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## **Main Street Revitalization: More than a Face Lift**

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## Who We Are

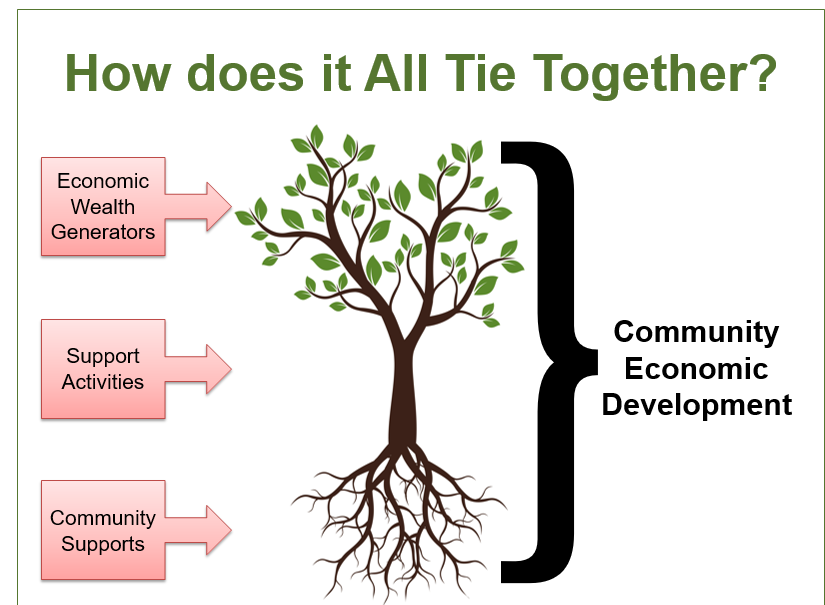
- Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) dedicates resources and activities to:
  - Rural economic development (including downtown revitalization)
  - Agriculture economic development
- We engage with a broad range of clients across rural Ontario

## Programs, Tools, and Resources

- Community Economic Development 101/201
- First Impressions Community Exchange
- Business Retention and Expansion (BR+E)
- Downtown Revitalization
- Economic Development Analysis Resources
- Performance Measurement Resources
- Agriculture Economic Development
- Community Immigrant Retention in Rural Ontario
- Newcomer and Youth Community Indicators

# Community Economic Development 101 (and 201)

- CED 101 helps elected officials understand basic economic development:
  - Scope of activity
  - Roles for municipality
  - Benefits it can generate
- CED 201 expands on how to do it
- Your [Agriculture and Rural Economic Development Advisor](#) can help you



# WHY MAIN STREET REVITALIZATION?

# Downtown Revitalization (DR)

- Strategic planning and training program
- Provides balanced approach to improving social, economic, and physical aspects of downtown
- Promotes community-wide benefits of a healthy downtown



## Main Street Enhancement Initiative

- Provides targeted support for small businesses and municipalities to:
  - Undertake strategic capital improvements
  - Enhance digital capabilities
- The MSEI includes:
  - Main Street Revitalization Initiative, delivered by the Association of Municipalities of Ontario (AMO), focused on supporting capital improvements and strategic public investments that will support small businesses
  - Main Street Digital Initiative, delivered by Ontario Business Improvement Area Association (OBIAA), focused on supporting adoption of digital technology in small businesses

Keep current on Rural Economic Development and Agriculture Development with information from OMAFRA



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