

MY MAIN STREET LOCAL BUSINESS ACCELERATOR PROGRAM OVERVIEW

The My Main Street Local Business Accelerator will support the revitalization of 65 main streets through \$13.25 million of funding to communities by providing each with a thorough dedicated Main Street Ambassador(s), customized marketing research, data analysis and non-repayable funding contributions for small businesses.

At the heart of the My Main Street Local Business Accelerator are the Main Street Ambassadors. Main Street Ambassadors provide hands-on dedicated business advisory support to entrepreneurs along your main street.

By participating in the My Main Street Local Business Accelerator, participating communities unlock the following resources for their Main Street neighborhoods:

➤ Main Street Ambassador Non-repayable Contribution

Participating Main Street communities will receive a non-repayable contribution of \$50,000 towards the 12-month salary of a Main Street Ambassador for their neighbourhood.

➤ Delivery Support Non-repayable Contribution

Participating Main Street communities will receive a non-repayable contribution of \$7,500 to support local program delivery costs for each Ambassador, such as hardware, local marketing, and delivery expenses.

➤ Local Business Non-repayable Contributions

Participating Main Street communities will receive up to ten \$10K non-repayable

contributions to support local businesses for each Ambassador. Five non-repayable contributions are available for existing businesses, while five non-repayable contributions are available for new businesses.

➤ Community Market Profile

Before programming begins, each participating main street community will undergo a detailed Community Market Profile, conducted and paid for by My Main Street. This will involve secondary market research to understand the community's trade area, its demographics, how residents spend their money, their mobility and how they consume media. It will also involve primary research that surveys the local community to understand what types of products and services are missing from their local community. The primary and secondary research will be used to target opportunities for rebuilding the participating Main Street.

➤ Wrap-around Business Support

With the community market profile completed, each Main Street Ambassador will focus on providing wrap-around community economic development support for both new and existing businesses.

➤ Main Street Ambassador Network

Participating Main Street communities and their Main Street Ambassadors will have access to the My Main Street Ambassador Network, which will provide leadership, guidance, tools, resources and opportunities to share and amplify best practises and success stories.

PROPOSED MY MAIN STREET HURON ACCELERATOR PROGRAM

(April 1st, 2022- March 31st, 2023)

LEAD APPLICANT: Community Futures Huron

DELIVERY PARTNERS: (13)

Huron County Economic Development/Small Business Enterprise Centre

Huron Chamber of Commerce

Bayfield Chamber of Commerce

Zurich Chamber of Commerce

South Huron Chamber of Commerce

North Huron Economic Development & Recovery Committee

Wingham BIA

Blyth BIA

Central Huron BIA

Seaforth BIA

Downtown Goderich BIA

Goderich Economic Development Committee

Exeter BIA

PARTICIPATING MAIN STREETS (10):

Wingham

Brussels

Blyth

Goderich

Clinton

Seaforth

Bayfield

Zurich

Hensall

Exeter

PROGRAM RESOURCES:

<u>Program Activity</u>	<u>Amount</u>	<u>Source</u>
3 Main Street Ambassadors	\$150,000	My Main Street
Program Delivery Costs	\$ 22,500	My Main Street
Business Support Grants (30)	\$300,000	My Main Street
Destination Assessments (5)	\$ 55,000	Community Futures ^
Shift Your Spend Campaigns (10)	\$ 30,000	Community Futures +
<u>Lead Applicant Contribution (cash)</u>	<u>\$ 38,000</u>	<u>Community Futures *</u>
TOTAL	\$595,500	

^ IN-KIND 3RD PARTY DELIVERY – Huron Chamber of Commerce/Roger Brooks Int'l

+ IN-KIND 3RD PARTY DELIVERY – Shift Your Spend Inc.

* Applicants must contribute to 25% of the program costs and ambassador salaries.

PROGRAM RESULTS:

- **Ten (10)** Huron County Main Street Community Market Profiles will be compiled.
- **Three Hundred & Sixty (360)** businesses will receive Wrap-around Supports.
- **Fifteen (15)** start-up businesses will receive a \$10,000 grant.
- **Fifteen (15)** existing businesses will receive a \$10,000 grant.
- **Five (5)** Downtown Destination Assessments will be completed.
- **Ten (10)** Shift Your Spend 10% Challenge Shop Local Campaigns will be launched.