



Port Colborne announces revitalization of Downtown and Main Street BIAs through partnership with My Main Street

**Port Colborne, ON (Dec. 22. 2021)** — Today, the City of Port Colborne is pleased to announce that the Downtown and Main Street BIAs will be participating in the My Main Street Local Business Accelerator program to help revitalize our main streets.

In response to the COVID-19 pandemic, the Government of Canada, through [the Federal Economic Development Agency for Southern Ontario \(FedDev Ontario\)](#), [announced a \\$23.25-million investment](#) to the Canadian Urban Institute (CUI) and the Economic Developers Council of Ontario (EDCO) to establish My Main Street — a two-year program to support the recovery and revitalization of main streets and local businesses in southern Ontario through two program streams.

EDCO is delivering the My Main Street Local Business Accelerator program stream, which supports the revitalization of 65 main street communities, and provides non-repayable contributions for more than 650 local businesses across southern Ontario. The program focuses on creating and maintaining vibrant and inclusive local main streets while providing residents, new entrepreneurs, and existing businesses with economic opportunities in our main street communities.

The Downtown and Main Street communities in Port Colborne will be supported with a dedicated Main Street Ambassador, customized market research, data analysis and non-repayable funding contributions for new and existing small businesses.

“The City’s economic development and tourism services team are very excited about this federal funding and partnering with the Downtown and Main Street BIAs in Port Colborne,” said Gary Long, Manager of Strategic Initiatives. “My Main Street funding will provide additional staff and financial resources to foster an entrepreneurial spirit and build on public and private sector investment that will ensure the continued revitalization, vibrancy, and long-term success of our downtown and uptown commercial business districts”.

“On behalf of Council, I would like to thank My Main Street for the funding of this initiative in the City of Port Colborne as we are continuously looking to support our local business community with resources and funding opportunities,” said Mayor Bill Steele. “We are excited to see the program kick off and the results it will generate for our city”.

For program details and further information, please visit

<https://mymainstreet.ca/accelerator-program>.

For media inquiries, please contact [media@mymainstreet.ca](mailto:media@mymainstreet.ca).