Good morning Concession Street Businesses,

There has significant investment from the Federal government for provincial initiatives that are being scoped under the My Main Street umbrella of grants. 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.

There are 2 streams of the program, the Business Accelerator and Community Activator which are intended to support local business and placemaking initiatives. Under the Business Accelerator program, based on the size of Hamilton, the City of Hamilton was eligible for 6 grants to fund 1 year positions for My Main Street Ambassadors and grants for small businesses in predetermined areas. The Concession Street BIA is one of the areas that will be a focus of this program until the end of 2022.

**As one of the identified areas, we will have a dedicated Ambassador for our business members over the next 12 months. David Reed will be solely responsible for engaging businesses in our BIA and providing information. Over the next week or so, David will be reaching out for one on one’s to talk about your pain points, provide support and possibilities for financial resources to assist as we continue to go through the COVID-19 pandemic and economic recovery. There are also 10 ($10,000) grants available for existing and new businesses with this program. David will be working with you to clarify what the criteria is to considered as a recipient of this $100,000 pool of funds allocated to our BIA.**

**These Ambassadors are City of Hamilton staff. I will also be supporting David to help him hit the ground running. We are planning on starting to meet with you next week. We will have his support available until Dec 23, 2022. I strongly suggest you use his support and expertise to help your small business.**

I am very excited that we have received this support in Hamilton and hope that the work of our Ambassador will make a difference to your business as we continue to go through COVID-19 limitations.

For program details and further information, please visit <https://mymainstreet.ca/accelerator-program>

Until you connect with David, if you have any questions, please just reach out to me.