

**CONTRIBUTION AGREEMENT –  
MAIN STREET AMBASSADOR COMMUNITY NON-REPAYABLE CONTRIBUTION**

Between:

Economic Developers Council of Ontario

and

The Corporation of the City of Port Colborne

**SIGNATURE PAGE**

In Witness Whereof this Contribution Agreement:

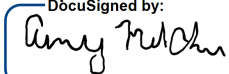
- (a) is entered into by and between the Economic Developers Council of Ontario, hereinafter “EDCO” and **The Corporation of the City of Port Colborne**, hereinafter “Participant”;
- (b) is effective **January 3, 2022** (the “Effective Date”) and terminates **January 3, 2023** (the “Expiration Date”) (subject to the early termination provisions below and in the Contribution Agreement Addendum attached hereto);
- (c) includes all the terms and conditions set out in the Contribution Agreement Addendum attached hereto; and
- (d) if not signed by the Participant within thirty (30) days after initially being provided to the Participant by EDCO may be terminated by EDCO in writing with no additional notice.

Contribution Amount: **\$57,500.00**

Payment to the Participant will be made by Electric Fund Transfer (EFT). The Participant shall complete the EFT Form (see Appendix A)

Attachment A - Main Street Ambassador Non-Repayable Contribution Application (MMSP) is attached hereto.

Economic Developers Council of Ontario

DocuSigned by:  
  
Per \_\_\_\_\_  
7A130F5025F44B8...

Name Amy Matchen Title Director, My Main Street

PARTICIPANT

Per \_\_\_\_\_

Name Bram Cotton Title \_\_\_\_\_

**CONTRIBUTION AGREEMENT ADDENDUM –  
MAIN STREET AMBASSADOR COMMUNITY NON-REPAYABLE CONTRIBUTION**

WHEREAS, the purpose of this Contribution is for the retention of a Main Street Ambassador in the Participant's community.

WHEREAS, funding for activities performed under this Contribution are provided by EDCO, through an initiative of Her Majesty The Queen In Right Of Canada ("Her Majesty") represented by the Minister (the "Minister") responsible for Federal Economic Development Agency for Southern Ontario.

WHEREAS, as part of the Southern Ontario Prosperity Program, the Minister has approved this project designed to support businesses and stimulate economic activity in communities across Southern Ontario.

WHEREAS, this Contribution is awarded through an application process administered by EDCO pursuant to which the Participant submitted an application (Application).

WHEREAS, Participant has submitted a proposal which has been accepted by EDCO including a plan or scope of work, which is herein incorporated by reference.

NOW THEREFORE, in consideration of the mutual covenants herein below specified and other good and valuable consideration, the receipt of which is hereby acknowledged, the parties herein agree to the following:

EDCO shall:

1. Advance funds to the Participant, upon approval of the Main Street Ambassador Non-Repayable Contribution Application in compliance with contribution guidelines and all Applicable Laws.

The Participant shall:

1. Implement the Main Street Ambassador Non-Repayable Contribution Application (MMSP) as outlined in Attachment A which is on file with EDCO.

2. Be advanced funds in accordance with the approved budget narrative which pertains to this Contribution and is included in the Main Street Ambassador Community Non-Repayable Contribution Application (MMSP) and outlined in Attachment A.
3. Maintain information on all businesses contacted and/or served by the Main Street Ambassador(s) on the HubSpot platform.
4. Submit monthly progress reports, by the 5th of the following month.
5. Submit two interim reports one at 3 months and 6 months, including expenditures and receipts expended for the reporting period.
6. Submit the Final Report including outcomes and receipts for funds expended within the reporting period.

Under no circumstances shall the maximum amount payable under this Contribution Agreement exceed Contribution Amount for the Contribution period.

By signing this Contribution, the Participant affirms that, for the duration of this Agreement and the Contribution, it will not violate any Applicable Law.

