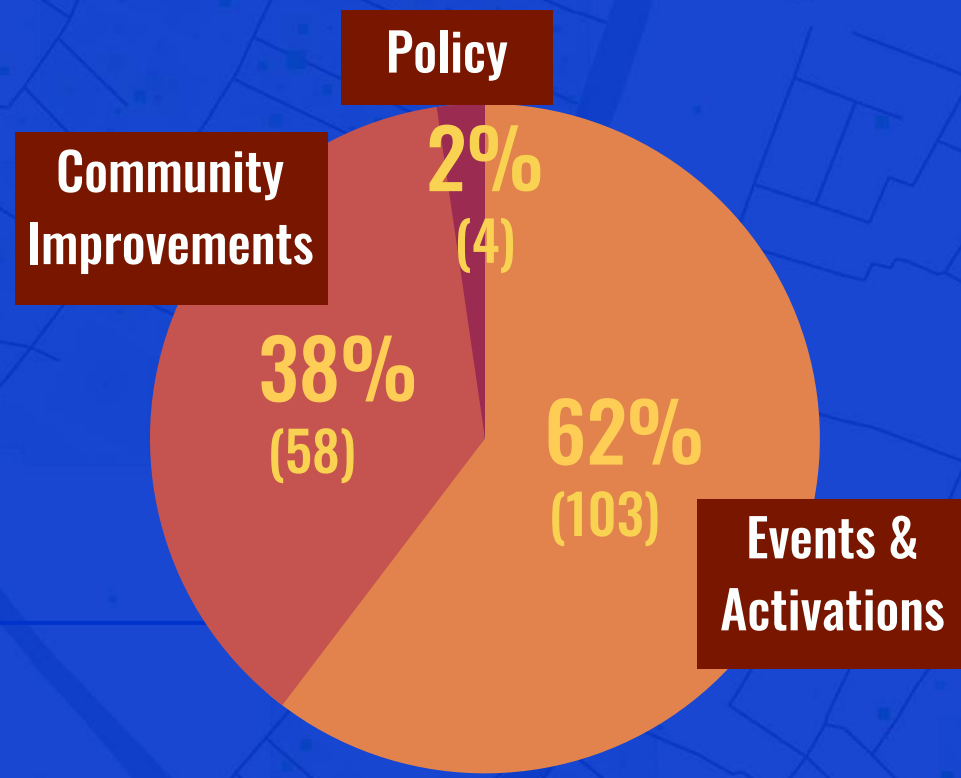
A portfolio of investments with...



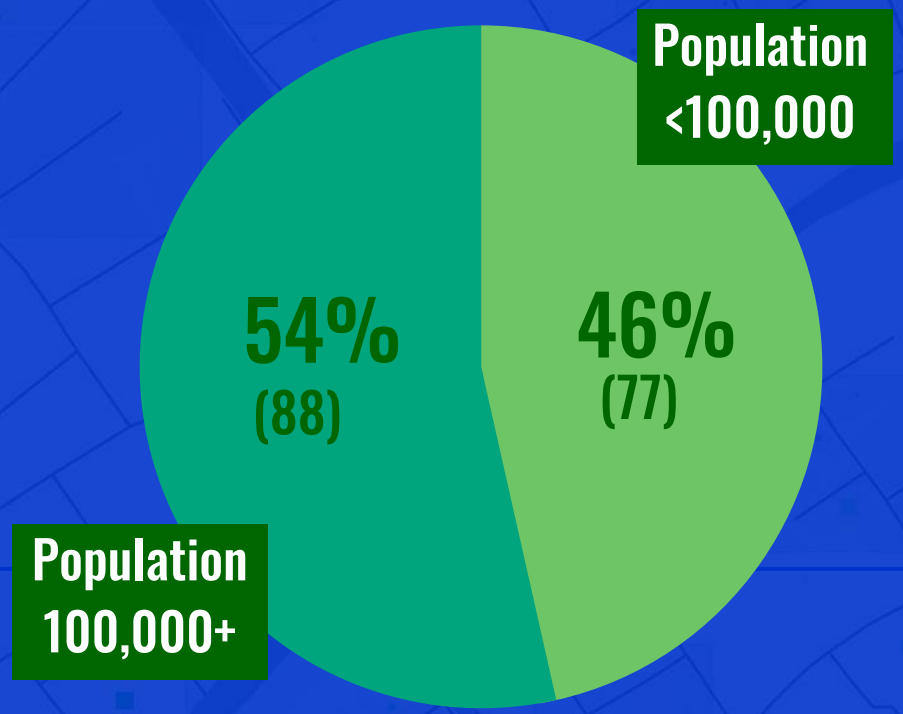
1. A mixture of small, medium and large projects



