

MY MAIN STREET
MA RUE PRINCIPALE

LOCAL BUSINESS ACCELERATOR APPLICANT GUIDE



Partners



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LOCAL BUSINESS ACCELERATOR APPLICANT GUIDE

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Applications for the Local Business Accelerator will open October 1, 2021 and will close March 31, 2022 or when all funding has been allocated, whichever comes first.

QUESTIONS?

Please contact us at
ambassadors@mymainstreet.ca

MY MAIN STREET OVERVIEW

The My Main Street Program is a collaboration between the Economic Developers Council of Ontario (EDCO) and the Canadian Urban Institute (CUI) to help support the revitalization of 200 neighbourhoods across southern Ontario. My Main Street aims to revitalize neighbourhood main streets with a healthy retail mix while generating inclusive local economic opportunities. The program will feature two funding streams, the Main Street “Accelerator” Program Stream, and the Main Street “Activator” Program Stream. Applications for both program streams will begin in fall 2021, with non-repayable contributions distributed through the end of 2023.

My Main Street is built on the principles of community economic development to create vibrant and diverse neighbourhoods where all residents from all backgrounds share in the prosperity achieved through local small business ownership and employment. The program will take an inclusive approach to the idea of main streets, supporting areas that have commercial and community importance, and will provide targeted support for racialized neighborhoods and measures to reduce the barriers faced by underrepresented groups.

MY MAIN STREET LOCAL BUSINESS ACCELERATOR PROGRAM OVERVIEW

The My Main Street Local Business Accelerator will support the revitalization of 65 main street through \$13.25 million of funding to communities by providing each with a through 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 project costs is expected.

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, 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. 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.

A municipality can apply for multiple Main Street Ambassadors depending on their size. Each Main Street Ambassador will need to be focused on a defined geographic area within the municipality.

The following provides a breakdown of available non-repayable contributions depending on the size of each municipality:

POPULATION SIZE	MAIN STREET AMBASSADORS (Focused on a corresponding number of Main Street neighbourhoods)
Over 500 000	4 – 6
100,000 – 500,000	2 – 4
50,000 – 100, 000	1 – 2
<p>Under 50,000</p> <p>A total of at least 25 percent of the Main Street Ambassador non-repayable contributions will be reserved for communities under 50,000 in population.</p>	1

ELIGIBILITY AND CRITERIA

Main streets that were struggling prior to COVID-19 and/or have demographics that reflect equity-seeking communities will have preference in participating in the Main Street Local Business Accelerator program.

In order to qualify for the My Main Street Local Business Accelerator Program: (Eligibility Criteria Checklist)

- Your project must occur within Southern Ontario, except for the City of Toronto



- Your application must be submitted by a:
 - Municipality, local or regional government
 - Business Improvement Area
 - Community based registered not-for-profit
(i.e. a Chamber of Commerce or business support organization)
- * Funding applications submitted by BIAs or community-based not-for-profits will require a letter of support from the municipality where the Local Business Accelerator program will be delivered.

- * Municipal, BIA or community-based not-for-profits applying for the Local Business Accelerator Program will need to indicate additional funding and resources they plan to commit to the project with a minimum of 25 percent towards the project costs. Funding can take the form of in-kind or cash contributions.
- Your funding will be for a defined geographic area, for example, a commercial main street or central business district. *Funding cannot be used to support programming across municipal jurisdictions.*
- * Main Streets can be defined expansively as clusters of independent businesses that are or have the potential to be hubs of commercial, social and cultural activity in a neighbourhood.
- A contribution of at least 25% towards staffing and project costs is expected.

To support our mandate of driving business and restoring vibrancy to local communities' applications should aim too:

- Identify how you will work with local Small Business Enterprise Centre and/or Community Futures Development Corporation, specifically how you can leverage local business support programming.
- Identify any other local community delivery partners, such as BIAs, service clubs or community economic development organizations.
- Identify how you will focus on recruiting entrepreneurs from equity-seeking communities, such as women, BIPOC, LGBTQ+ and disabled community members.

