

**CONTRIBUTION AGREEMENT –  
MAIN STREET AMBASSADOR COMMUNITY NON-REPAYABLE CONTRIBUTION**

Between:

Economic Developers Council of Ontario

and

The Corporation of the Town of Essex

**SIGNATURE PAGE**

In Witness Whereof this Contribution Agreement:


- (a) is entered into by and between the Economic Developers Council of Ontario, hereinafter “EDCO” and **The Corporation of the Town of Essex** hereinafter “Participant”;
- (b) is effective **February 7, 2022** (the “Effective Date”) and terminates **February 7, 2023** (the “Expiration Date”) (subject to the early termination provisions below and in the Contribution Agreement Addendum attached hereto);
- (c) includes all the terms and conditions set out in the Contribution Agreement Addendum attached hereto; and
- (d) if not signed by the Participant within thirty (30) days after initially being provided to the Participant by EDCO may be terminated by EDCO in writing with no additional notice.

Contribution Amount: **\$57,500.00**

Payment to the Participant will be made by Electric Fund Transfer (EFT). The Participant shall complete the EFT Form (see Appendix A)

Attachment A - Main Street Ambassador Non-Repayable Contribution Application (MMSP) is attached hereto.

Economic Developers Council of Ontario

Per \_\_\_\_\_  \_\_\_\_\_

Name Amy Matchen Title Director, My Main Street

PARTICIPANT

Per \_\_\_\_\_

Name Larry Snively Title Mayor

PARTICIPANT

Per \_\_\_\_\_

Name Robert Auger Title Town Solicitor/Clerk

**CONTRIBUTION AGREEMENT ADDENDUM –  
MAIN STREET AMBASSADOR COMMUNITY NON-REPAYABLE CONTRIBUTION**

WHEREAS, the purpose of this Contribution is for the retention of a Main Street Ambassador in the Participant's community.

WHEREAS, funding for activities performed under this Contribution are provided by EDCO, through an initiative of Her Majesty The Queen In Right Of Canada ("Her Majesty") represented by the Minister (the "Minister") responsible for Federal Economic Development Agency for Southern Ontario.

WHEREAS, as part of the Southern Ontario Prosperity Program, the Minister has approved this project designed to support businesses and stimulate economic activity in communities across Southern Ontario.

WHEREAS, this Contribution is awarded through an application process administered by EDCO pursuant to which the Participant submitted an application (Application).

WHEREAS, Participant has submitted a proposal which has been accepted by EDCO including a plan or scope of work, which is herein incorporated by reference.

NOW THEREFORE, in consideration of the mutual covenants herein below specified and other good and valuable consideration, the receipt of which is hereby acknowledged, the parties herein agree to the following:

EDCO shall:

1. Advance funds to the Participant, upon approval of the Main Street Ambassador Non-Repayable Contribution Application in compliance with contribution guidelines and all Applicable Laws.

The Participant shall:

1. Implement the Main Street Ambassador Non-Repayable Contribution Application (MMSP) as outlined in Attachment A which is on file with EDCO.
2. Be advanced funds in accordance with the approved budget narrative which pertains to this Contribution and is included in the Main Street Ambassador Community Non-Repayable Contribution Application (MMSP) and outlined in Attachment A.
3. Maintain information on all businesses contacted and/or served by the Main Street Ambassador(s) on the HubSpot platform.
4. Submit monthly progress reports, by the 5th of the following month.
5. Submit two interim reports one at 3 months and 6 months, including expenditures and receipts expended for the reporting period.
6. Submit the Final Report including outcomes and receipts for funds expended within the reporting period.

Under no circumstances shall the maximum amount payable under this Contribution Agreement exceed Contribution Amount for the Contribution period.

By signing this Contribution, the Participant affirms that, for the duration of this Agreement and the Contribution, it will not violate any Applicable Law.

## **SECTION 1 - INTERPRETATION OF THE AGREEMENT**

- 1.1 Definitions. The following capitalized terms shall have the meanings set out below unless there is something in the context inconsistent therewith:

“Agreement” means this agreement, the Application, Guidelines, appendices and any amendments to these documents;

“Applicable Laws” means all federal, provincial, territorial, municipal, and other applicable laws, including without limitation, statutes, regulations, by-laws, rules, ordinances and decrees. This includes legal requirements and regulations relating to environmental protection and the successful implementation of and adherence to any mitigation measures, monitoring or follow-up program, which may be prescribed by federal, provincial, territorial, or municipal bodies;

“Centralized Project Partnership” (CPP) means a community partnership which may include BIAs, Municipalities, Chamber of Commerce or Small Business Enterprise Centres;

"Contribution" means financial assistance in the amount of up to the Contribution Amount shown on the Signature Page to this Agreement to be disbursed by EDCO to the Participant in the manner provided in this Agreement;

“My Main Street Program” means the program continued for purposes of creating a supportive and dynamic business environment, and the Minister’s priority of supporting rural communities and small and medium-sized enterprises to enable their recovery from economic disruptions associated with the COVID-19 outbreak;

"Main Street Ambassador" means the person hired to deliver the program in an identified main street community and who will assist main street businesses with their recovery and startup needs;

"Main Street Ambassador Non-Repayable Contribution Application (MMSP)" means the working document submitted by the Participant with the Application and approved by EDCO (as outlined in Attachment A);

"Disbursement" means any advance of funds authorized by EDCO on account of the Contribution;

"Effective Date" is the date the Agreement takes effect;

"Expiration Date" is the date the Agreement expires;

"Guidelines" means the guidelines provided to the Participant with the Application, which set out the terms and conditions for the My Main Street Program, as may be amended from time to time without notice; and

"Term" means the period of time beginning on the Effective Date of this Agreement and ending on the Expiration Date or the termination of this Agreement, whichever is shorter.