## **SECTION 1 - INTERPRETATION OF THE AGREEMENT**

- 1.1 Definitions. The following capitalized terms shall have the meanings set out below unless there is something in the context inconsistent therewith:

“Agreement” means this agreement, the Application, Guidelines, appendices and any amendments to these documents;

“Applicable Laws” means all federal, provincial, territorial, municipal, and other applicable laws, including without limitation, statutes, regulations, by-laws, rules, ordinances and decrees. This includes legal requirements and regulations relating to environmental protection and the successful implementation of and adherence to any mitigation measures, monitoring or follow-up program, which may be prescribed by federal, provincial, territorial, or municipal bodies;

“Centralized Project Partnership” (CPP) means a community partnership which may include BIAs, Municipalities, Chamber of Commerce or Small Business Enterprise Centres;

"Contribution" means financial assistance in the amount of up to the Contribution Amount shown on the Signature Page to this Agreement to be disbursed by EDCO to the Participant in the manner provided in this Agreement;

“My Main Street Program” means the program continued for purposes of creating a supportive and dynamic business environment, and the Minister’s priority of supporting rural communities and small and medium-sized enterprises to enable their recovery from economic disruptions associated with the COVID-19 outbreak;

"Main Street Ambassador" means the person hired to deliver the program in an identified main street community and who will assist main street businesses with their recovery and startup needs;

"Main Street Ambassador Non-Repayable Contribution Application (MMSP)" means the working document submitted by the Participant with the Application and approved by EDCO (as outlined in Attachment A);

"Disbursement" means any advance of funds authorized by EDCO on account of the Contribution;

"Effective Date" is the date the Agreement takes effect;

"Expiration Date" is the date the Agreement expires;

"Guidelines" means the guidelines provided to the Participant with the Application, which set out the terms and conditions for the My Main Street Program, as may be amended from time to time without notice; and

"Term" means the period of time beginning on the Effective Date of this Agreement and ending on the Expiration Date or the termination of this Agreement, whichever is shorter.

## **SECTION 2 - PARTICIPANT COVENANTS**

- 2.1 The Participant shall satisfy the targets set out in the MMSP and shall notify EDCO promptly in accordance with paragraph 7.8 in the event the Participant desires to make any material changes to the MMSP or is unable to meet the targets set out in the MMSP or the Milestones identified in Attachment A.
- 2.2 If the Participant is a BIA, they shall provide a copy of the Municipal By-laws enacting the BIA upon request.
- 2.3 If the Participant is a community partnership and have developed a Centralized Project Partnership (CPP), this Participant will provide a copy of the partnership agreement and/or Memorandum of Understanding signed by all parties including the local BIAs (if applicable and upon request).
- 2.4 The Participant shall comply with and duly observe all Applicable laws.
- 2.5 The Participant agrees that it will provide the Minister with reasonable access to any site at which the Participant owns, controls, or operates in whole or in part, for the purpose of ensuring that the terms and conditions of any environmental approval are met, and that any required conditions, mitigation measures, monitoring or program follow up have been carried out.

- 2.6 The Participant agrees that any assets acquired, constructed, rehabilitated, or improved with the funds provided under this Agreement will not be sold or otherwise disposed of without EDCO's prior written approval for the term of this Agreement.
- 2.7 The Participant shall provide the following in accordance with their individual MMSP:
- a) reporting including timelines, budget tracking, contracts with local Main Street Ambassadors and a duly signed financial report for all expenses within 10 days of the Expiration Date of this Agreement. All receipts for expenses incurred must be kept for seven (7) years and presented upon audit request.

### **SECTION 3 - PARTICIPANT'S REPRESENTATIONS AND WARRANTIES**

- 3.1 The Participant represents and warrants that:
- a) the information supplied in the Application and the MMSP or in support of the MMSP by the Participant is true and accurate. The Participant acknowledges that EDCO has relied upon the truth, authenticity and accuracy of the information in authorizing the Contribution;
  - b) if a Centralized Project Partnership (CPP) is formed, and a formal contract has been entered into by all parties it must:
    - (i) be consistent with this Agreement;
    - (ii) not conflict with this Agreement;
    - (iii) incorporate the provisions of this Agreement to the fullest extent possible;
    - (iv) require all parties to that Contract comply with all applicable laws; and
    - (v) authorize EDCO to perform audits of the parties to that Contract in relation to the Project as EDCO sees fit.

### **SECTION 4 - THE AWARD**

- 4.1 Subject to and in accordance with all the terms and conditions of this Agreement, and in reliance on the representations and warranties in Section 3, EDCO agrees to provide a Contribution to the Participant not to exceed the amount as listed on the Contribution Agreement Signature Page, to assist the Participant to carry out the MMSP.

### **SECTION 5 - TERMS AND CONDITIONS OF DISBURSEMENT**

- 5.1 The Contribution shall be disbursed to the Participant as follows:
- a) the disbursement of the Contribution shall be upon execution of this Agreement by both parties and will follow the identified schedule:
    - Per
    - \$15,000 – upon execution of the Agreement by both parties, and submission of the Employment Contract between Participant and Main Street Ambassador
    - \$25,000 – upon submission and review of interim report three months after Effective Date.

