

# On Main Street



## Main Street Launches Facade Program!

*Deadline is March 1<sup>st</sup> 2007*

An important new funding mechanism has been established by Main Street Middlesex. A total of \$7,500.00 has been set aside to assist commercial property and business owners in upgrading street facing facades of their buildings. The aim is to improve the appearance of the commercial core in

project to a maximum grant of \$2,500.00.

To apply for a Façade Improvement Grant and application must be filled out (applications are available online or from the office) and returned to the Main Street Middlesex office by 1:00 p.m. on March 1<sup>st</sup> 2007.

The Main Street Middlesex Design Committee will review and score each application and make a recommendation to the General Manager for approval or decline. Announcements of the grant awards will take place on or before March 15<sup>th</sup> 2007



an effort to make it more appealing to consumers and potential new business operators.

A Façade Improvement Grant may be used for a variety of building rehabs including painting, window or door repairs or replacements, cleaning and/or re-pointing of surface brick or stone, re-painting of brick, stone or cement in keeping with heritage, removing paint from brick or stone (sandblasting will not be eligible), exterior lighting and/or removal of "modernization" efforts and/or inappropriate non-historic alterations/additions.

Grants are available for you to 50% of the total cost of the improvement

Main Street Middlesex anticipates that there will be more demand than available funds. Funding will be provided to those applications receiving the overall highest score until the grant fund is exhausted.

Business and property owners in our designated downtowns are invited to take advantage of this excellent opportunity as a means to improve the appearance of your property and the community. Please feel free to call the office at 519.641.7190 or visit the web site [www.mainstreetmiddlesex.ca](http://www.mainstreetmiddlesex.ca) if you have any questions regarding the program.

### STRATEGIC PLANNING SURVEY

*Have Your Voice Heard!*

Main Street Middlesex is undertaking a survey with the goal of developing a greater understanding of the wants, needs and concerns of the stakeholders in our designated downtown areas. The data collected from this survey will be used to provide base information for future goal setting, promotions and other activities of Main Street Middlesex.

Your participation in the survey will be held strictly confidential however we do ask for business information to ensure the office's database is up to date and complete. This will help us continue to communicate effectively with you about our programs.

We ask that you return the enclosed survey to the Main Street Middlesex office by Wednesday February 21<sup>st</sup> 2007.

Thank you in advance for your participation.

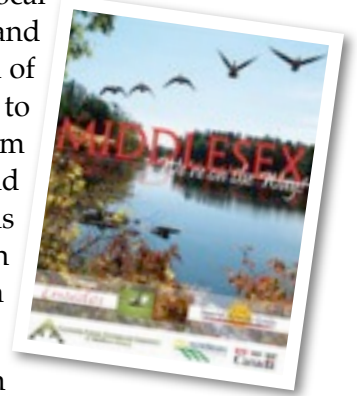


## TIME IS RUNNING OUT TO ADVERTISE IN MIDDLESEX COUNTY'S TOURISM GUIDE

"Middlesex... We're on the Way!" the County-wide tourism magazine is back! Based on the incredible success and response to the first publication, Community Futures Development Corporation (CFDC), in partnership with Middlesex County, is thrilled to announce another publication for 2007. To be distributed in Spring 2007, the new edition will be a full-colour publication and is expected to remain the primary source of local tourism information for all travelers coming through and to, the municipalities of Middlesex County.

"Middlesex... We're on the Way!" is a marketing tool designed specifically for small businesses in Middlesex County. It allows you, the business owner, direct contact with your target market; therefore maximizing the return on your investment. With input and dedication from all local municipalities across the county, editorial content will be fresh, accurate, and informative. Spanning some 48 pages,

"Middlesex... We're on the Way!" will be full of upcoming events, local history, photographs, and much more. Distribution of 20,000+ copies will be to travel and tourism information centres, and key tourist destinations throughout Southern Ontario and Northern Michigan.



Advertising space in "Middlesex... We're on the Way!" is limited. Should you have any questions regarding this publication, or should you wish to reserve your ad space toady, please contact Bev Pfau at (519)641-6100 or via email at [info@cfdcmiddlesex.on.ca](mailto:info@cfdcmiddlesex.on.ca). The deadline for submissions is February 15, 2007.

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### THE BIGGEST LOSERS!

Over the next eight weeks when you visit the office and find that the newest office fixture is a treadmill in the boardroom and notice healthier snacks being served at our meetings don't worry, it is just part of the CFDC team efforts to become the "Biggest Losers." The Strathroy & District Chamber of Commerce is sponsoring a "Biggest Loser" contest and the office has entered a team.

Members of the team can be seen working out in the boardroom on the tread machine daily.

The official weigh in was January 26<sup>th</sup> at the Chamber's Biz after Biz with the contest running until March 22<sup>nd</sup> when the winner will be declared.

The team is known as Cranky Food Deprived Coherts and the members are Cara Finn, Ramona Kronwald, Barry and Michelanne Hathaway, John Lehman and Marty Peterson. Good luck to the team!



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### CONGRATULATIONS!!

It is bittersweet that Main Street Middlesex announces that Sherry Bodkin, our Administrative Assistant is moving onto a new position with Mitchell Lumber in Parkhill. Sherry has been working with Main Street Middlesex since July 2006 through a Job Creation Partnership grant from Service Canada. She has contributed extensively to making Main Street Program successful and will be missed by all the staff and volunteers of the program.

On behalf of Main Street Middlesex, it's volunteers and the CFDC of Middlesex County we wish Sherry all the best in her future endeavours.