## **SECTION 2 - PARTICIPANT COVENANTS**

- 2.1 The Participant shall satisfy the targets set out in the MMSP and shall notify EDCO promptly in accordance with paragraph 7.8 in the event the Participant desires to make any material changes to the MMSP or is unable to meet the targets set out in the MMSP or the Milestones identified in Attachment A.
- 2.2 If the Participant is a BIA, they shall provide a copy of the Municipal By-laws enacting the BIA upon request.
- 2.3 If the Participant is a community partnership and have developed a Centralized Project Partnership (CPP), this Participant will provide a copy of the partnership agreement and/or Memorandum of Understanding signed by all parties including the local BIAs (if applicable and upon request).
- 2.4 The Participant shall comply with and duly observe all Applicable laws.
- 2.5 The Participant agrees that it will provide the Minister with reasonable access to any site at which the Participant owns, controls, or operates in whole or in part, for the purpose of ensuring that the terms and conditions of any environmental approval are met, and that any required conditions, mitigation measures, monitoring or program follow up have been carried out.
- 2.6 The Participant agrees that any assets acquired, constructed, rehabilitated, or improved with the funds provided under this Agreement will not be sold or otherwise disposed of without EDCO's prior written approval for the term of this Agreement.

2.7 The Participant shall provide the following in accordance with their individual MMSP:

- a) reporting including timelines, budget tracking, contracts with local Main Street Ambassadors and a duly signed financial report for all expenses within 10 days of the Expiration Date of this Agreement. All receipts for expenses incurred must be kept for seven (7) years and presented upon audit request.

### **SECTION 3 - PARTICIPANT'S REPRESENTATIONS AND WARRANTIES**

3.1 The Participant represents and warrants that:

- a) the information supplied in the Application and the MMSP or in support of the MMSP by the Participant is true and accurate. The Participant acknowledges that EDCO has relied upon the truth, authenticity and accuracy of the information in authorizing the Contribution;
- b) if a Centralized Project Partnership (CPP) is formed, and a formal contract has been entered into by all parties it must:
  - (i) be consistent with this Agreement;
  - (ii) not conflict with this Agreement;
  - (iii) incorporate the provisions of this Agreement to the fullest extent possible;
  - (iv) require all parties to that Contract comply with all applicable laws; and
  - (v) authorize EDCO to perform audits of the parties to that Contract in relation to the Project as EDCO sees fit.

### **SECTION 4 - THE AWARD**

4.1 Subject to and in accordance with all the terms and conditions of this Agreement, and in reliance on the representations and warranties in Section 3, EDCO agrees to provide a Contribution to the Participant not to exceed the amount as listed on the Contribution Agreement Signature Page, to assist the Participant to carry out the MMSP.

### **SECTION 5 - TERMS AND CONDITIONS OF DISBURSEMENT**

5.1 The Contribution shall be disbursed to the Participant as follows:

- a) the disbursement of the Contribution shall be upon execution of this Agreement by both parties and will follow the identified schedule:  
Per
  - \$15,000 – upon execution of the Agreement by both parties, and submission of the Employment Contract between Participant and Main Street Ambassador
  - \$25,000 – upon submission and review of interim report three months after Effective Date.
  - \$17,500 – upon submission and review of interim report six months after Effective Date.
- b) provided that the Participant is and has at all times throughout the Term been in compliance with the terms, conditions and covenants of this Agreement and has provided EDCO, with the following documents on or before the end of the Term.

- (i) monthly, interim and final reports;
- (ii) a detailed expenditure statement and accounting, satisfactory to EDCO for the expenditure of the Contribution including a statement of all costs incurred and paid by the Participant on account of the Business together with, invoices and other appropriate records supporting the said expenditures and proof of payment thereof organized; and
- (iii) any additional documentation required or requested by EDCO.

## **SECTION 6 – TERMINATION**

- 6.1 EDCO shall have the right to terminate this Agreement if the Participant fails to observe, perform, and keep each covenant, agreement, provision, stipulation and condition contained in this Agreement and in such event upon 15 days written notice to the Participant:

- (i) all obligations of EDCO to make Disbursements on account of the Contribution shall be immediately extinguished; and,
- (ii) EDCO may, terminate this Agreement and all disbursements made pursuant to this Agreement shall be immediately due and payable by the Participant together with interest at Prime plus 1% per annum as established by the Bank of Canada.

## **SECTION 7 - GENERAL**

### **7.1 Audit and Access**

- a) Subject to any limitations or restrictions placed on the Participant by the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c. M.56, the Municipal Act, 2001, S.O. 2001, c. 25 and any other federal, provincial or municipal legislation, regulation, by-law, or policy or procedure concerning municipal record-keeping, records retention or information management, and any amendments to any of the foregoing, all contracts, papers, correspondence, copies, books, payrolls, records, accounts, invoices, statements, accounting records and other information and material of the Participant relating to the expenses incurred by the Participant pursuant to this Agreement shall be open to audit and examination by the Minister or as the Minister directs or by EDCO or its agent at all reasonable times during the Term of this Agreement and for a period of 7 years thereafter, during which period the Participant shall maintain all such records.
- b) The Participant agrees that the Minister has: a right to monitor the implementation of this Agreement or to have a third party with the required expertise to so monitor same; and a right of access to the Participant's site and its books and accounts consistent with the monitoring and audit rights contained in provision.
- c) The Participant agrees to EDCO, upon request and in a timely manner, for the purpose of releasing to the Auditor General of Canada, all records held by the Participant, or by agents or contractors of the Participant, relating to this Agreement and the use of funds; and such further information and explanations as the Auditor General, or anyone acting on behalf of the Auditor General may request relating to any part of this Agreement or the use of funds.