\$17,500 – upon submission and review of interim report six months after Effective Date.

- b) provided that the Participant is and has at all times throughout the Term been in compliance with the terms, conditions and covenants of this Agreement and has provided EDCO, with the following documents on or before the end of the Term.
  - (i) monthly, interim and final reports;
  - (ii) a detailed expenditure statement and accounting, satisfactory to EDCO for the expenditure of the Contribution including a statement of all costs incurred and paid by the Participant on account of the Business together with, invoices and other appropriate records supporting the said expenditures and proof of payment thereof organized; and
  - (iii) any additional documentation required or requested by EDCO.

## **SECTION 6 – TERMINATION**

- 6.1 EDCO shall have the right to terminate this Agreement if the Participant fails to observe, perform, and keep each covenant, agreement, provision, stipulation and condition contained in this Agreement and in such event upon 15 days written notice to the Participant:
  - (i) all obligations of EDCO to make Disbursements on account of the Contribution shall be immediately extinguished; and,
  - (ii) EDCO may, terminate this Agreement and all disbursements made pursuant to this Agreement shall be immediately due and payable by the Participant together with interest at Prime plus 1% per annum as established by the Bank of Canada.

## **SECTION 7 - GENERAL**

### **7.1 Audit and Access**

- a) Subject to any limitations or restrictions placed on the Participant by the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c. M.56, the Municipal Act, 2001, S.O. 2001, c. 25 and any other federal, provincial or municipal legislation, regulation, by-law, or policy or procedure concerning municipal record-keeping, records retention or information management, and any amendments to any of the foregoing, all contracts, papers, correspondence, copies, books, payrolls, records, accounts, invoices, statements, accounting records and other information and material of the Participant relating to the expenses incurred by the Participant pursuant to this Agreement shall be open to audit and examination by the Minister or as the Minister directs or by EDCO or its agent at all reasonable times during the Term of this Agreement and for a period of 7 years thereafter, during which period the Participant shall maintain all such records.
- b) The Participant agrees that the Minister has: a right to monitor the implementation of this Agreement or to have a third party with the required expertise to so monitor

same; and a right of access to the Participant's site and its books and accounts consistent with the monitoring and audit rights contained in provision.

- c) The Participant agrees to EDCO, upon request and in a timely manner, for the purpose of releasing to the Auditor General of Canada, all records held by the Participant, or by agents or contractors of the Participant, relating to this Agreement and the use of funds; and such further information and explanations as the Auditor General, or anyone acting on behalf of the Auditor General may request relating to any part of this Agreement or the use of funds.

7.2 Governing Law - This Agreement is to be governed by and interpreted in all respects in accordance with the laws of the Province of Ontario and the laws of Canada.

7.3 Entire Agreement - This Agreement, including the Application and Guidelines, and Main Street Ambassador Plan forms the entire Agreement between the Participant and EDCO and supersedes all prior agreements and understandings. In the event of the expiry or termination of this Agreement, the following provisions shall survive such expiry or termination: 6.1, 7.1, 7.3, 7.5, 7.6, 7.7 (second sentence), 7.8, 7.11, 7.12, 7.13, 7.16 and 7.17.

7.4 Time - Time is of the essence of this Agreement.

7.5 Assignment - This Agreement may not be assigned by the Participant without the prior written consent of EDCO.

7.6 Limitation of Liability and Indemnification

- a) Except where the EDCO is in breach of this Agreement and except for any negligent act or omission of the EDCO or its officers, officials employees or agents, EDCO shall not be responsible or liable for any direct, indirect, or consequential damages whatsoever sustained by the Participant or any of its employees, customers or any other third parties, in connection with this Agreement or the operation of the Participant's Main Street Ambassador, howsoever caused and the Participant hereby indemnifies and saves harmless EDCO, its elected and appointed officials, officers, employees and agents from any loss, liability, or damages that EDCO may incur in connection with the operation of the Participant's MMSP as a result of action by Participant.
- b) The Minister shall have no liability under this Agreement. Without limiting the generality of the foregoing, the Minister shall not be liable for any direct, indirect, special or consequential damages, or damages for loss of revenues or profits of the Participant.
- c) The Participant shall at all times indemnify and save harmless EDCO and Her Majesty, its officers, officials, employees and agents, from and against all claims and demands, losses, damages, actions, suits or other proceedings (including, without limitation, those relating to injury to persons, damage to or loss or destruction of property, or infringement of rights) by whomsoever brought or prosecuted, or threatened to be brought or prosecuted, in any manner based upon

or occasioned by any injury to persons, damage to or loss or destruction of property, or infringement of rights, caused by, or arising directly or indirectly from:

