



Date: September 9, 2024

To: Mayor and Council

Author: Sue Rice, Economic Development and Tourism Officer

RE: My Main Street Grant

INFORMATION REPORT

BACKGROUND

Earlier this year, Economic Development applied for funding through the 'My Main Street' grant program. This grant is delivered by the [Canadian Urban Institute](#) (CUI), and is supported by a Government of Canada investment through the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario) to foster the stabilization and revitalization of main streets across southern Ontario.

The My Main Street 'Community Activator' funding stream provides support for projects in southern Ontario designed to draw visitors and increase local vibrancy. This program supports high impact placemaking projects that seek to revitalize neighborhoods and reimagine public spaces including main streets, downtown strips and plazas as vibrant and inclusive places that work for everyone.

This grant covers 100 % of the funding of up to \$250,000 for placemaking projects including events and activities, community enhancements and streetscape improvements that aim to drive engagement, promote social cohesion, and spur economic activity in a defined geographic area within a certain radius of identified Main Streets.

DISCUSSION

Earlier this summer, the Town was informed they were successful in their My Main Street application with a 'Walk the Block' initiative which encompasses both event and streetscape components.

The 'Walk the Block' initiative includes:

1. Additional funding for the Kingsville Block Parties for performers and street artists. Placemaking chalk murals will encourage people to experience the art culture of the downtown by walking to see the murals and visiting businesses.

2. Launch of the Walk the Block History Tour which features an interactive story and BIA map (both print and digital).

3. Creating gathering places, such as, covered seating areas at the historic Carnegie Arts & Visitors Centre.

4. Streetscape enhancements, such as, decorative streetlight toppers, new planters and signage.

The grant has been awarded for \$237,843 and all components of the project must be completed by December 31, 2024.

FINANCIAL CONSIDERATIONS

At this point in time, all expenditures are intended to be 100% funded through the grant.

Maintenance of installations may have a nominal impact on future budgets.

ENVIRONMENTAL CONSIDERATIONS

There are no significant environmental considerations applicable to this report.

CONSULTATIONS

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