- 7.2 Governing Law - This Agreement is to be governed by and interpreted in all respects in accordance with the laws of the Province of Ontario and the laws of Canada.
- 7.3 Entire Agreement - This Agreement, including the Application and Guidelines, and Main Street Ambassador Plan forms the entire Agreement between the Participant and EDCO and supersedes all prior agreements and understandings. In the event of the expiry or termination of this Agreement, the following provisions shall survive such expiry or termination: 6.1, 7.1, 7.3, 7.5, 7.6, 7.7 (second sentence), 7.8, 7.11, 7.12, 7.13, 7.16 and 7.17.
- 7.4 Time - Time is of the essence of this Agreement.
- 7.5 Assignment - This Agreement may not be assigned by the Participant without the prior written consent of EDCO.
- 7.6 Limitation of Liability and Indemnification
- a) Except where the EDCO is in breach of this Agreement and except for any negligent act or omission of the EDCO or its officers, officials employees or agents, EDCO shall not be responsible or liable for any direct, indirect, or consequential damages whatsoever sustained by the Participant or any of its employees, customers or any other third parties, in connection with this Agreement or the operation of the Participant's Main Street Ambassador, howsoever caused and the Participant hereby indemnifies and saves harmless EDCO, its elected and appointed officials, officers, employees and agents from any loss, liability, or damages that EDCO may incur in connection with the operation of the Participant's MMSP as a result of action by Participant.
  - b) The Minister shall have no liability under this Agreement. Without limiting the generality of the foregoing, the Minister shall not be liable for any direct, indirect, special or consequential damages, or damages for loss of revenues or profits of the Participant.
  - c) The Participant shall at all times indemnify and save harmless EDCO and Her Majesty, its officers, officials, employees and agents, from and against all claims and demands, losses, damages, actions, suits or other proceedings (including, without limitation, those relating to injury to persons, damage to or loss or destruction of property, or infringement of rights) by whomsoever brought or prosecuted, or threatened to be brought or prosecuted, in any manner based upon or occasioned by any injury to persons, damage to or loss or destruction of property, or infringement of rights, caused by, or arising directly or indirectly from:
    - (i) the implementation of the Participants MMSP funded by the Contribution, their operation, conduct or any other aspect thereof;
    - (ii) the performance or non-performance of this Agreement, or the breach or failure to comply with any term, condition, representation or warranty of this Agreement, by the Participant;
    - (iii) any omission or other wilful or negligent act or delay of the Participant, except to the extent to which such claims and demands, losses, damages, actions, suits, or other proceedings relate, in the case of the indemnity of Her Majesty and EDCO, to the negligent act or omission of an officer, official, employee, or agent of Her Majesty, in the performance of his or her duties, and, in the case of the indemnity of EDCO, to the

negligent act or omission of an officer, official, employee, or agent of EDCO, in the performance of his or her duties.

- 7.7 Insurance - The Participant shall carry all necessary and appropriate insurance that a prudent person in the business of the Participant would maintain. No protection will be afforded to the Participant by the Federal Government or EDCO for any claims arising in connection with this Agreement or the Participants' operation of the Business.
- 7.8 Notices - Any notice, request, demand, consent, approval, correspondence, report or other communication required pursuant to or permitted under this Agreement must be in writing and must be given by personal delivery, or transmitted by email, fax or other electronic message system which provides a hard copy, or be sent by first class mail, postage or charges prepaid, and addressed to the party to whom it is intended at, in the case of the Participant, the address set out in the Application and in the case of EDCO, to the address set out below:

Amy Matchen  
Director, My Main Street Local Business Accelerator  
Economic Developers Council of Ontario  
24 Barry Street East  
Long Sault, ON K0C 1P0

amy.matchen@mymainstreet.ca

Any such notice shall be deemed to be received, if personally delivered or sent by email, fax, or other electronic message on the day it is sent and if such notice is sent by first class mail it shall be deemed to have been received on the date that is five days after the date of mailing.

- 7.9 Non-Agent - Nothing in this Agreement shall be construed as creating a partnership, joint venture, agency, or employment relationship between the Participant and EDCO.
- 7.10 Conflict in Documents - In the event of any conflict or inconsistency in this Agreement, (a) the main body of the Agreement shall govern over the Appendices to the Agreement; (b) the Agreement (including its Appendices) shall govern over the Guidelines and the Application; and (c) the Guidelines shall govern over the Application.
- 7.11 Conflict of Interest - The Participant shall ensure that all persons associated with the Business, in any capacity, shall carry out the Main Street Ambassador Plan, in all its aspects, without a conflict of interest. For these purposes, a conflict of interest includes any circumstances where (a) the Participant; or (b) any person who has the capacity to influence the Participant's decisions; has outside commitments, relationships or financial interests that could, or could be seen to, interfere with the Participant's objective, unbiased and impartial judgment relating to the Business and the use of the Contribution. The Participant shall (a) disclose to EDCO, through the Project Manager, without delay any actual or potential situation that may be reasonably interpreted as either a conflict of interest or a potential conflict of interest; and (b) comply with any Terms and Conditions that EDCO may prescribe as a result of the disclosure. The Participant shall ensure that: (a) in the event that it uses lobbyists, they are registered in accordance with the relevant lobbying legislation and that no actual or potential conflict of interest exists nor any contingency fee arrangement; and (b) any former public office holder that



derives benefit from this Agreement will be in compliance with the Conflict-of-Interest Act and the Values and Ethics Code for the Public Sector.