- (i) the implementation of the Participants MMSP funded by the Contribution, their operation, conduct or any other aspect thereof;
- (ii) the performance or non-performance of this Agreement, or the breach or failure to comply with any term, condition, representation or warranty of this Agreement, by the Participant;
- (iii) any omission or other wilful or negligent act or delay of the Participant, except to the extent to which such claims and demands, losses, damages, actions, suits, or other proceedings relate, in the case of the indemnity of Her Majesty and EDCO, to the negligent act or omission of an officer, official, employee, or agent of Her Majesty, in the performance of his or her duties, and, in the case of the indemnity of EDCO, to the negligent act or omission of an officer, official, employee, or agent of EDCO, in the performance of his or her duties.

- 7.7 Insurance - The Participant shall carry all necessary and appropriate insurance that a prudent person in the business of the Participant would maintain. No protection will be afforded to the Participant by the Federal Government or EDCO for any claims arising in connection with this Agreement or the Participants' operation of the Business.
- 7.8 Notices - Any notice, request, demand, consent, approval, correspondence, report or other communication required pursuant to or permitted under this Agreement must be in writing and must be given by personal delivery, or transmitted by email, fax or other electronic message system which provides a hard copy, or be sent by first class mail, postage or charges prepaid, and addressed to the party to whom it is intended at, in the case of the Participant, the address set out in the Application and in the case of EDCO, to the address set out below:

Amy Matchen  
Director, My Main Street Local Business Accelerator  
Economic Developers Council of Ontario  
24 Barry Street East  
Long Sault, ON K0C 1P0

amy.matchen@mymainstreet.ca

Any such notice shall be deemed to be received, if personally delivered or sent by email, fax, or other electronic message on the day it is sent and if such notice is sent by first class mail it shall be deemed to have been received on the date that is five days after the date of mailing.

- 7.9 Non-Agent - Nothing in this Agreement shall be construed as creating a partnership, joint venture, agency, or employment relationship between the Participant and EDCO.



- 7.10 Conflict in Documents - In the event of any conflict or inconsistency in this Agreement, (a) the main body of the Agreement shall govern over the Appendices to the Agreement; (b) the Agreement (including its Appendices) shall govern over the Guidelines and the Application; and (c) the Guidelines shall govern over the Application.
- 7.11 Conflict of Interest - The Participant shall ensure that all persons associated with the Business, in any capacity, shall carry out the Main Street Ambassador Plan, in all its aspects, without a conflict of interest. For these purposes, a conflict of interest includes any circumstances where (a) the Participant; or (b) any person who has the capacity to influence the Participant's decisions; has outside commitments, relationships or financial interests that could, or could be seen to, interfere with the Participant's objective, unbiased and impartial judgment relating to the Business and the use of the Contribution. The Participant shall (a) disclose to EDCO, through the Project Manager, without delay any actual or potential situation that may be reasonably interpreted as either a conflict of interest or a potential conflict of interest; and (b) comply with any Terms and Conditions that EDCO may prescribe as a result of the disclosure. The Participant shall ensure that: (a) in the event that it uses lobbyists, they are registered in accordance with the relevant lobbying legislation and that no actual or potential conflict of interest exists nor any contingency fee arrangement; and (b) any former public office holder that derives benefit from this Agreement will be in compliance with the Conflict-of-Interest Act and the Values and Ethics Code for the Public Sector.
- 7.12 Amendments - This Agreement may not be amended, altered, or modified except by a written agreement signed by both EDCO and the Participant.
- 7.13 Waiver - The benefit of any provision of this Agreement may be waived in whole or in part by the party for whose benefit the provision operates and either party may waive any or all of its rights in the event of a breach of any provision of this Agreement by the other party. A waiver is binding on the waiving party only if it is in writing. A waiver may be absolute or may be limited in any way as to duration or scope.
- 7.14 Further Assurances - The Participant agrees at any time and from time to time after the execution and delivery of this Agreement to execute and deliver such further acts and things as EDCO may reasonably request in order to fully effect the purpose of this Agreement.
- 7.15 Force Majeure - Neither party shall be responsible for failures in performance resulting from matters beyond the control of the party, including acts of God, pandemic, riots or other civil insurrection, war, strikes and lockouts.
- 7.16 Severability - The invalidity or unenforceability of any provision of this Agreement or any covenant in it will not affect the validity or enforceability of any other provision or covenant in it, and the invalid provision or covenant will be deemed to be severable.
- 7.17 Communication
  - a) The Participant shall not use in its communications (including without limitation announcements, media releases, press releases, publicity, or marketing literature) either EDCO's name, or any marks or logos related to, (including without limitation 'My Main Steet' or 'MMS') without first obtaining EDCO's written approval.