## **2006-2007 GRANT SUMMARY**

### **Storefront Signage Grants**

Financial support may be provided for merchants or property owners within the designated areas. Grants may be used to support the design or purchase of a new sign or for the restoration of an older sign. Consideration will also be given to storefront awnings.



- Total grants to date: **\$11,486.00**
- Funds leveraged to date: **\$31,316.00**
- Total projects - 24

### **Festivals and Events Grants**

Financial support may be provided to stakeholder groups offering festivals or events in the designated areas. Grants may be used to offset the cost of: advertising or promoting the festival/event, banners, marketing products (merchandise ties such as posters or T-shirts) and/or event planning services.

- Total grants to date: **\$6,435.00**
- Funds leveraged to date: **\$15,039.00**
- Total projects – 15



### **Maps and Guides Grants**

Financial support may be provided to groups developing maps and/or guides which may include way finding (freestanding) maps (located in downtown), directional signage for downtown, printed and/or electronic downtown maps or guides.

- Total grants to date: **\$3,608.00**
- Funds leveraged to date: **\$9,581.00**
- Total projects – 8

### **Streetscape Beautification Grants**

Financial support may be provided for streetscape beautification



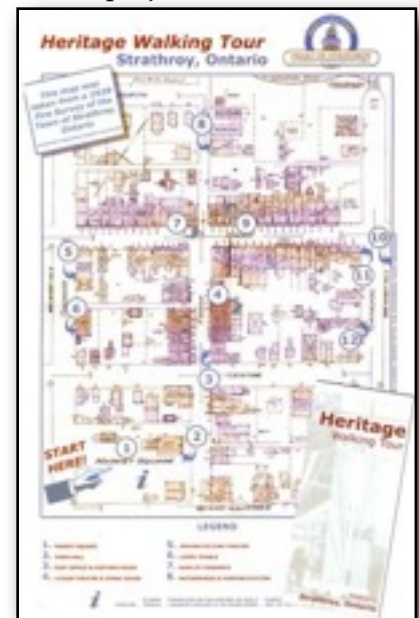
within the designated areas. Grants may be used to support banners (new, replacement, seasonal or alternate banners, mounting brackets or mechanisms), benches, garbage cans, bike racks, flower containers (when purchased with plan to fill w/ floral displays in downtown) green-space/park renderings, seasonal decorations (holiday) and/or public art (murals, sculptures, fountains, etc.).

- Total grants to date: **\$20,293.00**
- Funds leveraged to date: **\$53,680.00**
- Total Projects - 22

### **Retail Promotion Grants**

Financial support may be provided to groups carrying out retail promotions or advertisements including radio, print, television, web advertisements or direct mail campaigns focused on increasing retail traffic "downtown".

- Total grants to date: **\$9,560.00**
- Funds leveraged to date: **\$26,731.00**
- Total projects – 13



### **Image and Brand Development**

Financial support may be provided to groups to bring in a third party professional consultant to guide multiple stakeholders collectively in the development of an appropriate image/brand.

- Total grants to date: **\$1,000.00**
- Funds leveraged to date: **\$1,703.00**
- Total projects - 1

### **Grants By the Totals**

- Total grants to date: **\$52,382.00**
- Funds leveraged to date: **\$138,050.00**
- Total projects: 83

## WHAT DO YOU SEE FOR YOUR DOWNTOWN'S FUTURE? VISIONING WORKSHOPS TO BE HELD FOR OUR DOWNTOWNS IN FEBRUARY 2007

As you know, a community-driven vision of the commercial district's future, arrived at by consensus, is an essential element of a successful revitalization program. As such, having a solid vision statement is one of the conditions of your participation in the Main Street Middlesex program.

In order to aid in further developing your downtown's vision, Main Street Middlesex has contracted professional consultant, Eric Sloat, owner of Knowledgeshare, to work with each designated downtown to define a vision that will guide its character, growth and physical development.

### The Importance of a Solid Vision Statement When Revitalizing a Downtown

In order to be successful in fostering revitalization efforts, a downtown must have a vision statement relevant to community conditions and to the local Main Street program.

### Background:

A mission statement communicates the Main Street organization's sense of purpose and overall direction.

A vision statement communicates each downtown's long-term hopes and intentions for the commercial district.

### Guidelines:

A downtown's vision should be developed with broad participation by municipal officials, committees, program volunteers, and local stakeholders.

Some downtowns begin with a vision statement; others develop a vision statement after a few years of work. At a minimum, each downtown should have a statement in place, reviewed annually (and updated, if appropriate).

A well planned vision that takes into account the input of a broad spectrum of stakeholders allows all community

players to capitalize on the assets of their community and, in essence, gives them a focus for all future development that is in keeping with the hopes of the community at large.

If the downtown does not have a vision statement, it runs a much greater chance of having community groups and individuals supporting projects which are inconsistent, and

may or may not be in keeping with the plans of the community. This eventually halts development, and results in a downtown that cannot transition into the growth phase.

For more information about the Visioning Workshop in your downtown please contact the office at 519-641-7190.



### Learn More About Main Street Middlesex:

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*In Your Downtown:*

**Lucan**  
Greg Graham (519) 227-2000

**North Middlesex**  
Blake Bexon (519) 293-3231  
Sue Cook (519) 294-6617

**Newbury**  
Betty Gordon (519) 693-4941

**Southwest Middlesex**  
Julie Khan (519) 287-5111  
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**Strathroy-Caradoc**  
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*On the Web:*

[www.mainstreetmiddlesex.ca](http://www.mainstreetmiddlesex.ca)

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