

For Immediate Release

## News Release



### **INVESTSTRATFORD AND DOWNTOWN STRATFORD BIA ANNOUNCES SUPPORT THROUGH THE GOVERNMENT OF CANADA FUNDED MY MAIN STREET, LOCAL BUSINESS ACCELERATOR PROGRAM**

*Ten businesses receive \$10K each from My Main Street*

January 23 2023, Stratford, Ontario...investStratford and Downtown Stratford Business Improvement Area would like to congratulate each of the following small businesses for receiving a My Main Street non-repayable funding contribution of \$10,000 to support its main street business.

The following businesses were recipients:

- Lovage
- Wills And Prior
- Poppin Kettle Corn
- Boutique Plus
- Ande
- The Pulp
- Chocolate Barrs
- El Cactus Taco Shop
- JENN & Larrys ice cream shoppe
- revel coffee inc.

These contributions allow each of these businesses to support findings from the market research provided by My Main Street to drive economic growth and attract new customers to its business and the entire downtown community.

This funding has helped new businesses such as Boutique Plus, Ande and El Cactus Taco Shop mitigate some of the burden of the initial costs of setting up a new business and connect with the plethora of business supports that exists in Stratford, while existing businesses like Lovage, Poppin Kettle Corn, The Pulp, Chocolate Barrs, JENN and Larry's ice cream shoppe and revel coffee inc. were able to consider innovative ways to either expand the products offered or introduce greater efficiency. Each of these businesses offers something new to downtown Stratford, adding to the richness and vibrancy of community life. Had it not been for this funding, these businesses may not have decided to expand.

The My Main Street, Local Business Accelerator program is delivered by the Economic Developers Council of Ontario with an overall Government of Canada investment of [\\$23.25 million](#), through the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario), to support the recovery and strength of main streets and local businesses in southern Ontario.

On behalf of these businesses, investStratford and the Downtown Stratford BIA would like to thank the Government of Canada, FedDev Ontario and the Economic Developers Council of Ontario for supporting our local businesses.

#### **Quotes**

"Tourism is a cornerstone in economies across southern Ontario. That is why our Government has invested \$78 million through southern Ontario's Regional Tourism Organizations and Indigenous Tourism Ontario to help tourism businesses meet their potential and contribute to growing local economies. Supporting these organizations will ensure that we have strong communities that welcome more and more visitors, now and into the future." *The Honourable Filomena Tassi, Minister responsible for the Federal Economic Development Agency for Southern Ontario*

*“The Economic Developers Council of Ontario (EDCO) is delighted to be delivering the My Main Street Local Business Accelerator program to support local business and main streets across southern Ontario. Thanks to the support of the Federal Economic Development Agency for Southern Ontario, local businesses will have access to resources to help create economic opportunities for these main street communities, which is an essential component to a successful local economy.” - Doug Lindeblom, Managing Director, My Main Street, Local Business Accelerator*

*“What a pleasure to act as conduit for the My Main Street Street Local Business Accelerator to penetrate those deserving businesses and contribute to the regeneration and vitality of downtown Stratford. It has been a privilege to enable these businesses access to government funding that may have otherwise eluded them.” - oonagh Vaucrosson, My Main Street Ambassador Stratford*

#### **Associated Links**

- [My Main Street](#)
- [EDCO](#)
- [FedDev Ontario](#)

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#### **About Economic Developers Council of Ontario**

The [Economic Developers Council of Ontario \(EDCO\)](#) is delivering the [My Main Street, Local Business Accelerator](#) program stream, which is supporting the revitalization of 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 communities.

#### **About FedDev Ontario**

For 13 years, the Government of Canada, through [FedDev Ontario](#), has worked to advance and diversify the southern Ontario economy through funding opportunities and business services that support innovation, growth and job creation in Canada’s most populous region. The Agency has delivered impressive results, which can be seen in southern Ontario businesses that are creating innovative technologies, improving productivity, growing revenues, creating jobs, and in the economic advancement of communities across the region. Learn more about the impacts the Agency is having in southern Ontario by exploring our [pivotal projects](#), our [Southern Ontario Spotlight](#), and FedDev Ontario’s [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).