APPLICATION SCORING MATRIX

ITEM	OPTIONS	REQUIREMENT
REQUIREMENTS		
Is the funding request for a community within southern Ontario?	Yes / No	Yes
Organization is a municipality or local not-for-profit organization?	Yes / No	Yes
Has the organization identified a clearly defined main street area or areas (if multiple Ambassadors requested) for delivery?	Yes / No	Yes
Is the local municipality supportive of the application?	Yes / No	Yes
Has the organization identified additional funds it will contribute towards the project?	Yes / No	Yes
Has the organization identified its ability to start and deliver the project within the required timelines?	Yes / No	Yes
Does the organization have the capability and track record to deliver the project?	Yes / No	Yes

COMMUNITY NEED

<p>Were the identified Main Street(s) suffering pre-COVID-19?</p>	<p>5 – Yes</p> <p>3 – Partially</p> <p>0 – No / Not Answered</p>	
<p>Do the identified main street community(s) include demographics from equity seeking communities?</p>	<p>5 – 50% + Indigenous, racialized communities, women or LGBTQ+</p> <p>3 – 25% + Indigenous, racialized communities, women or LGBTQ+</p> <p>1 – 5% + Indigenous, racialized communities, women or LGBTQ+</p> <p>0 – No / Not Answered</p>	
<p>Has the organization identified clear objectives for the recovery of their main street(s)?</p>	<p>5 – Yes</p> <p>3 – Partially</p> <p>0 – No / Not Answered</p>	
		<p>Total must equal 10:</p>

COMMUNITY PARTNERSHIPS

<p>Has the organization identified community partners to assist in the project (i.e. BIA, service clubs, etc.)?</p>	<p>5 – 2 to 5 partners.</p> <p>2 – 1 partner.</p> <p>0 – No partners / Not Answered</p>	
<p>Has the organization identified their Small Business Enterprise Centre (SBEC) and/or Canadian Future Development Centre (CFDC) as a partner?</p>	<p>5 – Yes.</p> <p>0 – No partners / Not Answered</p>	
<p>Has the organization identified how it will hire a Main Street Ambassador with a connection to the local community?</p>	<p>5 – yes and focus on a equity seeking members.</p> <p>3 – yes, but not identified approach for equity seeking members.</p> <p>0 – No / Not Answered.</p>	
		<p>Total must equal 10:</p>

OVERALL SCORE

Organization has a “Yes” for all requirements?	Yes / No	Yes
Score – Community Needs		10
Score – Community Partnerships		10
Approved	Yes / No	Yes

RELEVANT INFORMATION

- Each Main Street Ambassador can provide service to approximately 100 to 200 businesses.
- Host organizations will receive an allocation of \$7,500 to support local program delivery costs, such as hardware, (ie. email, laptop and internet access) local marketing, and delivery expenses (i.e. travel, local event delivery, etc.)
- Applicants whose funding requests have been denied will be able to resubmit their applications after addressing feedback from My Main Street.
- To receive payment, recipients will be required to submit their expenses and attest to labour costs they have covered through a reporting process.
- My Main Street will provide the overall framework for delivery, while also providing access to shared resources, such as the HubSpot CRM for tracking engagements and Microsoft Teams for collaborating with other Main Street Ambassadors. My Main Street will also provide shared marketing materials and campaigns to publicize, reinforce and amplify the My Main Street program.

TYPICAL LOCAL DELIVERY SCHEDULE

A typical local delivery schedule for Main Street Ambassadors will be as follows.

MONTH	WORK PLAN	DELIVERABLES
Month #1	<ul style="list-style-type: none"> • Main Street Ambassador Training. • Complete Community Market Profile. • Walk the street and engage all businesses in the identified main street area, with a focus on meeting them, learning more about their business, gathering insight on opportunities, and sharing available support. 	<ul style="list-style-type: none"> • Training session for Main Street Ambassadors. • Community Market Profile. <ul style="list-style-type: none"> • Database of local businesses entered into the Hubspot CRM. • Record advice and referrals to existing businesses in HubSpot.
Month #2	<ul style="list-style-type: none"> • Share results of Community Market Profile. • Complete Neighbourhood Case Study. <ul style="list-style-type: none"> • Begin recruitment of entrepreneurs to fill market gaps identified in Community Market Profile. • Engage existing businesses to complete Market Research Reports. • Engage with local businesses to share available support, while providing advice and insight to support their businesses. 	<ul style="list-style-type: none"> • Neighbourhood Meeting – Community Market Profile & Entrepreneur Recruitment. • Recruit at least 5 existing businesses to undertake Market Research Reports. <ul style="list-style-type: none"> • Record advice and referrals to existing businesses in HubSpot.