- 7.12 Amendments - This Agreement may not be amended, altered, or modified except by a written agreement signed by both EDCO and the Participant.
- 7.13 Waiver - The benefit of any provision of this Agreement may be waived in whole or in part by the party for whose benefit the provision operates and either party may waive any or all of its rights in the event of a breach of any provision of this Agreement by the other party. A waiver is binding on the waiving party only if it is in writing. A waiver may be absolute or may be limited in any way as to duration or scope.
- 7.14 Further Assurances - The Participant agrees at any time and from time to time after the execution and delivery of this Agreement to execute and deliver such further acts and things as EDCO may reasonably request in order to fully effect the purpose of this Agreement.
- 7.15 Force Majeure - Neither party shall be responsible for failures in performance resulting from matters beyond the control of the party, including acts of God, pandemic, riots or other civil insurrection, war, strikes and lockouts.
- 7.16 Severability - The invalidity or unenforceability of any provision of this Agreement or any covenant in it will not affect the validity or enforceability of any other provision or covenant in it, and the invalid provision or covenant will be deemed to be severable.
- 7.17 Communication
  - a) The Participant shall not use in its communications (including without limitation announcements, media releases, press releases, publicity, or marketing literature) either EDCO's name, or any marks or logos related to, (including without limitation 'My Main Steet' or 'MMS') without first obtaining EDCO's written approval.
  - b) The Participant consents, acknowledges and agrees that the Minister may contact the Participant directly for the purposes of success stories, announcements, ceremonies, and other communications activities and, without limiting the generality of the foregoing:
    - (i) acknowledges the federal government's role in the funding provided through this Agreement and will include this acknowledgement in public facing materials and digital and other media content;
    - (ii) consents to a public announcement of its MMSP by or on behalf of the Minister in the form of a news release and/or event;
    - (iii) agrees that the Minister, through the Agency and EDCO, shall inform the Participant of the date the public announcement is to be made, and the Participant shall maintain the confidentiality of the funding agreement until such date;
    - (iv) consents to the participation of the Minister or the Minister's representatives at the announcement event regarding this Agreement and/or the Contribution, and to have the event take place on a day mutually agreed upon by the Participant and the Minister or its representatives;

- (v) agrees to a media/public event upon completion of this Agreement and/or the Contribution (or at another time determined by the Minister) with the Minister or the Minister's designated representatives at mutually agreeable venue, time, and date; and
  - (vi) agrees to display promotional material and/or signage provided by the Agency at the event.
- c) The Participant also consents and agrees that EDCO may post and maintain on its website a reference to this Agreement and the location and amount of Contribution amount provided pursuant to this Agreement.

**[End of Contribution Agreement]**

## APPENDIX A



Economic  
Developers  
Council  
of Ontario

**EFT DIRECT PAYMENT FORM*****MY MAIN STREET PROGRAM***

24 Barry Street East Long Sault, ON K0C 1P0

Tel: 613-362-3722

**Section A: Vendor Information**

Vendor Name:	Vendor ID:
Mailing Address:	Phone:
City: Province:	Postal Code:
Remittance Email Address:	

**Section B: Banking Information** (please complete all fields to ensure successful EFT transfer)

Transit #: Bank #: Account #:
Name of Financial Institution:
Branch Address:
City/Province: Postal Code:

**Section C: Vendor's Authorization**

I hereby consent and give EDCO (my main street program) the authorization to use the attached banking information to process an electronic payment directly to my bank account through the use of Electronic Funds Transfer. I also agree to update EDCO (my main street program) should any of the banking information below change.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

**ATTACHMENT A:****Local Business Accelerator Application**

Applications for the Small 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 see the Local Business Accelerator Application Guide on our website at [www.mymainstreet.ca](http://www.mymainstreet.ca) or contact us at [ambassadors@mymainstreet.ca](mailto:ambassadors@mymainstreet.ca)

<b>Organization Name:</b>	The Corporation of the Town of Essex	
<b>Address:</b>	33 Talbot Street South	
<b>Contact Name:</b>	Nelson Silveira	
<b>Title:</b>	Economic Development Officer	
<b>Phone Number:</b>	519-776-7336 x 1135	
<b>Email:</b>	nsilveira@essex.ca	
<b>Total non-repayable contribution amount requested:</b>	\$57,500	
<b>Number of Main Street ambassadors requested:</b>	1	
<b>Number of Main Street communities to be served:</b>	1 (2 Rural Main Streets)	
<b>Number of Main Street businesses to be served:</b>	180	

**Applicant Overview** – Please provide an overview of your organization.

The Town of Essex has a large organizational structure which uses teamwork and stakeholder engagement to successfully deliver projects. The Town is well positioned to successfully undertake this project due to our ability to leverage competencies/skills offered by staff and internal departments as well as our strong relationship with stakeholders in the region. Town of Essex Administration have a proven track record of successfully managing and implementing a variety of projects. Our team is experienced in garnering funding from external sources to deliver programs, services, and projects which have had a positive impact in the community. The Town of Essex has successfully completed several similar projects with Provincial funding from the Rural Economic Development Program and the Main Street Revitalization Fund. These previous projects were delivered on time, on budget, and with quarterly updates and final reporting presented to Government of Ontario project analysts.

**Municipal Overview** – Please provide an overview of your municipality, including population and demographics.

The Corporation of the Town of Essex is a lower-tier municipal government located in the County of Essex. Extending geographically from the centre of Essex County to the northern shores of Lake Erie, the Town of Essex has a population of 20,427 (2016 census) that includes two rural main street areas (Essex Centre and Harrow).

