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MEDIA RELEASE

(For Immediate Release)

The Town of Prescott celebrates main streets this fall!

The Downtown Prescott RiverWalk Revival project receives My Main Street support to draw visitors and increase local vibrancy in Prescott.

September 27, 2024 – Prescott, ON – The Town of Prescott is thrilled to announce that our Downtown Prescott RiverWalk Revival project was selected for [My Main Street](#) Community Activator support to move forward with several exciting placemaking initiatives to beautify and activate downtown public spaces; making them more livable and appealing for residents and visitors.

This project will support a number of placemaking activities throughout the Downtown Prescott RiverWalk District, including installations to reshape public engagement and usage, beautified pedestrian spaces through public art installations and greening initiatives, and a renewed wayfinding strategy to attract and retain visitors. Placemaking activities will facilitate the creation of more inclusive and vibrant downtown public spaces for our diverse residents, visitors and businesses. This will contribute to the vitality of our downtown and businesses.

Engage with our social media platforms for exciting project updates and learn more about Prescott's project at prescott.ca.

My Main Street is built on the principle of supporting community economic development and creating vibrant and diverse neighbourhoods which will enhance the overall quality of life for residents while also promoting sustainable and inclusive community development. My Main Street is delivered by the [Canadian Urban Institute](#) (CUI), and supported by a Government of Canada investment through the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario) to foster the stabilization and revitalization of main streets across southern Ontario. Learn more about the My Main Street program at mymainstreet.ca.

Quotes

"The Town of Prescott was ecstatic to learn of its successful application to the My Main Street program. This significant funding, along with Town of Prescott and generous Prescott BIA contributions, will support the implementation of several vital placemaking projects; greatly enhancing our community's liveability and appeal as a thriving destination to live, work and visit."

- *Gauri Shankar, Prescott Mayor*

“The Downtown Prescott BIA is excited to receive My Main Street funding support and partner with the Town of Prescott on placemaking activities, that will produce tangible benefits for our Downtown business community, residents, employees and visitors alike.”

- Tracey Young, Prescott BIA Vice-Chair

“Main streets are at the social and economic heart of community life in cities and towns across southern Ontario. They mobilize social capital to improve community safety, support public health, and generate economic development opportunities. The enhancements the Town of Prescott are implementing along in the RiverWalk District will not only attract visitors and increase foot traffic, but will contribute to our collective infrastructure, strengthening our downtown cores as vibrant and inclusive places for everyone.”

- Mary W. Rowe, CEO and President, Canadian Urban Institute

“CUI, with support from the Government of Canada, is investing in community projects, such as the Town of Prescott’s River Walk Revival. Projects like this attract visitors to our main streets, support local businesses, and revitalize our communities – helping shops, restaurants and local economies thrive. Together, we’re building stronger, more vibrant communities.”

- The Honourable Filomena Tassi, Minister responsible for the Federal Economic Development Agency for Southern Ontario

Associated Links

- [The Town of Prescott](#)
- [My Main Street](#)
- [Canadian Urban Institute](#)
- [FedDev Ontario](#)

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Background:

About My Main Street: The My Main Street program has returned in 2024 with an additional Government of Canada investment, building on an initial investment in 2021, through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario) to spur local economic recovery. To date, the initial 2021 investment has supported nearly 4,500 businesses and organizations, nearly 7,500 jobs and leveraged nearly \$19 million in additional investment. The funding aims to revitalize neighbourhood main streets with a healthy retail mix while generating inclusive economic opportunities. The program now features two streams – the Business Sustainability Program stream and the Community Activator stream. My Main Street is delivered by the Canadian Urban Institute (CUI).

About Canadian Urban Institute (CUI): The Canadian Urban Institute is a leading organization dedicated to advancing urban solutions. CUI collaborates with city builders, researchers, and community leaders to create thriving, equitable, and sustainable urban spaces across Canada.

About FedDev Ontario: For 15 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](#).