<p>Month #3</p>	<ul style="list-style-type: none"> • Intake for Business non-repayable contributions for Existing Businesses. • Ongoing recruitment and support of entrepreneurs to fill market gaps identified in the Community Market Profile. • Engage existing businesses to complete Market Research Reports. • Engage with local businesses to share available support, while providing advice and insight to support their businesses. 	<ul style="list-style-type: none"> • Recruit at least 5 existing businesses to undertake Market Research Reports. • Recruit at least 5 existing businesses to apply for Business non-repayable contributions. • Record advice and referrals to existing businesses in HubSpot.
<p>Month #4</p>	<ul style="list-style-type: none"> • Approve business community non-repayable contributions for Existing Businesses. • Engage with local businesses to share available support, while providing advice and insight to support their businesses. • Support prospective entrepreneurs in developing and refining their business models. 	<ul style="list-style-type: none"> • Approve at least 5 existing business community non-repayable contributions. • Record advice and referrals to existing businesses in HubSpot. • Identify up to 5 new businesses for the Main Street area.

<p>Month #5</p>	<ul style="list-style-type: none"> • Engage with local businesses to share available support, while providing advice and insight to support their businesses. • Support new entrepreneurs in getting their operations started. • Work with new entrepreneurs to submit applications for My Main Street’s business non-repayable contributions. 	<ul style="list-style-type: none"> • Record advice and referrals to existing businesses in HubSpot. • Record advice and support for new businesses in HubSpot.
<p>Month #6</p>	<ul style="list-style-type: none"> • Engage with local businesses to share available support, while providing advice and insight to support their businesses. • Support new entrepreneurs in getting their operations started. • Work with new entrepreneurs to submit applications for My Main Street Business non-repayable contributions. Work with My Main Street Marketing Manager to identify and create local case studies. 	<ul style="list-style-type: none"> • Record advice and referrals to existing businesses in HubSpot. • Record advice and support for new businesses in HubSpot.

<p>Month #7</p>	<ul style="list-style-type: none"> • Engage with local businesses to share available support, while providing advice and insight to support their businesses. • Support new entrepreneurs in getting their operations started. • Approve business non-repayable contributions for new businesses. • Approve business non-repayable contributions for Existing Businesses (if more than five applications and less than five new businesses identified). • Work with My Main Street Marketing Manager to identify and create local case studies. 	<ul style="list-style-type: none"> • Record advice and referrals to existing businesses in HubSpot. • Record advice and support for new businesses in HubSpot. • Approve non-repayable contributions for new businesses. • Approve non-repayable contributions for existing businesses (if available). • Complete at least 1 business case study.
<p>Month #8</p>	<ul style="list-style-type: none"> • Engage with local businesses to share available support, while providing advice and insight to support their businesses. • Support new entrepreneurs in getting their operations started. • Work with My Main Street Marketing Manager to identify and create local case studies. 	<ul style="list-style-type: none"> • Record advice and referrals to existing businesses in HubSpot. • Record advice and support for new businesses in HubSpot. • Complete at least 1 business case study.

<p>Month #9</p>	<ul style="list-style-type: none"> • Engage with local businesses to share available support, while providing advice and insight to support their businesses. • Support new entrepreneurs in getting their operations started. • Work with My Main Street Marketing Manager to identify and create local case studies. 	<ul style="list-style-type: none"> • Record advice and referrals to existing businesses in HubSpot. • Record advice and support for new businesses in HubSpot. • Complete at least 1 business case study.
<p>Month #10</p>	<ul style="list-style-type: none"> • Engage with local businesses to share available support, while providing advice and insight to support their businesses. • Support new entrepreneurs in getting their operations started. • Work with My Main Street Marketing Manager to identify and create local case studies. 	<ul style="list-style-type: none"> • Record advice and referrals to existing businesses in HubSpot. • Record advice and support for new businesses in HubSpot. • Complete at least 1 business case study.

<p>Month #11</p>	<ul style="list-style-type: none"> • Engage with local businesses to share available support, while providing advice and insight to support their businesses. • Support new entrepreneurs in getting their operations started. • Work with My Main Street Marketing Manager to identify and create local case studies. 	<ul style="list-style-type: none"> • Record advice and referrals to existing businesses in HubSpot. • Record advice and support for new businesses in HubSpot. • Complete at least 1 business case study.
<p>Month #12</p>	<ul style="list-style-type: none"> • Engage with local businesses to share available support, while providing advice and insight to support their businesses. • Support new entrepreneurs in getting their operations started. 	<ul style="list-style-type: none"> • Record advice and referrals to existing businesses in HubSpot. • Record advice and support for new businesses in HubSpot.

QUESTIONS?
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