



ON MAIN STREET

A Newsletter From Main Street Middlesex, Canada's First Program for Countywide Downtown Revitalization

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www.mainstreetmiddlesex.ca

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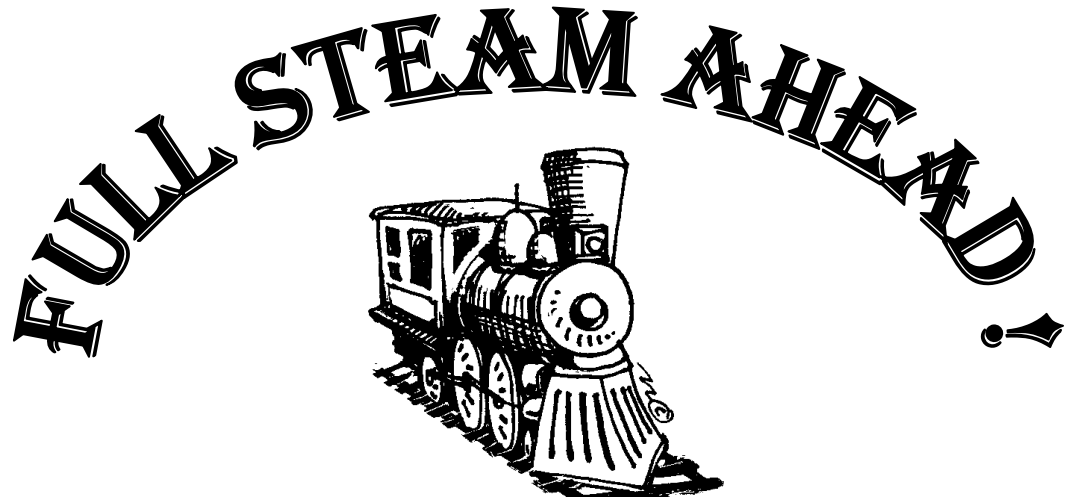
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On the Web:

www.mainstreetmiddlesex.ca

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



Main Street Middlesex Welcomes New Program Coordinator

On behalf of the CFDC of Middlesex County, it is with pleasure that I announce that our newest hire, Marty Peterson, will be taking on the position of Main Street Middlesex Program Coordinator commencing Monday, February 6, 2006.

Marty has long-standing ties to the local community, and comes to us with 15 years experience in economic development, tourism, and downtown management across Ontario. His most recent position as Marketing & Communication Assistant for the Heritage London Foundation has further developed his knowledge of local history and architecture, and has allowed him to be involved with several fundraising and grant programs over the course of the past 3 years.

Some of you may have already had the opportunity to meet Marty recently as he has been actively serving on our Main Street Middlesex Design committee over the past few months.

Please join with me in welcoming Marty to the CFDC team. I know that he will serve the Main Street Middlesex program extremely well.

Sincerely,

Cara A. Finn, BBA, CMSM
General Manager

Municipalities "On Board" for 2006

In order to prepare for our new program year which commences April 1, 2006, participating Middlesex County municipalities recently received a mailing outlining Main Street's accomplishments for 2005.

Included in the mailing was a 2006 enrollment form giving all municipalities an opportunity to designate/re-designate or un-

designate downtowns for participation in the program.

As well, municipalities were asked to put forth nominations for new committee members and given the opportunity to modify the boundaries of designated areas if/as needed.

WELCOME TO MAIN STREET MIDDLESEX!

Riny's Bakery and Cafe

New business satisfies those with a sweet tooth in downtown Dorchester:

Riny's Bakery & Café is finally open for business and owners Riny and Ron Zweers couldn't be happier. Riny and Ron moved to Dorchester in the mid 1980's and fell in love with the hometown feel and neighborly vibe. They began to renovate their 100 year old house first and started renovations on the Bakery & Café in May of 2005. "You never know what you are going to discover when you're doing renovations" says Ron, remembering the lengthy renovation process.

Together with their two sons, the Zweer family offers a variety of baked goods—from cookies and squares to home baked bread and wedding cakes. Riny's also offers a daily light lunch of salads, soup and sandwiches in a comfortable setting, overlooking their backyard garden and pond.

So when's the big grand opening? "We've been so busy, we don't have time to get ready for a grand opening!" said Riny, "but we would like to welcome everyone to come check us out anytime."

Riny & Ron are both thrilled to be in business in downtown Dorchester, where everyone seems to know your name and the people who walk through the doors of your business are your friends.