As a municipal government, the Town of Essex provides services, facilities and infrastructure that supports and improves the economic, social, and environmental well-being of its residents and taxpayers. Although many services are offered, the services specifically related to this application include the hiring a Main Street Ambassador to provide hands-on business advisory support to entrepreneurs along two rural main street areas.

The Main Street Ambassador would provide our rural downtowns with community economic development support for both new and existing businesses and as a result, increase private investment, business growth, job creation, and an overall vision that our main streets in Essex Centre and Harrow are vibrant areas that are crucial to the future growth of our municipality.

**Main Street Community Overview** – please describe the main street area your planned Main Street Ambassador will support, including:

- Demographics and population insights for the neighbourhood and trade area.
- Estimated number of businesses in the main street area.
- Estimated vacancy rate and/or number of vacancies in the main street area.
- An overview of the challenges and opportunities in the main street area (i.e., historic challenges, planning policies, other investments, etc.).
- Highlight if the identified main street area features equity seeking/racialized populations.
- Highlight if the identified main street area was struggling pre-pandemic.
- A map or boundary lines of the main street area that will be served.

If you are applying for multiple Main Street Ambassador non-repayable contributions, please provide an overview for each main street community.

**1. Essex Centre:**

- a. Population: 7,446
- b. Number of Businesses: 100
- c. Vacancy Rate: 16%

**2. Harrow:**

- a. Population: 2,710
- b. Number of Businesses: 80
- c. Vacancy Rate: 12%

**Equity Seeking/Racialized Populations:** Our Main Streets are becoming more diverse everyday. However, recent economic and social conditions have highlighted the many divisions and inequities in our communities. In many cases these disparities impact everyday life—for example, the availability of work, access to broadband, school, commerce opportunities, among others. Our two rural Main Streets have increasingly become the place where the community comes together, whether to celebrate a local festival or to support local entrepreneurs. As the heart of the community, downtown is the symbol of a community's past, present, and future. It is the duty of Main Street and our Town to ensure that downtown remains a place for everyone and that all are welcome, represented, and comfortable visiting, engaging with and frequenting.

**Essex Centre and Harrow Historical Challenges:** The economic base of both these rural downtowns have been historically dominated by a single industry (Automotive Support and Agriculture). Not only has this situation shaped the types of businesses and users in the downtown area, but the economic prosperity of the downtown has been directly linked to the ups and downs experienced by these industries. However, over the past 5 years, this has changed, with an influx of new industries and substantial diversification in the agriculture sector, we have seen a significant shift in the types of businesses that have opened in our Main Streets. In recent years the Town of Essex has invested over \$1M by partnering with property owners to revitalize commercial building in the downtown cores through our Community Improvement Plan. Improvements to buildings have occurred by existing or new owners, however, several voids are still apparent along the main street including parking lots and a high percentage of empty store fronts. Openings in the building fabric, or along the facades framing the main street, diminish the desire to walk the extent of the street comprising commercial activity.

Over the past several years we have been strategizing and planning projects that promote increased health and safety opportunities for pedestrians through the creation of a safe and walkable Main Streets from neighborhoods to employment opportunities as well as a more business friendly environment for our downtown retailers. The lack of walkability and

beautification in the main commercial areas of Essex Centre and Harrow have presented barriers for promoting economic development. A redefined streetscape for both rural downtowns are in the works and will provide business owners and consumers an increased opportunity to sell and buy goods. This project not only contributes to positive business retention and expansion but would also reduce existing barriers by strengthening local business and attracting new investments to our Main Street.

**Streetscape Projects:** Through numerous community engagement workshops and consultations with stakeholders, streetscape plans were developed for both Harrow Centre (2018) and Essex Centre (2014). The feedback from the community in open house sessions and online surveys gauged opinions on land use, gateways, wayfinding, pedestrian environments, site furniture, and theme considerations.

These topics were analyzed and paved the way in creating the streetscape plans. Information collected formed the recommended improvement design guidelines for both Harrow and Essex streetscape plans. These two projects include a variety of streetscape elements including AODA-compliant sidewalks/crosswalks, curbing, bicycle racks, benches, patio features, landscape treatments and plantings, road reconstruction, water and sewer main repair and new street lighting.

As we rollout out these projects, it is crucial that we provide business support for our local businesses. The Town is investing in capital improvements to our Main Streets; however, increased capacity is needed to conduct the primary and secondary research that will be used to target opportunities for rebuilding the Main Street from a business expansion angle. As a result, we believe the Town of Essex is an applicant that demonstrates a need for a Main Street Ambassador and are clearly a motivated partner in Main Street Revitalization efforts.

**1. Harrow Streetscape Project:**

- a. Start Date: January 1, 2021
- b. End Date: December 17, 2021
- c. Cost: **\$5,000,000**

**2. Essex Centre Streetscape Project:**

- a. Start Date: January 1, 2022
- b. End Date: December 2, 2022
- c. Cost: **\$9,100,000**

**Business Retention and Expansion Strategy:** The Town has a clear mandate toward economic and business development, but we haven't had a formal approach to business engagement. With that in mind, we are undertaking a Business Retention and Expansion (BR+E) project to engage our business base to improve relationships with business owners/managers, identify and address any concerns, and improve business competitiveness.

A BR+E survey will be commissioned, and a consultant will be retained to engage businesses and report on observations generalizable to the broader business community,



while also allowing for the identification of potential expansion or retention opportunities, which can be followed-up with on an individual business level. This project aligns with the Main Street Accelerator Program as we are seeking to gather a significant amount of information from business owners so that future economic development initiatives could be pursued with confidence, knowing they will have a positive impact on the business community. Furthermore, we are looking to identify whether there are issues that the Town could follow-up on and attempt to address. These responses would identify businesses that reported growth opportunities or challenges that might result in downsizing, relocation, or closure.

