



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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www.mainstreetmiddlesex.ca

On-Line Certification Course:

Details on our website (above)

Revitalizing Downtown

Main Street Middlesex is an exciting new initiative from the Community Futures Development Corporation of Middlesex County. This community-based and volunteer-driven effort seeks to revitalize downtowns throughout Middlesex County. Based on a proven, internationally recognized four point approach, the program will focus on Design, Promotion, Economic Restructuring and Organization. Capitalizing on Middlesex County's architecture, character, culture and charm, the program will restore economic vitality to our downtowns, once again making them places people want to go to work, walk, shop and celebrate.



Downtown Ailsa Craig in beautiful Middlesex County

Main Street Middlesex came into being as a response to local and municipal concerns. A variety of revitalization efforts and funding opportunities have now been put in place, based on feedback from local residents, merchants and property owners.

A variety of matching grant opportunities now exist for eligible stakeholders within designated areas of Ailsa Craig, Delaware, Dorchester, Glencoe, Ilderton, Lucan, Mount Brydges, Newbury, Parkhill and Strathroy. These grants can be used for streetscape beautification projects, establishing or improving festivals and events, developing local maps and guides, retail promotion and storefront signage. Main Street Loans are also available for larger building repair projects.

How Does Main Street Middlesex Benefit You?

Benefits for Local Residents

- Greater variety of products and services available downtown
- Increased sense of pride in downtown
- More social and cultural activities available downtown
- Improved hometown community identity
- Increased home values

Cultural/Service Organizations

- Improved access to downtown sites for cultural and community events
- Helps forge new partnerships
- Increased community/organizational capacity
- Increased awareness and credibility for your organization
- Improved public image

Benefits for Business/Property Owners

- Better mix of products/services available locally
- Increased sales
- Improved image
- Matching grant funding opportunities
- Increased business and property values
- Coordination of efforts to increase effectiveness and reduce costs
- Educational opportunities (seminars, workshops, web-based learning)
- Increased pedestrian and retail traffic
- Increased opportunity to have needs/issues addressed



Striking train station restoration in Glencoe

Passion and Panache— Two Stylish Restorations

First in a series of articles featuring Main Street Middlesex County Businesses, Merchants and Buildings



Hidden Lane Framing Studio
74 Frank Street, Strathroy
(519) 245-7171
Kathleen Anderson, Proprietor

Hidden Lane Framing Studio

Kathleen Anderson reflects on the renovation of the late 1800's building which houses her framing/art studio in Strathroy:

My renovation was definitely a labour of love. Our building has great street level window exposure and wonderful old glass doors. We were thrilled when we uncovered an original tin ceiling and pine plank flooring. Many of these natural charms were discovered during the renovation and were carefully planned for salvage, rather than demolition. I think it's these little things that give the store its feeling of wholesome country living. Customers tell me they enjoy the atmosphere here. They like to stop in to shop for unique gift items and home furnishings. They also like to check out our ever-changing collection of original art, featuring the work of talented local artists.

I feel strongly that I made the right decision to open a new business downtown. I've enjoyed becoming part of the "downtown family" and take pride in offering my customers something unique *and* affordable.

I really believe in downtown. Downtown is a place where residents and visitors can come for a feeling of personal care. It's a place where customers are considered friends and special effort goes in to making each shopping experience a pleasant one. I chose Strathroy because it's a vibrant and growing community—now my business can grow right along with it!

Accentual Hair and Spa

Tina Davey tells us about the restoration and design of her new hair studio and spa in Parkhill:

In trying to maintain the original appeal of our building, we restored all of the elements we could and enhanced other features to create a peaceful, charming space. We've blended original architecture with a few very modern features, resulting in a balanced, inviting spa environment that appeals to young and old alike.

We are always thrilled when clients tell us about their experience here at the spa. Whether it's a long time Parkhill resident or a visitor from Toronto, customers express their delight with our atmosphere, our friendly staff and the fantastic service they receive here. Clients tell us how much it means to have a little haven like ours here in town. Every day brings a new experience; another chance to interact with new people. And that's really what it's all about—people. Customers create so many high points for me as a business owner here in Parkhill.

My vision for downtown? I see a downtown so beautiful, people will linger for a moment on a park bench and chat with friends. Visitors will park their cars here and take the time to stroll our streets before running off to the beach in summertime. We will have a healthy mix of businesses that offer a great variety of goods, so residents won't have to run in to London to shop. Our storefronts will be restored and inviting, calling to everyone as they drive down Main Street.



Accentual Hair and Spa
206 Main Street, Parkhill
(519) 294 6522
Tina Davey, Proprietor

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