

ON MAIN STREET



Sweeping up on Main Street

The Clean Sweep Crew hits the Streets of Middlesex County's Downtowns

Did you notice a hard working crew, wielding brooms, dust pans, garbage bags and sporting bright yellow Main Street Middlesex t-shirts in your downtown recently? The "Clean Sweep Crew" is a cooperative venture of the Main Street Middlesex Design Committee and Middlesex Community Living.

The crew visited Ailsa Craig, Dorchester, Glencoe, Lucan, Melbourne, Mount Brydges, Newbury, Strathroy, Thorndale and Wardsville between June 14th and 20th.

The crew removed litter, swept sidewalks and spread goodwill throughout each downtown they visited. Merchants and municipalities were quick to offer hospitality

and appreciation to the crew, who worked to spiff up our downtowns and make them look their best.

"The Clean Sweep Campaign is an excellent way to encourage civic pride and involvement, while provide a useful service for our downtowns" says CFDC of Middlesex County General Manager Cara Finn. "Over time, these grass roots efforts can lead to increased vitality, confidence and much needed revitalization for our traditional downtown core areas."

The goal of this project is to encourage community ownership and pride, which was evident with most of the downtowns being cleaner than last year. It also gives the municipalities competing in Communities in Bloom an example of



cooperation to make their communities tidy.

Many thanks to all the members of the "Clean Sweep Crew" you did an excellent job..

CLEAN UP CREW 2006

Job Coaches
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Paul Agius
Ted Garside

Support Individuals
Larry Pierce
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Downtown Revitalization Certificate Program

This exciting program is available from Fanshawe College.

Downtown revitalization concerns are a documented and emerging trend for thousands of business associations, local governments, planners, community volunteers, and voluntary agencies. Many community-minded Canadians want to see renewed action in their communities around heritage preservation, valuing architectural history, rediscovering small town feelings and injecting economic stimulation into their communities and promoting a very sought-after way of life. Students will want to understand the techniques and tactics to accomplish downtown revitalization including design, organization, economic restructuring, and promotion. All are covered in this certificate course. Be one of the first to obtain this certificate -- the opportunities are endless through this program. Students will learn the proper techniques and approaches to get involved in the challenge of keeping Canadian downtown development vital and vibrant. Topics covered in this certificate include design, organization, economic restructuring, and promotion..

New career opportunities will evolve for graduates of the courses offered in this program, funded by Industry Canada and initiated by the Community Futures Development Corporation of Middlesex County. Anyone who has an interest in playing a role in making our Canadian



towns and cities better communities will find this certificate program or some of its courses of great interest.

Fanshawe has developed a community college level program that strikes a chord with every person who sees the need and challenge in keeping Canadian 'downtown development' vital and vibrant. Students will learn the proper techniques and approaches so they can get involved in a subject that has only touched the tip-of-the-iceberg of addressing the challenges in our downtowns.

Compulsory Courses:

- MGMT-1147 Intro. to Downtown Revitalization (online F06)
- MGMT-1148 Volunteer Management (online F06)
- MGMT-1149 History of Small Towns (online F06)
- Elective Courses (Select 3):

- COMP-1154 Presentations & Desktop Publishing (online F06)
- FNDR-3004 Strategic & Financial Planning for Fund Development (web-enhanced F06)
- MGMT-1021 Small Business Management (online F06)
- MKTG-1001 Advertising and Promotion (not available F06)
- MKTG-1012 Principles of Marketing I (online F06)
- MKTG-3010 Marketing Research Methods II (web-enhanced F06)
- PBRL-6011 Intro. to PR & Corporate Communications (online F06).

For more information check our web site at www.mainstreetmiddlesex.on.ca

IN DOWNTOWN STRATHROY

The Future Home of Middlesex County Library Office & Strathroy Middlesex Museum

Library Office provides the processing, distribution and administration for the 18 branches of Middlesex County Library. The Strathroy Middlesex Museum will have a storage and work area.

Completion date - September 2006

To see the construction progress go to:
http://www.middlesex.library.on.ca/LO_photos.htm



SNAP SHOTS ON MAIN STREET PHOTO CONTEST

Capture one of the Main Street Middlesex's downtowns on film and be eligible to win gift certificates and other prizes through our First Annual Snapshots on Main Street Photo Contest, organized by Main Street Middlesex.

The photo contest will get people directly involved in promoting awareness of our historic downtowns. Through photography our residents and visitors can help draw attention to what makes our downtowns unique – architecture, our small businesses, community festivals and colourful people.

Photos should depict a Main Street or an area designated as part of the Main Street Middlesex program. Subjects may include architecture, landscaping, people, signage or events. Photos will be judged based on ability to capture the imagery of the depicted downtown, artistry, quality, originality and technique.

Prizes will be awarded as follows:

Best Overall: One prize awarded to the image that best captures the historic and architectural, the landscaping, the people or events of Middlesex County's eleven Main Street areas.

Best in each designated area: A prize awarded to the image that best captures the essence in each downtown.

Entries must be submitted by August 31st 2006. Photos can be printed (8" x 10") or digital (high resolution) and must have been taken between May 1st 2006 and the contest closing date.

Winners will be recognized during October Small Business Month

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 or call the office at 519.641.7190

Why are Main Streets Important?

From the Main Street National Program

Can malls and discount centers take the place of traditional commercial districts? The answer is a resounding "no." It may no longer be the sole option in the community, but the commercial district is much more than a shopping center. Here are some reasons why Main Street is still important:

1. Commercial districts are prominent employment centers. Even the smallest commercial district employs hundreds of people, and often the district is collectively the community's largest employer.
2. The commercial district is a reflection of community image, pride, prosperity, and level of investment — critical factors in business retention and recruitment efforts.
3. Main Street represents a significant portion of the community's tax base. If the district declines, property values drop, placing more of a tax burden on other parts of town.
4. The traditional commercial district is an ideal location for independent businesses, which in turn:
 - Keep profits in town. Chain businesses send profits out of town
 - Support other local businesses and services
 - Supports local families with family owned businesses
 - Supports local community projects, like teams and schools
 - Provide an extremely stable economic foundation, as opposed to a few large businesses and chains with no ties to stay in the community
5. Main Street is the historic core of the community. Its buildings embody the community's past and its visual identity.
6. A historic commercial district is often a major tourist attraction. When people travel or shop, they want to see unique places — especially ones that offer a unique shopping "experience."
7. A vital Main Street area reduces sprawl by concentrating retail in one area and uses community resources wisely, such as infrastructure, tax dollars, and land.
8. A healthy Main Street core protects property values in surrounding residential neighborhoods.
9. The commercial district offers convenience. Main Streets are often within walking distance of residential areas, providing easy accessibility for the community and reducing the reliance on auto-dependent shopping.
10. The district is usually a government center where city hall, municipal buildings, the courthouse, and/or post office are located. It often is an important service center as well for finding attorneys, physicians, insurance offices, and financial institutions.
11. Main Street provides an important civic forum, where members of the community can congregate. Parades, special events, and celebrations held there reinforce intangible sense of community. Private developments like malls and strip centers can and do restrict free speech and access.
12. The commercial district represents a huge public and private investment. Imagine how much it would cost to re-create all of the buildings and public infrastructure in your commercial district.

Learn More About Main Street Middlesex:

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On the Web:

www.mainstreetmiddlesex.ca

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