2. A mixture of project types

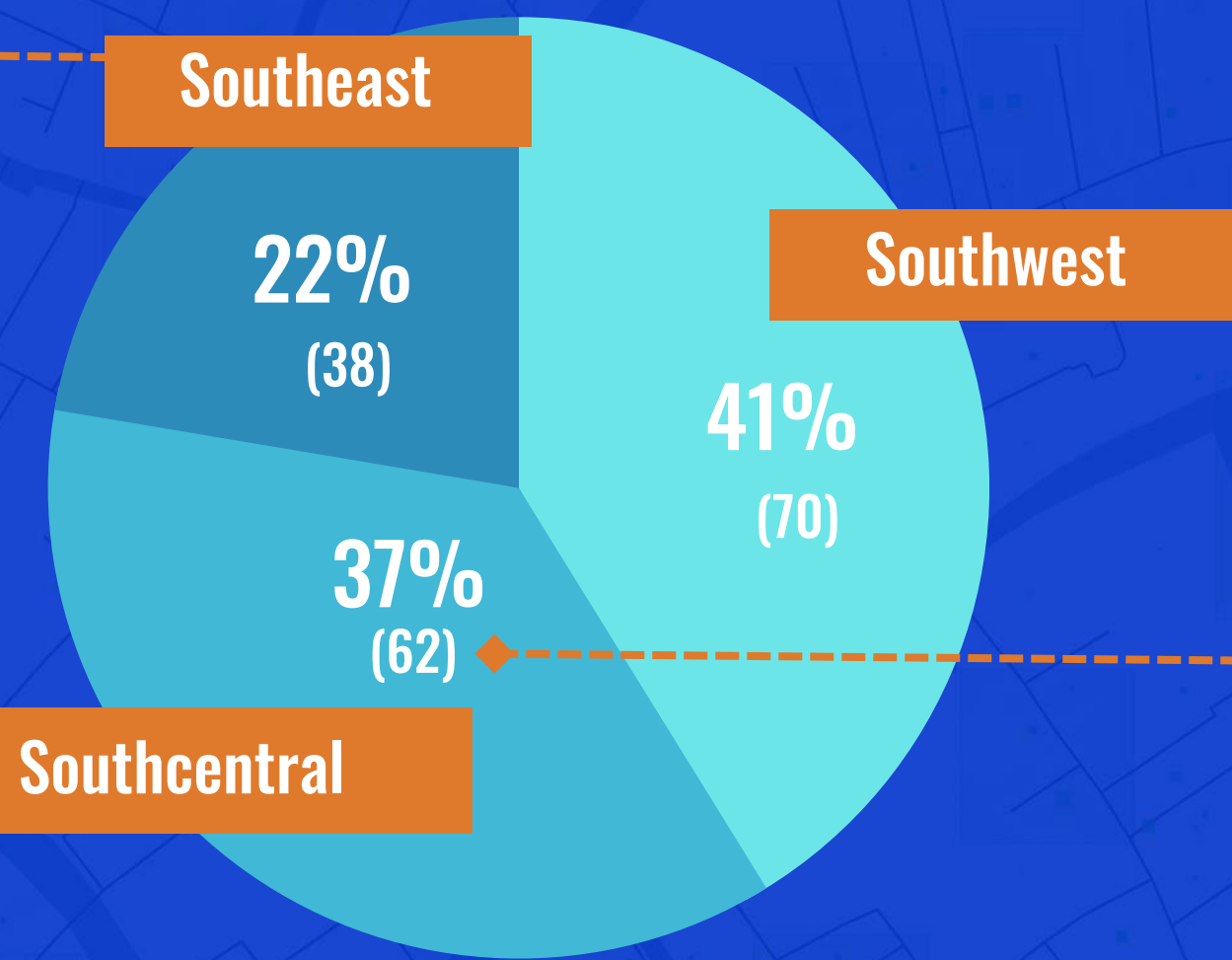


3. At least 25% of total program funds in communities of <100,000





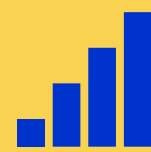
4. Investments dispersed geographically across Southern Ontario





5. *Benefitting organizations led by, representing, and/or applications substantively addressing the needs of equity-deserving groups*

85%



of all Community Activator projects were delivered by BIPOC, Indigenous or women-led organizations.

\$765,000

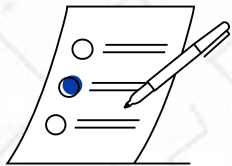


of all Community Activator project funds were awarded to Indigenous-led projects

OF PROJECTS SERVING EQUITY-DESERVING GROUPS



PROGRAM RESULTS



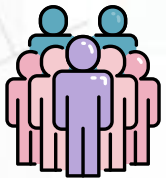
540 APPLICATIONS, A TOTAL OF **\$45,000,000** REQUESTED



170 FUNDED PROJECTS, A TOTAL OF **\$8,567,000** AWARDED



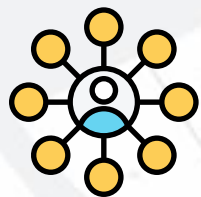
2000+ JOBS CREATED AND MAINTAINED



1.25 MILLION VISITORS TO EVENTS AND FESTIVALS



90 MUNICIPALITIES FUNDED



3257 ORGANIZATIONS SUPPORTED



KITCHENER PATIOS

3.4x
return on
investment

\$900,000
investment

\$3.2 million
in sales

40%
increase in evening
foot traffic

RICHMOND ROW CONCERT SERIES



DOWNTOWN RICHMOND, LONDON

a series of outdoor street performances, attract people of all ages and backgrounds to stop by and enjoy music in the streets.

55 local (and up-starting) musicians were supported, as 200-400 folks engaged each weekend.

MAIN STREET MURALS



OLD EAST VILLAGE, LONDON

Local artists painted a series of five murals on exterior walls of downtown properties, beautifying the downtown neighbourhood.



KEY LEARNINGS

1

Preliminary evaluations indicate that certain types of placemaking activities – public markets, open streets events, festivals, and patio installations – delivered the highest economic returns to local Main Street businesses.

2

Community Activator funding prioritized projects that support equity-deserving groups. Applications that requested funding for new projects featured more meaningful participation of equity-deserving groups than applications that sought funding for already-existing programs.

3

MMS Community Activator funding leveraged additional organizational partners, corporate sponsors, and other sources of funding, and has a significant multiplier impact.



Phil Singeris, Sr Business Advisor / Program Coordinator
Small Business Centre, London



Small Business
Centre | London

PARTICIPATING COMMUNITIES

- 1 Downtown – Dundas Street
- 2 Downtown – Richmond Row
- 3 Old East Village
- 4 Hamilton Road