**1. Business Retention and Expansion Strategy:**

- a. Start Date: March 7, 2022
- b. End Date: August 1, 2022
- c. Cost: \$55,000

**Main Street Community Objectives** – please provide an overview of why it is important to focus on the identified main street. Include the goals of the Main Street Ambassador (i.e., diversifying retail options, reducing vacancies, establishing a future BIA, etc.).

If you are applying for multiple Main Street Ambassador non-repayable contributions, please provide an overview for each main street community.

**Main Street Community Objectives:**

- 1. Celebrate the character of two distinct and unique rural downtowns.
- 2. Encourage diversity of businesses, buildings, and residents.
- 3. Improve public health and safety in main street commercial areas.
- 4. Decrease number of vacant commercial spaces and vacant properties in the downtown core.
- 5. Work closely with Harrow Chamber of Commerce to encourage and support the future development of a Business Improvement Area.
- 6. Enhancing property values and business investment in our rural centres by improving walkability and the aesthetic appearance of our main streets.
- 7. Strengthening Harrow and Essex Centre Main Street against the strong competition of other centres, especially larger centres, that serve the same or overlapping catchments in Essex County. This will help to reduce economic leakages and strengthen the local economy.

8. Encouraging residents and attracting more people into our rural centres to undertake their household shopping and other business, therefore, adding to local business revenues and supporting the retention and creation of local jobs.
9. The streetscape project will advance economic development and stimulate investment in existing commercial properties through increased traffic along commercial frontages. This increase in traffic will encourage visitors to extend their stay and explore areas of the community that have been underserved and therefore underutilized for their significant tourism potential.

**Community Partnerships** – identify and provide an overview of roles for any community partnerships that will be leveraged to deliver the program to the Main Street Community(s) identified (i.e., Small Business Enterprise Centre, Business Improvement Areas, CFDC, service clubs, etc.).

Collaboration is key when implementing any project, and this project is no different. Consultations with residents, business owners, and organizations in Essex Centre and Harrow have been a key in any project rolled out by the Town. The community support and input were crucial in applying for a Main Street Ambassador and the municipality continues to be a partner with organizations such as the Harrow and Colchester South Chamber of Commerce, the Essex Centre BIA, Windsor Essex Small Business & Entrepreneurship Centre, and the Essex County Community Futures Development Corporation. These organizations represent the business community in our two main streets and their input and support for this project shows that the need for Main Street revitalization is urgent in our rural downtowns.

The Town of Essex continues to be a working partner with these organizations and their letters supporting our application show that our working relationship and joint economic development efforts continues to drive growth not only in the Town of Essex but across Essex County.

**1. Essex Centre BIA:**

- a. Provide business contact information
- b. Potential funding resources for Ambassador related programming and events
- c. Support for Ambassador in their data research efforts
- d. Identifying other local community delivery partners and businesses

**2. Harrow Chamber of Commerce**

- a. Provide business contact information
- b. Potential funding resources for Ambassador related programming and events
- c. Support for Ambassador in their data research efforts
- d. Identifying other local community delivery partners and businesses

**3. Windsor Essex Small Business and Entrepreneurship Centre**

- a. Delivering entrepreneurial services and programs to local business start-ups and entrepreneurs.
- b. Business consultations and small business workshops.

- c. Synergies and partnerships in the delivery of the Digital Main Street Program
- d. Provide training to entrepreneurs and businesses in the Main Street to gain necessary business skills.
- e. Access to Stater Company Plus programming including funding for startups and existing businesses.
- f. Support in recruiting entrepreneurs from equity-seeking communities.

#### **4. Essex County Community Futures Development Corporation**

- a. Provide information on more flexible loan options for business expansions than traditional financial institutions could provide
- b. Provide information on Micro Loans (up to \$10,000) with simplified application process
- c. Guidance with business plans, financials, and counselling.

**Project Management** – please provide an overview of how the project will be managed, including:

- Indicate who will have project oversight.
- Indicate who will be responsible for Main Street Ambassador(s) and who will be the administrator.
- Indicate who will be the financial oversight and detail how expenditures will be recorded and maintained.

The Town of Essex has an organizational structure which uses teamwork and stakeholder engagement to successfully deliver projects. Nelson Silveira, Economic Development Officer, has worked in economic and tourism development for nearly a decade. As the project lead, Nelson is responsible for planning, developing, and implementing economic development strategies and initiatives which stimulate economic growth in the community. He will be responsible for the Main Street Accelerator Program delivery and have oversight on the Ambassador and their day to day. Financial oversight and record keeping will be handled by Economic Development in collaboration with Director of Finance.

**Hiring Strategy** – detail the hiring strategy and methodology for recruiting.

1. **Collaboration with Human Resources:** work with HR team, as well as departmental team leaders, to outline the requirements and responsibilities of each role. Outline the daily responsibilities and goals in Collaboration with the My Main Street Team and Program Managers.
2. **Post Job Description:** My Main Street to provide Job Description. Town of Essex will use social platforms and forward job posting to our project partners as well as local community organizations that provide employment opportunity information to applicants from equity-seeking communities or those who may have barriers to employment.

3. **Interviews:** First and second interview to be completed by EDO and HR staff. Evaluate candidates after second round and provide feedback.
4. **Offer:** An offer will be presented to the successful applicant outlining pay, contract length, etc. Position will start at the latest by January 3, 2022.

