



On Main Street



Keeps On Going!

The Main Street Middlesex Program to continue until at least March 2008

Thanks to a commitment of \$70,000 in the 2007 budget by a unanimous vote by members of Middlesex County Council, Community Futures Development Corp (CFDC) of Middlesex County will continue offering the Main Street Middlesex revitalization program until at least March 2008.

The County funding commitment will be used in an attempt to leverage additional funds from provincial and federal sources.

The CFDC started the Main Street Middlesex Program in 2004 as a pilot project until March 2007. Since its inception the program has

been busy working with local municipalities, groups and business owners to improve the participating downtowns. To date Main Street Middlesex has awarded \$50,611.00 in grants leveraging \$131,247.00. As part of the program 22 businesses have received new storefront signs, and 15 downtown festivals, 22 streetscape beautification projects, 10 retail promotions, 7 map/directional sign projects and 1 Image and Brand project have been supported.

Since the program was launched there are fewer vacant downtown buildings, cleaner and more welcoming streetscapes, improved re-

lation among community groups both within the downtown and among participating downtowns and increased volunteer commitment among local business owners and stakeholders alike.

The CFDC will survey all stakeholders and municipalities about the program offerings and will revamp the program accordingly for April 2007 - March 2008.

The CFDC and Main Street Middlesex would like to thank the County Council for its support in 2007.

SNAP SHOTS ON MAIN STREET PHOTO CONTEST WINNERS

Congratulations to the winners in the Main Street Middlesex Photo Contest.



First Place: Doreen Brydon, Thorndale. Her photo of volunteers working on a streetscape project in Thorndale captured the

true essence of the Main Street Middlesex program.

Second Place: Steve Wilson -Strathroy- Vintage Fire Truck at the Strathroy Turkey Festival Car Show.

Third Place - Kate Battram - Parkhill- A photo of the storefront of "The Currant" store in Parkhill.

We extend congratulations to everyone who participated this summer



Maximizing Your Grant Support

Southwest Middlesex Event utilizes three grants to assist with their project.

The Olde Time Christmas event in Southwest Middlesex November 10th and 11th is an excellent example of how proper planning and research can maximize your opportunities through Main Street Middlesex.

This fantastic shopping weekend was organized on behalf of the Southwest Middlesex Business Network in conjunction with 17 businesses and organizations in Southwest Middlesex. The event brought together a number of individual smaller events under one theme to create excitement. Their goal was to draw people into the community from outside of the area to create an annual holiday shopping event. The key driver behind this event was Julie Khan of "Better than Flowers" in Glencoe.

Once the partners were in place and the plan decided on, it was time to research funding assistance to pay for this event. Main Street Middlesex has numerous grant programs, but which one does this type of event fall under, Festival/Events, Retail Promotion or both? With the assistance of the staff at the Main Street Middlesex office,

this event applied for and received not only 1, but 3 grants!

As a new event, marketing plans, logos and coordination of the partners was needed. A Festival/Event grant application was submitted to contract an event planner to coordinate the event, design a logo, prepare a marketing plan, design a web site and create the slogan "Shop the Route."

With the marketing plan in hand, 5 retail businesses partnered together to submit a Retail Promotion grant application. The proposal was to mail out over 30,000 postcards to residences and businesses in: Rodney, West Lorne, Dutton, Melbourne, Komoka, Kilworth, Mt. Brydges, Ap-pin, Glencoe, Newbury, Wardsville, Bothwell, Oil Springs, Brigden, Courtright, and Alvinston. As well, a flyer/newspaper was created by The Transcript to be circulated in the weekly paper with extra mail outs hitting surrounding towns. Radio ads are running on BX93 as well as event pro-

motion through the Fresh FM website. An event specific website was also set up at www.shoptheroute.com

Most of the marketing material contained a map of the area marking "the route" and a Maps and Guide grant application was approved to prepare this map showing the location of each participating group and their hours.

This event has drawn HUGE exposure & excitement for SWM Middlesex. With bigger plans already in the works for next year, the Southwest Business Network expects "An Olde Time Christmas" to become a "Can't Miss" event for local residents as well as tourists traveling in for the slow pace and small-town feel of this weekend event.

For more information about how your community can take advantage of similar grants please call the Main Street Middlesex office at 519.641.7190 today

"SHOP THE ROUTE" FEATURED ON A-CHANNEL MORNING

Last year it was Lucan and Strathroy this year it was Glencoe.

If you had a chance to catch A-Channel Morning on November 10th you would have seen Bevin Palmateer interviewing Julie Khan from Better than Flowers, Jeff McCallum from Pebbles Creek Wine Emporium and Allan Mayhew from Mayhews & Son in Glencoe about the Olde Time Christmas and "Shop the Route" event in the community on November 10th and

11th. This opportunity was arranged by Main Street Middlesex.

A - C h a n n e l Morning is broadcast live from the heart of downtown London and throughout Southwestern Ontario, A-Channel Morn-

ing is the region's number one breakfast show.