DOWNTOWN DUNDAS



DOWNTOWN RICHMOND ROW



OLD EAST VILLAGE



HAMILTON ROAD



CHALLENGES IN THESE AREAS

*Loss of daytime
workforce in core areas*

*Issues related to vacant
storefronts*

*High vacancy
rates*

Property Owners

Construction

Illegal Street Activities

OUR BUSINESS AMBASSADORS



Rachelle Lamarche
Richmond Row



Mary Janserberger
Old East Village



Cheryl Milani
Dundas St. Downtown



Phil Singeris
Hamilton Road

MARKET RESEARCH REPORTS

Downtown Dundas **18**

Downtown Richmond Row **14**

Old East Village **14**

Hamilton Road **18**



Beauty & Health **5**

Groceries **9**

Other Services **5**

Personal Care **9**

Restaurants & Bars **19**

Retail Stores **17**

RICHMOND ROW

Community Market Profile



SOCIAL NETWORKERS

POPULATION 26,900

INCOME \$77,281

ETHNIC DIVERSITY 50%

SAISHA'S PATISSERIE



Espresso
Machine



Packaging



Baking
Equipment



Freezer



THE TEA LOUNGE

PICCADILLY CIRCUS EVENT

Through their partnership with MMS The Tea Lounge, our Richmond Row Ambassador partnered with local businesses to bring a circus event to Piccadilly St. Downtown Richmond Row.

JUNGLE SERVICES



Camera
Equipment



Pet
Photos



Parrot
Cages



Grow Bird
Boarding
Services

The image features two braided hair samples in the foreground. The left sample is light brown with green and blue highlights. The right sample is dark brown with pink and blue highlights. In the background, there is a blurred image of a person's face and a faint city map overlay. The text 'THE FIX INC.' is overlaid on the left side in white, bold, sans-serif font, with 'THE FIX' on one line and 'INC.' on the next line, both within blue rectangular banners.

THE FIX INC.

HAIR SALON SPECIALIZING IN AFRO/CARRIBEAN TEXTURED HAIR

The beauty industry has notoriously excluded the needs of women of colour, leaving a huge gap in the marketplace – especially in London.

A woman with dark hair tied in a high ponytail, wearing a black t-shirt and a striped apron, stands in a kitchen. She is holding a white plate with a colorful dish of food, including what looks like noodles, vegetables, and a red chili pepper. The kitchen has white cabinets, a stainless steel countertop, and a metal shelving unit in the background. A blue banner with white text is overlaid on the top left of the image.

BELLA ACACIA

AUTHENTIC VEGAN/VEGETARIAN KOREAN FOOD

Expansion Plan based on her Market Research Report data verified her desire to address operational capacity issues that suggested she grow her business to a larger space at its current location, as opposed to a new address.

The results have been amazing! Bella spent her funding on kitchen equipment & creating a beautiful dine-in space that her growing customer base loves.

TESTIMONIALS



“

“One day the Ambassador from My Main Street walked in, and when she saw what we’re doing here she started talking to me about how the program could support my business.”

Giuliano Caranci, Jungle Services owner

London's only Parrot and Exotic bird supply store

TESTIMONIALS



“

“I knew I wanted to have my own salon, and I knew I wanted to be downtown. I knew it would be a challenge to be here, but I also could see the potential, and I wanted to be part of the change in this part of the downtown.”

Jagoda Hall, Salon Cyan owner



THANK YOU!