#### PROJECT TIMELINE

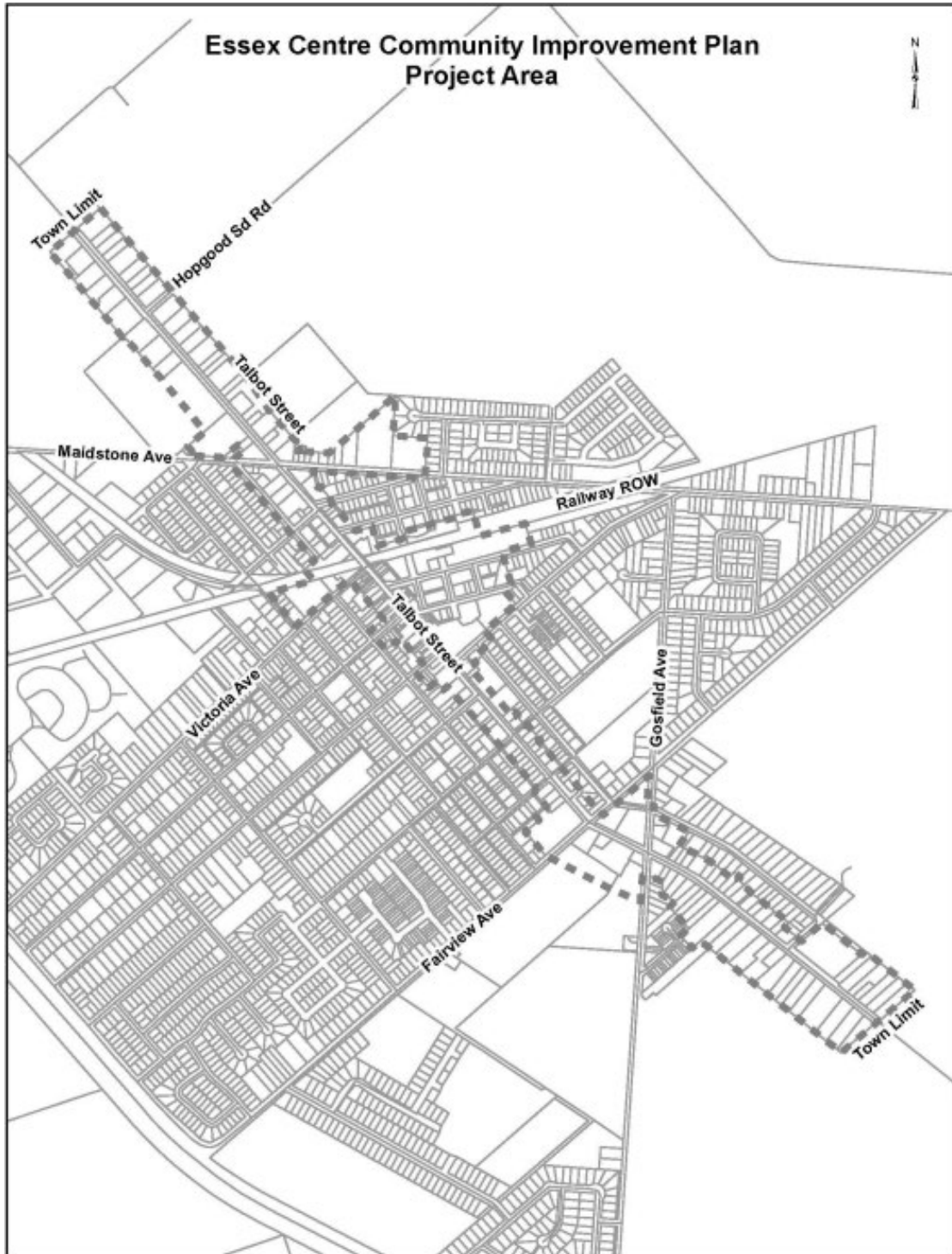
<b>Anticipated Launch Date of Project:</b>	February 7, 2022
<b>Estimated start date for recruiting Main Street Ambassador(s):</b>	January 3, 2022
<b>Estimated completion date for Main Street Ambassador(s):</b>	February 7, 2023

#### Funding Overview

<b>Program Delivery Support</b> – identify additional program costs for local delivery up to \$7,500 per Main Street Ambassador Non-Repayable Contribution. This can include computer, cell phone, travel, PPE, hotspot, marketing resources, etc. Add more rows as required.			
Eligible Area	# of Businesses	Type of Planned Expenditures	X \$7,500
Essex Centre and Harrow Main Street	180	Computer, cell phone, travel, marketing resources	\$7,500
<b>Total</b>			<b>\$7,500</b>
<b>Main Street Ambassador Salary</b> – identify the salaries for each Main Street Ambassador. Add more rows as required.			

Eligible Area	Pay Rate Per Hour	Months applied to program	Total Salary	Partner Contribution:	Salary Cost Charged to Program (up to \$50,000)
Essex Centre and Harrow Main Street	\$25.00 - \$28.00	12	\$55,000	\$5,000	\$50,000
	\$		\$	\$	\$
	\$		\$	\$	\$
<b>Total</b>				<b>\$5,000</b>	<b>\$50,000</b>
<b>Partner Resources / Matching / In-Kind Funds</b>					
<b>Staffing Costs (Main Street Ambassador Staffing)</b>				\$5,000	\$ x \$50,000
<b>Other Staffing Costs (Support Staff, Additional Partner Staff, etc.)</b>				\$15,000 (Support costs for Ambassador oversight and administration)	NA
<b>Program Delivery Support</b>				\$5,000 (Town funding marketing and promotion)	\$ x \$7,500
<b>Total</b>				<b>\$25,000</b>	<b>\$57,500</b>

**Essex Centre Main Street:**





**Harrow Main Street:**



October 18, 2021

Town of Essex  
33 Talbot Street South  
Essex ON, NBM 1A8

Re: My Main Street Local Business Accelerator program

To whom it may concern,

We are writing this letter of support for the *My Main Street Local Business Accelerator* program to be initiated within the Town of Essex.