- b) The Participant consents, acknowledges and agrees that the Minister may contact the Participant directly for the purposes of success stories, announcements, ceremonies, and other communications activities and, without limiting the generality of the foregoing:
- (i) acknowledges the federal government's role in the funding provided through this Agreement and will include this acknowledgement in public facing materials and digital and other media content;
  - (ii) consents to a public announcement of its MMSP by or on behalf of the Minister in the form of a news release and/or event;
  - (iii) agrees that the Minister, through the Agency and EDCO, shall inform the Participant of the date the public announcement is to be made, and the Participant shall maintain the confidentiality of the funding agreement until such date;
  - (iv) consents to the participation of the Minister or the Minister's representatives at the announcement event regarding this Agreement and/or the Contribution, and to have the event take place on a day mutually agreed upon by the Participant and the Minister or its representatives;
  - (v) agrees to a media/public event upon completion of this Agreement and/or the Contribution (or at another time determined by the Minister) with the Minister or the Minister's designated representatives at mutually agreeable venue, time, and date; and
  - (vi) agrees to display promotional material and/or signage provided by the Agency at the event.
- c) The Participant also consents and agrees that EDCO may post and maintain on its website a reference to this Agreement and the location and amount of Contribution amount provided pursuant to this Agreement.

**[End of Contribution Agreement]**

APPENDIX A



EFT DIRECT PAYMENT FORM

MY MAIN STREET PROGRAM

24 Barry Street East Long Sault, ON K0C 1P0

Tel: 613-362-3722

Section A: Vendor Information	
Vendor Name:	Vendor ID:
Mailing Address:	Phone:
City: Province:	Postal Code:
Remittance Email Address:	
Section B: Banking Information (please complete all fields to ensure successful EFT transfer)	
Transit #: Bank #: Account #:	
Name of Financial Institution:	
Branch Address:	
City/Province: Postal Code:	

Section C: Vendor's Authorization

I hereby consent and give EDCO (my main street program) the authorization to use the attached banking information to process an electronic payment directly to my bank account through the use of Electronic Funds Transfer. I also agree to update EDCO (my main street program) should any of the banking information below change.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title



## ATTACHMENT A

## Local Business Accelerator Application

Applications for the Small Business Accelerator will open October 1, 2021 and will close March 31, 2022 or when all funding has been allocated, whichever comes first.

Questions? Please see the Local Business Accelerator Application Guide on our website at [www.mymainstreet.ca](http://www.mymainstreet.ca) or contact us at [ambassadors@mymainstreet.ca](mailto:ambassadors@mymainstreet.ca)

<b>Organization Name:</b>	The Corporation of the City of Port Colborne	
<b>Address:</b>	66 Charlotte Street, Port Colborne, ON L3K 3C8	
<b>Contact Name:</b>	Bram Cotton	
<b>Title:</b>	Economic Development Officer	
<b>Phone Number:</b>	905-835-2900 ext. 504	
<b>Email:</b>	Bram.Cotton@portcolborne.ca	
<b>Total non-repayable contribution amount requested:</b>	\$57,500	
<b>Number of Main Street ambassadors requested:</b>	1	
<b>Number of Main Street communities to be served:</b>	1	
<b>Number of Main Street businesses to be served:</b>	100	
<b>Applicant Overview</b> – Please provide an overview of your organization.		



The City of Port Colborne is a lower-tier municipality in the Niagara Region of southern Ontario. Located on Lake Erie and at the south end of the Welland Canal, the presence of the canal provides a competitive advantage, most notably through the billion-dollar industrial marine sector. This sector comprises ports and ships that connect the Atlantic Ocean to the Great Lakes via the national trade corridor. Port Colborne also enjoys excellent connections to transportation infrastructure like rail, air and highways, which all offer easy access to Toronto and the US border.

