

# My Main Street Program Update



**PORT COLBORNE**

# Small Business Funding

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- In 2021, the Canadian Urban Institute (CUI) and Economic Development Council of Ontario (EDCO) partnered;
- Made an investment of \$23.25 million from the Federal Economic Development Agency for Southern Ontario (FedDev);
- A two-stream program was designed.



# My Main Street Community Activator

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- To support placemaking projects including;
- West Street Rainbow Crosswalk (2021);
- Downtown Business Improvement Area's (BIA) Lift Festival (2022).



# My Main Street Local Business Accelerator

- Support the revitalization of 65 main street communities;
- With the help of a dedicated My Main Street (MMS) Ambassador;
- Providing the opportunity for 5 existing and 5 new businesses have a chance to access non repayable funding of \$10,000.

Photo Credit: Destination Stratford



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

**LOCAL BUSINESS  
ACCELERATOR**

This project is funded by the Government of Canada through the Federal Economic Development Agency for Southern Ontario.

**Canada**

 Economic Developers Council of Ontario

# My Main Street Ambassador

- On December 13, 2021 the City received \$57,500 from the Local Business Accelerator program;
- Since February the Ambassador has been strengthening the connection between the local business community and City Hall.



**'MY MAIN STREET'  
PROGRAM LAUNCHES IN  
PORT COLBORNE**



# Program Specifics

- Applicants need to meet program eligibility criteria;
- The funds awarded must cover costs (net HST) related to the following categories;
- Equipment;
- Leasehold Improvements;
- External Façade Renovations;
- Inventory;
- Technology;
- Marketing;
- Lease (for 'new' businesses only).

Photo Credit: Destination Stratford



MY MAIN STREET  
MA RUE PRINCIPALE

My Main Street is a \$23.25-million investment to help drive business and restore vibrancy to local communities across southern Ontario.

This project is funded by the Government of Canada through the Federal Economic Development Agency for Southern Ontario.

Canada

Canadian Urban Institute

Economic Developers Council of Ontario



**PORT COLBORNE**

# Application Timeline

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- Applications have taken anywhere from two (2) weeks to two (2) months to be filled out;
- External review and scoring of applications can take up to three (3) weeks;
- Successful applicants will receive 50% of funding within 10 day of submitting banking information;
- The first 50% of funds must be spent within 30 days;
- Remaining 50% of funding is received ten (10) days after submission of Interim Report
- Final funds must be distributed to applicant before December 31<sup>st</sup>, 2022;
- Final Interim Report is due 90 days after final funds are shared.



# Interest in Funding

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- Presently all 10 spots are filled, however businesses are not guaranteed to succeed to the funding phase;
- To date, 25 business owners have show some interest in the program.





# Program Marketing

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Promotion of program has occurred through;

- City Hall Media Release;
- City Hall staff;
- Presentation to PCW Chamber of Commerce;
- Presentation to Downtown BIA;
- Meeting with the Main Street BIA;
- Weekly mention in Downtown BIA Newsletter;
- Social media presence via Instagram, Twitter and LinkedIn;
- Ongoing in person business visits.



# Awarded Funding

To date four (4) businesses have been awarded MMS funding for a total of \$40,000;

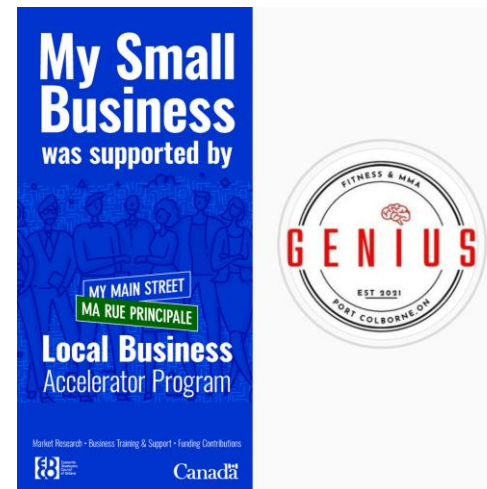
## Main Street BIA

1. Lucky Thai

## Downtown BIA

2. The Art Guild  
Summerhayes Studios
3. Eh Amigos
4. Genius Fitness & MMA

If all ten (10) businesses successfully apply, the MMS program will have injected a total of \$100,000 into Port Colborne's small business sector.



# My Main Street Program Support

## My Main Street (MMS) support services include:

- 2 Community market profiles;
- Access to on-demand videos and webinar sessions;
- Customized business market research;
- Support in preparing applications, submissions and organizing marketing materials for those awarded funding.



### Port Colborne - Main Street BIA

Trade Area Population: 8,390

Trade Area Median Age: 60

Trade Area # of Households: 3,785

Trade Area: Percentage with University Degree: 7.80%

 Community Map



### Port Colborne - Downtown BIA

Trade Area Population: 7,816

Trade Area Median Age: 60

Trade Area # of Households: 3,779

Trade Area: Percentage with University Degree: 10.30%

 Community Map

# City Hall Business Resources

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Discussions with business owners have come to reveal the lack of awareness of the following resources;

- Business Directory sign up;
- Financial assistance through City's Community Improvement Program (CIP);
- "How to Start a Small Business in Port Colborne" support document;
- Connecting owners to the appropriate city staff;
- Sharing of additional grants;
- Encouraging business to business collaborations;
- Planning a grand opening;
- Farmers Market complimentary booth;
- Introduction to;
  - BIAs;
  - Port Colborne Wainfleet Chamber of Commerce;
  - Venture Niagara;
  - Niagara Falls Small Business Enterprise Center;
  - PC Works Employment.



# Thank you!

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## Questions or Comments?

For more information, please reach  
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**SUPPORT  
LOCAL  
BUSINESS**