Main Street Middlesex was pleased to provide a Storefront Signage grant to help produce a beautiful sign [pictured at right] for Riny's Bakery and Café.

Riny's Bakery and Cafe

4021 Hamilton Road, Dorchester
(519) 258-8490

Ron and Riny Zweers, Proprietors



Walker Hall Fitness and Lifestyle Centre

13274 Ilderton Road, Ilderton
(519) 666-2968

Angeleen and Joe Walker, Proprietors

Walker Hall Fitness and Lifestyle Centre

New facility poised to add balance to the lives of families in Middlesex Centre:

When newlyweds Joe and Angeleen Walker were looking for a new home to purchase in Ilderton, the last thing they expected was to purchase a 55 year old Community Centre / Masonic Hall and open their own business, but that's exactly what happened. Thinking outside of the box, Angeleen and Joe bought the building and turned it into a labour of love. The Walkers six month renovation project involved replacing insulation, walls and ceilings, electrical wiring and plumbing. Angeleen and Joe completed most of the work themselves, with help from family and friends and a "pinch" of professional guidance.

Walker Hall Fitness & Lifestyle Centre boasts a fully furnished gym on the ground floor, with a main floor hall for lifestyle classes like yoga, karate, dance and aerobics. The hall can also be rented for meetings and extracurricular activities.

"Walker Hall is providing a service, helping local families to achieve balance in their lives" says Angeleen. "People are ready for the change. They stop by just to take a look at the [building] transformation and cheer us on."

The Walkers are pleased to announce that Walker Hall Fitness & Lifestyle Centre will open its doors to the public on Friday February 3, 2006, with a grand opening celebration to follow in the coming weeks.

Main Street Middlesex recently provided a Storefront Signage grant which helped Walker Hall Fitness and Lifestyle Centre apply attractive lettering/signage to the front of their newly renovated building.

Main Street Middlesex Wants YOU!

Do you want to preserve the past?

Do you want to create the future?

Do you want to have an impact on your community?

By Blake Bexon — Main Street Middlesex Volunteer

Main Street Middlesex is the first county-wide multi-municipality Main Street Program of its type in Canada. We are breaking new ground, which is exciting for our member communities, Middlesex County and Ontario. Main Street Middlesex is powered by volunteers who care about the quality of life in their communities.

Who are our volunteers?

They can be anyone. Some are retired, some are working. Some are young. Some are young in spirit. Some are self-employed. Some share a lifetime of skills, others share specific professional knowledge, others share a willingness to work and learn and grow.



Volunteers Stand Out
From The Crowd!

What do they do?

Main Street has a role for every skill. Some represent their communities on one of our four committees – Organization, Promotion, Economic Restructuring and Design. Some offer their specific skills and knowledge of history, architecture, design, publishing, administration, art, business, politics, mechanics, advertising, child care or retailing. You get the picture—Main Street Middlesex has a role for everyone.

How can YOU become a Main Street Volunteer?

Volunteers are needed for the following committees. Please check all that interest you and mail to:

Main Street Middlesex
22423 Jefferies Road, Unit 6
Kilworth Business Park
Komoka, Ontario N0L 1R0

Call us at: (519) 641-7190

Email us at: mainstreet@cfdcmiddlesex.on.ca

PROMOTION COMMITTEE

Name: _____

ORGANIZATION COMMITTEE

Address: _____

DESIGN COMMITTEE

City: _____ Postal Code: _____

ECONOMIC RESTRUCTURING COMMITTEE

Phone: _____

"BEHIND THE SCENES" SUPPORT

Email: _____

OPPORTUNITIES ON MAIN

STOREFRONT SIGNAGE GRANTS

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

**CALL OR VISIT
US ON THE
WEB !**

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.

**MAIN STREET
CAN HELP !**

MAPS AND GUIDES GRANTS

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?

**PUT YOUR
DOWNTOWN
"ON THE MAP" !**

STREETSCAPE BEAUTIFICATION GRANTS

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

**AVAILABLE
NOW !**

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.

**LET US HELP
YOU GET THE
WORD OUT !**

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.

**CALL FOR
DETAILS !**

EXCITING NEW DISTANCE LEARNING OPPORTUNITY!

Fanshawe College, in partnership with Main Street Middlesex, is offering a new on-line Certificate Program in **Downtown Revitalization**.

**NEW CLASSES
STARTING
SOON !**

Visit our web site for details: www.mainstreetmiddlesex.ca or call us today!

MAIN STREET MIDDLESEX

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