We believe that this project will be extremely beneficial to our downtown core because it provides our small businesses with invaluable tools such as a community market profile, business supports, leadership, resources and potential funding. We are committed to collaborating with the Town of Essex once again to assist with whatever is required to ensure a successful program and to encourage participation from our members.

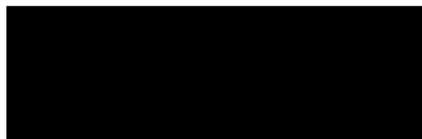
The Essex Centre BIA continues to work along side of the Town of Essex to provide the best support for our downtown small businesses. We have collaborated on initiatives such as streetscapes, beautification projects, Digital Growth Grants, "Win this Space" projects and many more. This partnership has proven to be an invaluable asset to the success of our programs.

Like most small businesses, many of our members have struggled through this past year and would welcome any supports and guidance through a revitalization process. The *My Main Street Local Business Accelerator* program would be an asset to our small business sector.

Thank you for your consideration and time.

Should you require any further information, please contact us at [info@essexbia.com](mailto:info@essexbia.com)

Respectfully,



Vice Chair  
Essex Centre BIA Board of Directors  
*Supporting Local Matters*







Harrow & Colchester South Chamber of Commerce  
P.O. Box 888, Harrow, Ontario NOR 1G0, Canada

info@visitharrow.ca | [www.visitharrow.ca](http://www.visitharrow.ca)

October 21, 2021

My Main Street Local Business Accelerator  
To Whom It May Concern:

The Town of Essex is very supportive of Harrow & Colchester Centre's economic development and growth. We have worked very closely with the town on various projects such as "Win This Space". The business who won had mentoring to help them through COVID and still have a growing business in town. We have also worked together on the Harrow Streetscape which is being completed within a year. It's a \$4.5 million dollar project to physically revitalize the downtown core. This will draw in new businesses and encourage our existing business. Now that it will be beautiful in a few months, we have the task of accelerating business in the area. Harrow is on the brink of growing exponentially as we now have 4 new subdivisions to provide growth in the housing market. We are also a farming community which is moving at a quick pace to develop agritourism in the region and our wineries are drawing visitors from Toronto. The town has been very supportive in educating our community and helping us to find more creative means to grow. Just prior to the Streetscape work we hosted a Night Market to help our local businesses with a closed main street and huge support from the community to shop local. We are just waiting for the new sidewalks to be completed so that we can host other means of building up our local businesses.

The My Main Street Local Business Accelerator would support providing us (Town of Essex and Harrow Centre) with a dedicated Main Street Ambassador, customized marketing research, data analysis and non-repayable funding contributions for small businesses. This is an excellent program which could move us in the right direction as our town recovers from COVID. An external ambassador would help us to see beyond our scope of vision and help us take a diversified approach to planning and improving our downtown core. In a rapidly growing community, collaboration is important. We want to meet the needs of our residents and business owners in the region. We could leverage the resources shared and provided to us to be able to understand, react and make better decisions surrounding the best plans of action to continue to move forward. The Harrow & Colchester South Chamber of Commerce would fully collaborate with the Town of Essex to encourage business development and sustainability in our area. We have a very creative demographic who are highly engaged in economic development and passionate about the revitalization of our downtown.

We would encourage you to support our local economy and business development by granting The Town of Essex the My Main Street Local Business Accelerator Grant. It is imperative that we support our businesses and make our area a destination. We need to attract more visitors to our town and the strategy to provide direction and priorities for the municipality. It is crucial that we learn to diversify through the marketing research and data that your program could provide to us. We are at a critical point in the development of our area and the Main Street Ambassador would take our community to a point wherein we could be successful and sustainable. The Ambassador network would provide leadership, guidance, tools, resources and opportunities to magnify our best practices and success in the region. Thank you for the consideration of our request.

Sincerely,

Tammy Affleck

President

Harrow & Colchester South Chamber of Commerce



# ESSEX

Community Futures Development Corporation  
Société d'aide au développement des collectivités

October 21, 2021

Town of Essex  
33 Talbot Street South  
Essex, ON N8M 1A8

ATTENTION: NELSON SILVEIRA, ECONOMIC DEVELOPMENT OFFICER

Nelson Silveira,

RE: COMMUNITY FUTURES ESSEX COUNTY LETTER OF SUPPORT FOR THE TOWN OF ESSEX'S  
MY MAIN STREET LOCAL BUSINESS ACCELERATOR PROGRAM APPLICATION

For over 25 years Essex Community Futures Development Corporation, operating as Community Futures Essex County (CFEC), has served the rural municipalities of Essex County, Ontario. Through the years we have established strong partnerships with our municipalities, including the Town of Essex, as well as other partners in the entrepreneurial ecosystem. It is with great enthusiasm we submit this letter of support for the Town of Essex's application to the My Main Street Local Business Accelerator program.

CFEC is pleased to commit to being part of the wrap-around community economic development support for both new and existing businesses. CFEC will work in collaboration with the Town of Essex to customize loan products, with favorable terms, to specifically address the opportunities for rebuilding their Main Street as will be identified in their Community Market Profile. We will invest in the growth, maintenance, and start-up of businesses strategically important to the future of the Town of Essex.

CFEC understands how important a vibrant and sustainable Main Street is to our rural communities. The future of our communities is our priority and we look forward to working with the Town of Essex should they be selected.

Respectfully,



Diane Malenfant  
General Manager  
[diane@cfessexcounty.ca](mailto:diane@cfessexcounty.ca)  
W: 519-776-4611 ext. 16#  
C: 519-791-4611