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AMHERSTBURG
EST. 1796

MEDIA RELEASE

Town of Amherstburg celebrated its main streets this summer.

Open Air Weekends received My Main Street support to draw visitors and increase vibrancy in the Town of Amherstburg

October 30, 2024 – Amherstburg, ON – The Town of Amherstburg is pleased to announce that Open Air Weekends was selected for the My Main Street Community Activator initiative and received support for new community assets and programming that elevated the experience for residents and visitors alike.

With this support, the town invested in enriching placemaking initiatives for downtown streets during Open Air Weekends (May 31 – September 1, 2024) and the Amherstburg Uncommon Festival (September 20-22, 2024), including:

- **New Amenities:** Additional lighting, seating and re-usable signage enhanced the public space for residents and visitors, made the downtown more welcoming, and is designed for future use.
- **Increased Education Opportunities:** provided more opportunities for community participation by learning through free live performances and workshops that were both educational and entertaining.

The support enabled the town to continue its commitment to creating more vibrant and inclusive public spaces. For more information about Open Air Weekends and Amherstburg Uncommon Festival, please visit www.visitamherstburg.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 \(FedDev Ontario\)](#). Learn more about the My Main Street program at mymainstreet.ca.

Quotes:

“We are incredibly grateful for the support from My Main Street, Canadian Urban Institute, and the Government of Canada. The Open Air Weekends and Amherstburg Uncommon Festival helped us to enhance community engagement and to make our downtown core more vibrant, which will be seen now and for years to come.”

- *Mayor Michael Prue, Town of Amherstburg*

FOR IMMEDIATE RELEASE

“Main streets are at the social and economic heart of community life in cities and towns across southern Ontario. The enhancements the Town of Amherstburg implemented downtown 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*

“The Canadian Urban Institute, with support from the Government of Canada, is investing in community projects, such as the Town of Amherstburg’s Open Air Weekend and Amherstburg Uncommon Festival. These projects 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:

- [Visit Amherstburg](#)
- [My Main Street](#)
- [Canadian Urban Institute](#)
- [FedDev Ontario](#)

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Background:

About My Main Street: The My Main Street program has returned 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 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 – Business Sustainability and the Community Activator. 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.

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 [investment profiles](#), our [Southern Ontario Spotlight](#), and FedDev Ontario's [X](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).