



FOR IMMEDIATE RELEASE

MEDIA RELEASE
REVITALIZATION GRANTS AVAILABLE TO
DOWNTOWN BUSINESSES

City of Stratford to match private sector investment in Downtown revitalization

Stratford, ON – October 9, 2018... Today investStratford announced that they will be spearheading the distribution of a \$20,000 grant that has been awarded to the City of Stratford as part of the Main Street Revitalization Initiative run by the Association of Municipalities Ontario (AMO) on behalf of the Ministry of Agriculture, Food and Rural Affairs.

The Downtown Revitalization Initiative is a matching grant program available to businesses located within the Stratford City Centre boundary. The Downtown Initiative has been designed to support exterior capital improvements with a focus on energy efficiency, accessibility, aesthetics, and marketability of small businesses within the downtown. The matching program requires that local business owners commit at least \$1,000 to an eligible project with up to 50% eligible for reimbursement via the matching grant.

“We are pleased to be able to support small business within the Core through this initiative. Businesses that have been planning a facelift or an Energy Efficient upgrade have the opportunity to offset some of the expense as a result of the project.” said Joani Gerber, CEO of investStratford.

The Downtown Revitalization Initiative is the City of Stratford’s response to the Main Street Revitalization funding received from the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and the AMO. This funding has been provided to single-tier and lower-tier municipalities to execute the formula developed by OMAFRA for projects that encourage public infrastructure investment. In addition to the funds allocated to City Centre Businesses, a portion will support the Wayfinding and Signage Projects already underway.

Applications and grants are on a first-come first-serve basis. And anyone is interested in applying a Notice of Intent is due to the investStratford office at 6 Wellington St, Stratford, Nov. 29, 2019 before 4:30pm with full applications closing at 4:30pm on Dec. 30, 2019. The application process can be found on our website at investstratford.com

About investStratford

investStratford is committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education and industry. Globally Connected | Community Driven

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