Small Business
Centre | London



MY MAIN STREET

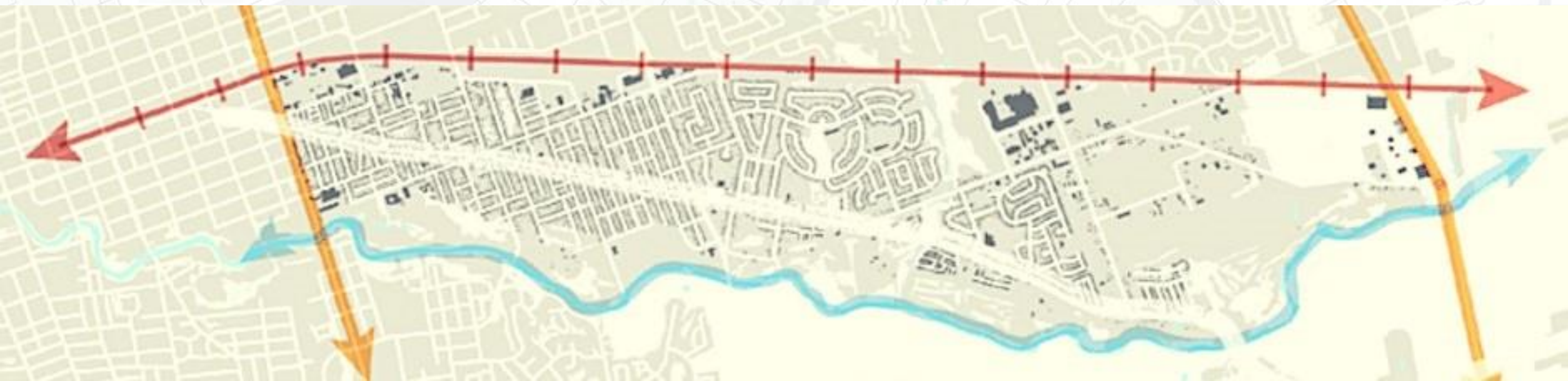
MA RUE PRINCIPALE

Claire Crossley, Partnership and Fund Development Manager
Crouch Neighbourhood Resource Centre



ABOUT

For over 50 years, Crouch Neighbourhood Resource Centre has supported individuals, families, children and youth with basic needs, income stability and opportunities for community inclusion. **Crouch works to build a healthy community where everyone belongs and can access resources with dignity.**



POP-UP PRODUCE MARKETS

- More residents had affordable, nutritious, and appropriate food
- Increased evidence of community leadership at the local level
- Social inclusion and barrier-free access to local artists, arts & culture

393 individuals and families accessed 8 pop-up markets with over 519 visits





SUMMER BLOCK PARTY

- Enjoyed by over 800 community members from across London
- Featured local visual artists and musicians
- Lunch for 400 low-income community members provided by TD
- Featured local businesses and nonprofit agencies.

Created a strong sense of belonging & pride for the Hamilton Road community.

HARVEST FESTIVAL

- Free lunch provided, in partnership with local restaurant
- Featured 14 local art & craft vendors
- Music provided by local artists in 3 languages (French, Spanish & English)
- Urban Roots London provided fresh local produce

Attended by over 200 individuals including families with children





WARM WINTER WISHES

- Over 200 community members enjoyed chili, hot chocolate & desserts from local restaurants
- Live musical performances by local artists and live painting art project for children
- Free holiday family portraits
- 11 Warm Winter Wishes murals by local artist on windows of small businesses
- Outdoor banners for 38 street posts along Hamilton Road
- Distributed whimsical winter walk maps featuring local businesses and agencies