Per the Municipal Act, 2001, the City is governed by a council of nine elected officials who make decisions about services, operations and financing to ensure the municipality's well-being and interests are maintained. A three-year (2020-2023) strategic plan — including community and corporate priorities that align with and support a long-term vision — guides City council. The plan also describes a city poised to welcome change, preserve quality of life and increase economic activity.

Several economic development projects and tourism initiatives are underway that will bring new investment, jobs and residents to Port Colborne and support its downtown, waterfront, and business community. In addition, an array of recreational, natural, historical and cultural amenities is widely available for residents and visitors to enjoy, thanks in large part to City council's ongoing commitment to community needs and values. Building partnerships with key stakeholders remains a top priority for both council and the City's corporate leadership team, especially because it is through partnerships that Port Colborne will achieve its vision and goals.

**Municipal Overview** – Please provide an overview of your municipality, including population and demographics.

The population of Port Colborne is 18,306 according to the 2016 census. There was a population decline in Port Colborne of -0.60% (or 118 people) from 2011 to 2016. In comparison, Niagara and Ontario both experienced positive growth from 2001 to 2016. Niagara grew by 3.8% from 2011 to 2016 and Ontario grew by 4.6%. A growing population is one of the main avenues through which a community can increase its economic prospects. Hence, addressing decline and promoting population growth are priorities for the City of Port Colborne.

Employment in Port Colborne is concentrated in three sectors: manufacturing, health care and social assistance, and retail trade. Retail trade jobs outweigh all other industries and manufacturing is the second most dominant. Individuals who reside in Port Colborne but



commute outside for work are included in this statistic. A large portion (43.2%) of Port Colborne residents leave the city for work, and just over 40% of jobs available in Port Colborne are filled by outside residents. From 2011 to 2016, the unemployment rate in Port Colborne increased by 1.4% and the employment rate experienced a corresponding decrease effect of 0.8%.

Statistics Canada – 2016 Census	
Age	
0 to 14 years	13.4%
15 to 64 years	62.0%
65 years and over	24.6%
Gender	
0 to 14 years	14.0% male, 12.8% female
15 to 64 years	63.0% male, 61.1% female
65 years and over	23.1% male, 26.2% female
Income	
Under \$10,000	12.9%
\$10,000 to \$19,999	19.5%
\$20,000 to \$29,999	17.7%
\$30,000 to \$39,999	14.0%
\$40,000 to \$49,999	11.0%
\$50,000 to \$59,999	7.8%
\$60,000 to \$69,999	5.3%
\$70,000 to \$79,999	3.1%
\$80,000 to \$89,999	2.3%
\$90,000 to \$99,999	2.1%
\$100,000 and over	4.4%
Median household income	\$57,244
Median individual income	\$29,977

While median household income declined from 2005 to 2015, median individual income in Port Colborne increased over the 10-year period. The largest income bracket in Port Colborne is \$10,000-\$29,999, with 37.2% of population falling within it. In Niagara and Ontario, the largest individual income bracket is \$20,000-\$39,999 and the largest household income bracket is \$50,000-\$99,999.

More detail information on other demographic variables like education, housing, ethnic origin and Aboriginal peoples can be found online.



**Main Street Community Overview** – please describe the main street area your planned Main Street Ambassador will support, including:

- Demographics and population insights for the neighbourhood and trade area.
- Estimated number of businesses in the main street area.
- Estimated vacancy rate and/or number of vacancies in the main street area.
- An overview of the challenges and opportunities in the main street area (i.e., historic challenges, planning policies, other investments, etc.).
- Highlight if the identified main street area features equity seeking/racialized populations.
- Highlight if the identified main street area was struggling pre-pandemic.
- A map or boundary lines of the main street area that will be served.

If you are applying for multiple Main Street Ambassador non-repayable contributions, please provide an overview for each main street community.

As evidenced by its demographic profile, Port Colborne has a noticeably older population and a limited working age population. There is a shortage of jobs in Port Colborne to satisfy the number of residents in the workforce. There are 6,265 residents from Port Colborne who work, but only 4,835 positions in Port Colborne being filled. This means that even if all positions in Port Colborne were filled, 1,430 local residents would still need to commute elsewhere to find work. Communities without a strong working age population can find it difficult to attract new businesses, as such businesses typically choose to locate where their staffing needs will be met. Attracting businesses that provide well-paying jobs can help to encourage local youth to remain in Port Colborne after completing their education. Existing businesses have expressed frustration in the past with the lack of skilled or adequately qualified workers, particularly in high skilled areas such as manufacturing. Encouraging the hiring of skilled local residents would help to keep more earnings and spending in Port Colborne.

