
Ontario Revitalizing Main Streets, Helping Small Businesses Grow in Northumberland-Quinte West

Province Helping Boost Tourism, Create Jobs, Enhance Economic Growth

NEWS

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Ontario is helping municipalities to attract investment and tourism, create jobs and enhance local economic growth by investing in the revitalization of many of the region's downtown and main street areas.

Lou Rinaldi, MPP for Northumberland-Quinte West, was on King Street in Cobourg and Walton Street in Port Hope today to make the announcements. The province is providing municipalities across Northumberland-Quinte West with up to \$380,000 for a number of projects through the Main Street Revitalization Initiative, to help revitalize downtown and main street areas.

Vibrant main streets help attract visitors, create jobs and increase the competitiveness of small businesses, which are the backbone of our communities. That's why the province is helping municipalities enhance and revitalize their downtown and main streets through improvements such as the installation of pedestrian crosswalks or landscaping. Municipalities can also direct funding to local businesses to improve the appearance of their storefronts by installing lighting or new signage.

Supporting small businesses and communities across the province is part of Ontario's plan to create fairness and opportunity during this period of rapid economic change. The plan includes a higher minimum wage and better working conditions, free tuition for hundreds of thousands of students, easier access to affordable child care, and free prescription drugs for everyone under 25, through the biggest expansion of medicare in a generation.

QUOTES

"Our government is committed to ensuring our rural communities and downtown cores thrive today and for many years to come. Investments that support small businesses and main streets will help communities be better positioned to attract investment, create jobs, and grow their local economies."

— Lou Rinaldi, MPP for Northumberland-Quinte West

"Our government understands the unique challenges faced by many small businesses all across Ontario. By supporting the development of healthy and vibrant main street areas, we can help to improve local economic development, strengthen small businesses, and create good jobs across the province."

— Jeff Leal, Minister of Agriculture, Food and Rural Affairs, Minister Responsible for Small Business

"I'm very pleased that our Provincial Government continues to recognize the importance of investing in our small town communities by helping with downtown and main street revitalization efforts. This is essential in supporting and increasing economic growth and helping to enhance the historical charm of our Main streets."

— Mark Walas, Mayor, Municipality of Brighton

"The Town of Cobourg welcomes this new funding through the Main Street Revitalization Initiative which will greatly assist in moving our own Downtown Business Attraction plan forward in order to continue to attract residents and visitors, while also supporting our growing business community."

— Gil Brocanier, Mayor, Town of Cobourg

"A strong & vibrant downtown that is welcoming to both local residents & visitors alike is a key component in maintaining and building a strong local economy. We thank the province for helping this along by providing important funding that will help in this process."

— Marc Coombs, Mayor, Cramahe Township

"Our community is extremely proud of its heritage downtown and this funding will assist the Municipality of Port Hope to further facilitate the growth of our vibrant business sector, and continue to develop, expand, and promote tourism opportunities; an important objective outlined in our Community Strategic Plan."

— Bob Sanderson, Mayor, Municipality of Port Hope

QUICK FACTS

- Ontario is investing up to \$26 million in the Main Street Revitalization Initiative, which will be administered by the Association of Municipalities of Ontario and its rural arm, the Rural Ontario Municipal Association.
- Approximately \$389,628 has been invested in eight projects across Northumberland-Quinte West:
 - City of Quinte West will receive up to \$65,239.
 - Municipality of Brighton will receive up to \$46,076.
 - Municipality of Port Hope will receive up to \$50,234.
 - Municipality of Trent Hills will receive up to \$46,970.
 - Town of Cobourg will receive up to \$52,509.
 - Township of Alnwick/Haldimand will receive up to \$41,862.
 - Township of Cramahe will receive up to \$41,426.
 - Township of Hamilton will receive up to \$45,312.
- This initiative is part of a \$40 million investment over three years in the Main Street Enhancement Initiative, which will help strengthen small businesses in downtown and main street areas and enhance the digital presence and capabilities of small businesses through increased access to digital tools like e-commerce.
- The revitalization initiative expands upon and complements the Downtown Revitalization Program that supports main street revitalization in rural areas.
- Funding will be allocated to municipalities based on population size, using the most recent data from the 2016 Statistics Canada Census of Population.
- The funding formula includes an adjustment for those municipalities that have fewer than 25,000 residents. This adjustment ensures that small communities are provided an appropriate level of funding where their population figures would otherwise limit their respective funding allocations within the parameters of the program.

- About one-third of Ontario workers are employed by small businesses, which are businesses that employ less than 100 paid employees.
- To strengthen Ontario small businesses, the province is providing more than \$500 million over three years in new initiatives that include lowering the small business tax rate by 22 per cent from 4.5 per cent to 3.5 per cent, investing in youth employment, providing support for downtown main street businesses and reducing red tape.

For more information, please contact:

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[Municipal allocations](#)

Or Visit <https://www.ontario.ca/page/downtown-revitalization-program>