

MMS COMMUNITY ACTIVATOR - PROJECT INFORMATION

Project Title *(maximum 50 characters or 10 words)*

Please provide a short title for promoting or referencing the project.

Project Description *(maximum 250 characters or 50 words)*

Please provide a short description for promoting or referencing the project.

Project Location

Geographic Area *(maximum 2,000 characters or 300 words)*

Please describe the geographic area served by your project (this can be a neighbourhood, street, BIA district, or other location of commercial or community importance like a strip mall). Include the streets or other boundary lines of the Main Street Community that will be served. Priority will be given to projects focused on clearly defined commercial and community value areas.

Importance of the Geographic Area (maximum 2,000 characters or 300 words)

Please indicate why this location is important with respect to its demographics, assets, historical challenges, vacancy rate, etc.

Project Overview

Project Summary (maximum 2,000 characters or 300 words)

Provide a brief overview of the project by outlining what the project will achieve and the partners involved.

Economic Growth (maximum 2,000 characters or 300 words)

Describe how this project will enhance economic prosperity and growth or reduce existing barriers to the economic development of the local Main Street community.

Project Rationale

Support for Local Main Street Community (maximum 2,000 characters or 300 words)

Describe the community members that will be supported by the project (i.e. community stakeholders, residents, shoppers, tourists, and others) and specifically how this project will support each identified group.

Support for Local Main Street Businesses (maximum 2,000 characters or 300 words)*

Describe the local businesses that will be supported by this project and specifically how it will support them.

| | |
|--|--|
| <i># of businesses DIRECTLY impacted</i> | |
| <i># of businesses INDIRECTLY impacted</i> | |

Sustainability (maximum 2,000 characters or 300 words)*

Describe how this project supports a long-term sustainable strategy to draw visitors, increase local vibrancy and social cohesion, and spur economic activity.

Innovation (maximum 2,000 characters or 300 words)*

Describe the innovation of this project in achieving high impact placemaking.

Social Benefit (maximum 2,000 characters or 300 words)*

Describe how this program will provide social benefits to your Main Street community, especially to those from equity-deserving groups or facing barriers.

Project Outcomes

Employment *(maximum 2,000 characters or 300 words)*

Describe how this project will create new jobs and/or maintain existing jobs (full-time, part-time, seasonal) in the Main Street community.

| Jobs CREATED | | Jobs MAINTAINED | |
|--------------|--|-----------------|--|
| Full-time | | Full-time | |
| Part-time | | Part-time | |
| Seasonal | | Seasonal | |

Investment *(maximum 2,000 characters or 300 words)*

Describe how this project will lead to the attraction or retention of investment in the Main Street community.

| | | | |
|--|--|--|--|
| | | | |
|--|--|--|--|

Community Assets (maximum 2,000 characters or 300 words)

Describe how this project will enhance or improve existing community assets and their use in the Main Street community.

Relationship building (maximum 2,000 characters or 300 words)

Describe how this project will enhance or improve existing community partnerships and stakeholder relationships and identify new relationships that might be established.

Project Measurement and Analytics

Project Oversight (maximum 2,000 characters or 300 words)

Describe the skills and resources the lead applicant, co-applicant(s), and strategic partners will use in managing and completing this project. Provide examples of similar projects that were implemented.

Success (maximum 2,000 characters or 300 words)

Briefly describe how you will define the success of the project. The My Main Street Community Activator seeks to fund projects that demonstrate the placemaking projects' impact on economic vibrancy and social cohesion. Please note that up to 10% of your budget can be dedicated to evaluation.

Measurement and Analytics (maximum 2,000 characters or 300 words)

Briefly describe what tools you will use to gather the information and measure your success.

Permits & Licenses (maximum 2,000 characters or 300 words)

Identify all the necessary licenses and permits required for your project. Have you obtained them? If not, how, and when will these be obtained?

Marketing (maximum 2,000 characters or 300 words)

How do you plan to effectively promote and raise awareness for your project?