The Main Street Ambassador will support Port Colborne's downtown business area and Main Street business area. These two areas have significant commercial and community importance. A map is included with this application to show catchment. The estimated number of businesses in the downtown and Main Street business areas is 175. The current vacancy in the downtown business area is 15%.

It is important to note the prevalence of small-sized businesses in Port Colborne. 62% of business establishments in Port Colborne are self-employed (i.e., do not maintain an employee payroll but may have a workforce consisting of contracted workers, family members or business owners). Furthermore, a significant portion of existing businesses has been operating in Port Colborne for over 30 years.



Even before the pandemic, many businesses in the downtown and Main Street business areas reached stagnation and began showing early signs of deterioration. The effects of the pandemic have only exacerbated the situation. Some businesses have been affected disproportionately compared to others. Businesses in the downtown and Main Street areas that rely on person-to-person interaction and gatherings of people — including two of Port Colborne’s most dominant sectors (i.e., retail trade and health care and social assistance) — experienced staggering revenue losses and difficulties paying for fixed expenses.

Challenges and opportunities that are relevant to the downtown and Main Street business areas have been identified through the City’s Economic Development Strategic Plan: 2018-2028.

#### Challenges

- Attract and increase new investment;
- Provide services to existing businesses to assist with business retention and growth or expansion, as up to 90% of new jobs come from existing businesses;
- Address the limited availability of small offices or co-working spaces as well as the lack of evening activity, short-term accommodation options and gathering spaces for residents, visitors and events;
- Focus on reducing vacant storefronts, which give visitors a negative first impression and undesirable perception of Port Colborne; and
- Support businesses who need to obtain financing to address dated and tired building facades and signage.

#### Opportunities

- Maintain and enhance Port Colborne’s unique character by updating building facades and signage as well as by adding more amenities to be pedestrian and cycle friendly;
  - Have a strong visual and physical relationship with the Welland Canal and celebrate Port Colborne’s history as a working port;
- Be an active and vibrant commercial area at all times throughout the day and year;
  - Have a greater variety of retail shops and stores selling goods as well as longer opening hours;
- Encourage collaboration and partnerships between various levels of government to attract employment and allow for growth in key sectors;
  - Facilitate investment readiness in advanced manufacturing, tourism, health care and social services, marine transportation, distribution and logistics, food processing, biosciences, green technologies and interactive media;



# MY MAIN STREET

## MA RUE PRINCIPALE

- Launch marketing campaigns that highlight opportunities to rent high quality commercial properties at a reasonable cost;
- Deliver a diverse range of affordable housing options and have more people live in Port Colborne's commercial areas; and
- Provide land and infrastructure for the continued sustainable development of tourism attractions and facilities.

The downtown and Main Street business areas are in serious need of more representation from equity-seeking/racialized populations. Statistics from the 2016 census indicate that the most common visible minorities in Port Colborne are Black (0.5%), South Asian (0.5%) and Chinese (0.3%). The highest proportion of Indigenous people to municipality population for the whole Niagara region is in Port Colborne at 5.2% (or 1,395). A statistical portrait of Port Colborne's diverse LGBTQ2+ community is expected upon the release of data from the 2021 census.

**Main Street Community Objectives** – please provide an overview of why it is important to focus on the identified main street. Include the goals of the Main Street Ambassador (i.e., diversifying retail options, reducing vacancies, establishing a future BIA, etc.).

If you are applying for multiple Main Street Ambassador non-repayable contributions, please provide an overview for each main street community.

The Main Street Ambassador will work with staff in the City's Economic Development & Tourism Services division and key community stakeholders (*see next response*) on fulfilling the opportunities listed above and focusing on the following areas:

- Providing hands-on dedicated business advisory support to entrepreneurs by prioritizing service excellence;
- Adopting an inclusive approach and sharing available support to reduce the barriers faced by underrepresented groups and equity-seeking communities;
- Engaging all businesses in the main business areas and gathering insights;
- Diversifying the local economy by recruiting entrepreneurs to fill market gaps;
- Encouraging job creation through the attraction of new businesses from desirable industries and sectors;
- Building up a stronger retail mix while also generating inclusive economic opportunities;
- Coordinating initiatives to sell the main business areas as "open for business" and places to live and invest in;
- Boosting efforts to improve curb appeal and property standards;
- Helping reduce vacancies by contributing to a lead generation program;



- Developing promotional and marketing campaigns to change perceptions of Port Colborne as a place for a young and talented labour force; and
- Investigating the feasibility for creating a co-working space to support start-up companies and new entrepreneurs.