MY MAIN STREET

MA RUE PRINCIPALE

Joani Gerber, CEO
Invest Stratford

PARITICIPATING COMMUNITIES

1

The Town of St. Mary's, in partnership with St. Mary's BIA

2

City of Stratford, in partnership with the Downtown Stratford BIA



EXPERIENCES & IMPACT

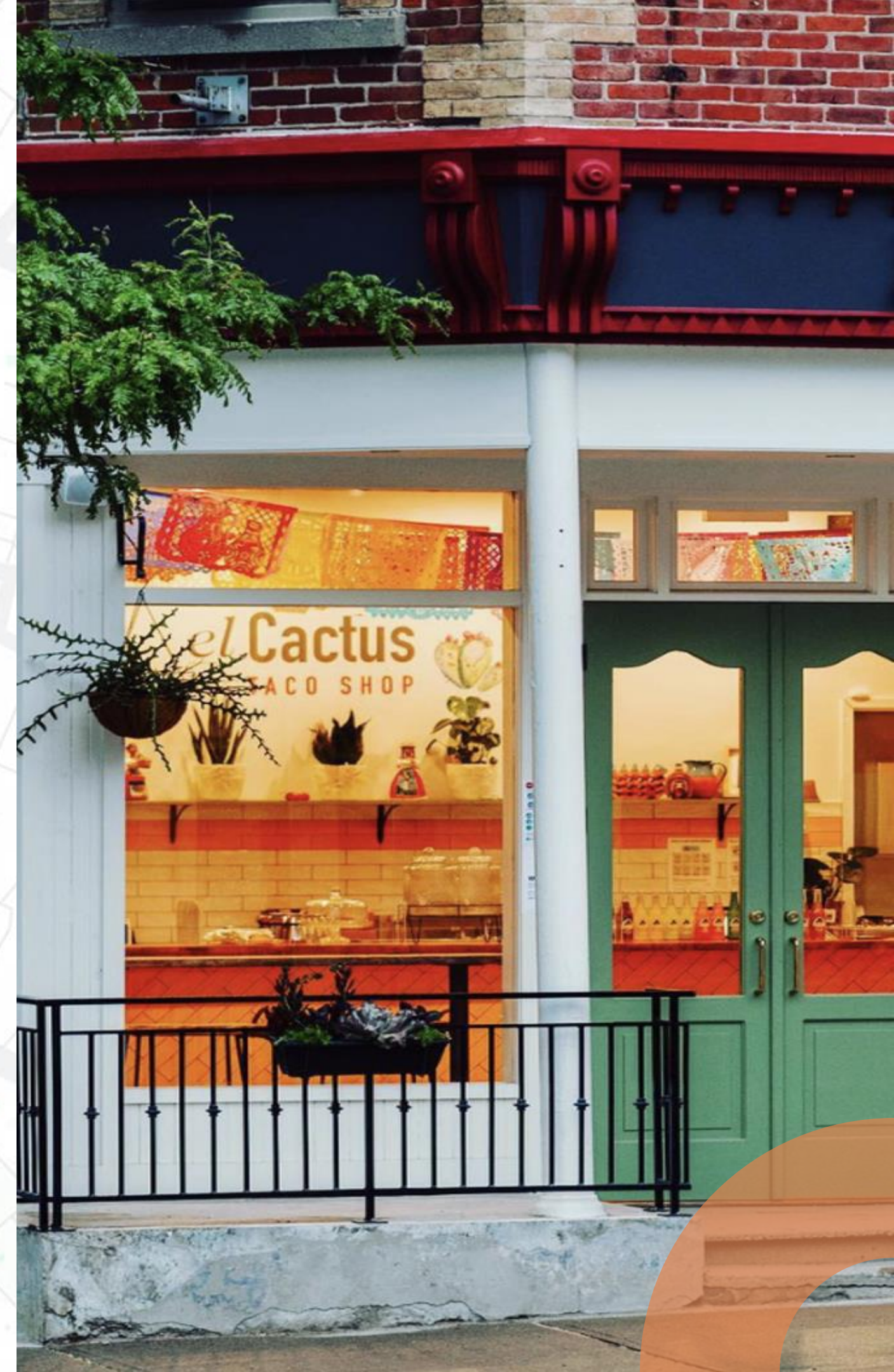
Community Activator

- Inventory and Programs

Client Experiences

- Lease-hold improvements and equipment

Partnerships





WHAT'S NEXT

Continue celebrating success

- Ongoing partnerships

Improve Market Research

- Maintain wrap-around supports
- Collaboration with activator projects

MY MAIN STREET
MA RUE PRINCIPALE

Zac Gribble, Executive Director
Destination Stratford

LIGHTS  **ON**
STRATFORD

LIGHTS ON
STRATFORD
WINTER FESTIVAL OF LIGHTS





LIGHTS ON STRATFORD

\$5 MILLION
annual
economic
impact

TOURISM



Regenerative tourism initiative that increases quality of life for residents AND holistically lifts the tourism sector.

ECONOMIC DEVELOPMENT



“Anchor tenant” for winter destination development.



PARTNERSHIPS

Community-wide collaborations and partnerships.



DT STRATFORD BIA MEMBER SURVEY

87%

agree/strongly agree
it's effective in
growing a cultural
tourism draw in the
winter

87%

Satisfied/very
satisfied

THANK YOU

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Canada



Economic
Developers
Council
of Ontario

Funded by:
Federal Economic Development
Agency for Southern Ontario

Canada