



All About Main Street Middlesex Downtown Revitalization

The Business Help Centre (CFDC) of Middlesex County is pleased to be able to offer Main Street Middlesex programming to the towns of Ailsa Craig, Dorchester, Lucan and Parkhill, Ontario. Funded in part by contributions from the Government of Canada, this exciting initiative that will run until March 31, 2016, will offer these historic commercial downtown areas in Middlesex County access to resources and supports geared towards:

- Creating vibrant, active commercial districts
- Promoting Middlesex County as a great place to shop and live
- Enhancing the appearance and image of our historic downtowns
- Encouraging development, redevelopment, restoration and preservation
- Building community capacity and pride
- Capitalizing on Middlesex County's inherent strengths - historic architecture, character, culture and charm

The Main Street Four Point Approach

The Main Street approach – developed by the National Trust for Historic Preservation is recognized internationally as a practical strategy for downtown revitalization. The approach focuses on four key areas for downtown revitalization with proven results:

1	2	3	4
Organization	Promotion	Design	Economic Development
Building consensus and cooperation among the many groups and individuals involved in downtown revitalization	Marketing downtown's assets to customers, investors, citizens and visitors through special events, branding/ imaging efforts and shopping promotion	Enhancing downtown's physical appearance through sensitive design, rehabilitating historic buildings and storefronts, encouraging supportive new construction	Strengthening downtown's economic base, providing supports to increase occupancy rates in downtown commercial districts

Main Street Middlesex Supports for Downtowns

Though it's Main Street Middlesex programming, The Business Help Centre (CFDC) of Middlesex County will provide several key supports for enrolled historic commercial downtowns in Middlesex County:

** Committee Support **

Education for local CED Committees and municipal staff to help represent and implement the Main Street four-point approach to downtown revitalization.

** Technical Consultation and Promotion **

Consultation with The Business Help Centre (CFDC) staff to support the efforts of the enrolled Main Street Middlesex communities.

Promotion to increase public awareness and understanding of the Main Street revitalization efforts taking place in Middlesex County.

** Community Economic Development Grants **

Matching grant funding for Community Economic Development Projects that address one or more of the elements of the Four Point Main Street Approach, within the funding guidelines established by The Business Help Centre (CFDC) of Middlesex County in concert with participating municipalities. There are six (6) categories of matching grants available to downtown stakeholders including Maps & Guides, Festivals & Events, Retail Promotion, Storefront Signs & Awnings, Business Development and Streetscape Beautification.

** Main Street Loans **

Qualified borrowers can access loans from The Business Help Centre (CFDC) of Middlesex County for façade restorations, business expansion or startups in downtown core areas (eligible applicants include both for-profit and non-profit businesses).

For more information regarding specific program supports available, please contact:

Main Street Middlesex

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