**Community Partnerships** – identify and provide an overview of roles for any community partnerships that will be leveraged to deliver the program to the Main Street Community(s) identified (i.e., Small Business Enterprise Centre, Business Improvement Areas, CFDC, service clubs, etc.).

The City of Port Colborne plans to leverage its existing community partnerships to successfully deliver the My Main Street program. Support has been received from the Downtown Port Colborne BIA, Main Street BIA and Port Colborne-Wainfleet Chamber of Commerce.

Contacts: Jesse Boles, Chair, [jessepocobia@gmail.com](mailto:jessepocobia@gmail.com)  
Downtown Port Colborne BIA

Kim Danch, Board Member, [mainstreetbia@gmail.com](mailto:mainstreetbia@gmail.com)  
Main Street BIA

Dolores Fabiano, Executive Director, [dolores@niagarafallschamber.com](mailto:dolores@niagarafallschamber.com)  
Port Colborne-Wainfleet Chamber of Commerce

Entrepreneurs looking to start a business in Port Colborne are supported by the business development and advisory services offered through the Niagara Falls Small Business Enterprise Centre (SBEC). Staff at the City, including the Main Street Ambassador, will continue partnering with this SBEC.

**Project Management** – please provide an overview of how the project will be managed, including:

- Indicate who will have project oversight.
- Indicate who will be responsible for Main Street Ambassador(s) and who will be the administrator.
- Indicate who will be the financial oversight and detail how expenditures will be recorded and maintained.

Bram Cotton, economic development officer at the City of Port Colborne, will provide project oversight, be responsible for the Main Street Ambassador and act as the administrator.



Together with the City of Port Colborne's division of Corporate Services, Bram will be responsible for financial oversight and recording and maintaining details on expenditures. Expenditures will be recorded and maintained through municipal financial management software.

**Hiring Strategy** – detail the hiring strategy and methodology for recruiting.

If the City of Port Colborne is successful with this application, staff in the City's human resources (HR) department will be advised to focus on equity-seeking members and hire a Main Street Ambassador with a connection to the local community. From there, HR staff will create a job posting and advertise it on the City's website. They may use local job boards and popular sites like Indeed and Glassdoor to distribute the posting further. HR staff will also look to staff in the City's Corporate Communications department to advertise the job on social media and share it with local organizations or associations representing underrepresented population members. The City of Port Colborne enjoys a working relationship with Niagara College and Brock University. Key contacts at both institutions can be leveraged to assist with the recruitment of new graduates or alumni. Different hiring strategies, such as paid advertising and employee referrals, may be implemented to ensure suitable local candidates submit an application.

**PROJECT TIMELINE**

<b>Anticipated Launch Date of Project:</b>	January 3, 2022
<b>Estimated start date for recruiting Main Street Ambassador(s):</b>	November 15, 2021
<b>Estimated completion date for Main Street Ambassador(s):</b>	December 30, 2022

**Funding Overview**

**Program Delivery Support** – identify additional program costs for local delivery up to \$7,500 per Main Street Ambassador Non-Repayable Contribution. This can include computer, cell phone, travel, PPE, hotspot, marketing resources, etc. Add more rows as required.

Eligible Area	# of Businesses	Type of Planned Expenditures	X \$7,500
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Downtown & Main Street		100	Laptop, cell phone, travel, marketing resources and delivery expenses		\$7,500
			Total		\$ 7,500
Main Street Ambassador Salary – identify the salaries for each Main Street Ambassador. Add more rows as required.					
Eligible Area	Pay Rate Per Hour	Months applied to program	Total Salary	Partner Contribution:	Salary Cost Charged to Program (up to \$50,000)
Downtown & Main Street	\$27.50	12	\$50,050 (Gross) \$39,306 (Net)	\$50	\$50,000
	\$		\$	\$	\$
Total				\$50	\$50,000
Partner Resources / Matching / In-Kind Funds					
Staffing Costs (Main Street Ambassador Staffing)				\$4,300	\$ x \$50,000
Other Staffing Costs (Support Staff, Additional Partner Staff, etc.)				\$8,000	NA
Program Delivery Support				\$2,200	\$ x \$7,500
Total				\$14,500	\$57,500





PORT COLBORNE MAIN STREET BUSINESS IMPROVEMENT AREA