The segments which aired between 7:00 am and 9:00 am attracted people to Glencoe from Cambridge, Windsor and London.

The businesses on Main Street in Glencoe have definitely seen a direct impact from this promotion.



Main Street Middlesex on A-Channel

Again this year Main Street Middlesex will be running a 30 second commercial on the A-Channel.

The commercial start the week of November 20th and run for a week and again starting December 4th for another week.

The schedule of the commercials is as follows:

November 20 – December 8
News @ Six (6:00 PM – 7:00 PM)
2 spots

November 20 – December 8
News @ Eleven (10:58 PM – 11:35 PM)
3 spots

November 20 – December 10
Big Picture Movies (6:58 PM – 10:59 PM)
4 spots

November 20 – December 8
A-Channel Morning (6:58 AM – 9:00 AM) 6 spots

November 20 – December 8
Cityline (8:58 AM – 10:00 AM) 4 spots

November 20 – December 8
Star! Daily (11:58 AM – 12:29 PM) 4 spots

November 20 – December 8
All My Children/One Life to Live -
(12:58 PM – 2:29 PM) -4 Spots

November 20 – December 8
City Line (4:46 PM – 5:56 PM) - 4 Spots

November 20 – December 8
Star! Daily (7:28 PM – 8:00 PM) 4 Spots



Opportunities on Main

Storefront Signs

A well made sign can improve your sales and beautify your downtown at the same time. This grant can also be used for awnings.

Festivals and Events Grants

Warmer weather is just around the corner. It's time to start thinking about using a Festivals and Events Grant to offset the cost of advertising or promoting an event in your downtown.

Maps and Guides Grant

Did you know that a Main Street Maps and Guides Grant can be used for "wayfinding" or directional signage, in addition to printed or electronic maps and guides for your downtown?

Streetscape Beautification Grants

Does your downtown need new benches? banner? bike racks? other streetscape amenities? Main Street Middlesex can help!

Retail Promotion Grants

Join together with four or more stakeholders in your designated downtown to take advantage of this amazing opportunity. Increase business and save money by using this grant to offset the cost of radio, television, print or direct mail advertising.

Real Estate Supports

Are you looking to buy, rent or lease a downtown property? Visit our web site to view available properties or call us if you would like signage to advertise availability in your storefront window.

Image and Brand Development

How important IS a name? Perhaps one of the most well-known brands in the world is Nike. Whether you mention the name or not, the Nike "swoosh" is easily identifiable in virtually every country in the world. How did that happen? What does Nike mean, anyway? And does that really matter? Can your downtown create the same impact? Our grant can assist you to find that path.

For more information visit our web site at www.mainstreetmiddlesex.ca or call the office at 519.641.7190

10 Reasons Why Downtowns Don't Need More Parking

by Donovan D. Rypkema *Published in: Main Street News*

1. Never in the history of the universe did an automobile ever buy anything. People buy goods and services; cars don't. A surface parking lot precludes the sale of goods and services in that location.
2. Healthy downtowns require people on the street and people on the street requires circular pedestrian movement. Circular pedestrian movement is halted by pedestrian barriers, of which surface parking lots are the prime example.
3. Nobody ever goes anywhere just so they can park their car. People go downtown to buy goods and services, to be entertained, to meet other people. If the goods, services, entertainment, and events are there, people will find a place to park. Visit a successful downtown and try to find a surface parking lot. They either will not exist or they'll be found behind buildings or on the fringes of the district.
4. If a downtown is going to improve, additions and subtractions to the district must be of greater quality than the current average. When quality historic buildings are removed, especially to make room for a parking lot, the average quality of the downtown worsens.
5. Imagining that parking is the major issue downtown indicates a misplaced understanding of the ingredients of economic success in a traditional commercial district.
6. Addition of a surface parking lot downtown should be based on a

comprehensive analysis of the needs and options of the entire district, not the decisions of a single property owner.

7. When a historic building is standing, there are four options: do nothing; stabilize the building and wait; rehabilitate the building; or tear it down. Tearing a building down for surface parking is always an option, but once that option is exercised, all other options are eliminated. More than any other variable, the key component in rehabilitating downtown buildings is flexibility. Eliminating three of the four alternatives eliminates all flexibility.
8. "More parking" is the "solution" for those who don't understand how successful downtowns work, have never bothered to look at the ingredients of successful examples, refuse to address downtown issues on a comprehensive basis, or lack the imagination to craft creative economic development strategies.
9. In a downtown that offers appropriate goods and services, a worker will add \$2,000 to \$2,500 a year to the downtown economy. A downtown resident will add \$8,000 to \$10,000. A surface parking lot will add nothing.
10. In the end, the purpose of downtown revitalization is to add value to the city through tax revenues, value to the buildings, value to the businesses, value to the customer, value to the community. New businesses, better businesses, more residents, new and better activities, better appearance, better management, entertainment all add value. Replacing historic buildings with parking lots reduces value.



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On the Web:

www.mainstreetmiddlesex.ca

On-Line Certification Course:
Details on our website (above)