



The Township of Southgate celebrates Dundalk's main streets September 27 to 29, 2024

Paint Downtown Dundalk received My Main Street support to draw visitors and increase local vibrancy on Dundalk's main streets

September 2024 – Dundalk, ON – The Township of Southgate is pleased to announce that the Paint Downtown Dundalk project was selected for the [My Main Street Community Activator](#) stream and has received support to install 10 new murals during a weekend festival in its commercial core.

The Township of Southgate will partner with Mural Routes – a not-for-profit organization specializing in activating communities for the creation of collaborative murals – to facilitate this initiative. Beginning September 27th, the creation of the murals and culminating installation festival will bring this diverse rural community together to reflect on the characteristics that make it unique, while driving new customers to established businesses. The Township will partner with downtown businesses to install murals that will both beautify buildings and encourage repeat visits to Dundalk's main street area. Local vendors, musicians, and suppliers will be drawn upon to maximize economic benefit in the surrounding area as we celebrate Dundalk. The new murals will benefit the entire Township of Southgate by enhancing community appearance and pride-of-place in its commercial core, reflecting its rich history and contemporary strength.

Find out how to get involved at: [Get involved in Celebrate Dundalk! - Mural Routes](#).

My Main Street is built on the principle of supporting community economic development and creating vibrant and diverse neighbourhoods where residents from all backgrounds can benefit, enjoy and feel safe in their communities and on their main streets. My Main Street is delivered by the [Canadian Urban Institute](#) (CUI), and is 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

“Communities across southern Ontario offer a variety of exciting experiences and businesses, drawing both local and international visitors to their vibrant main streets. Our My Main Street program is supporting main street businesses and organizations across southern Ontario like the Township of Southgate through projects like Paint Downtown Dundalk to draw visitors and grow businesses along our main streets.”

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

“Paint Downtown Dundalk is one of the many impactful placemaking projects happening across Ontario's main streets thanks to the federal government's investment in My Main Street Community Activator projects. Placemaking supports healthy, vibrant main streets and millions of Ontarians who live and work around them. The Township of Southgate has been empowered to leverage community events on Dundalk's main street to create a hub of social and economic activity, setting long term change in motion.”

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

“Downtowns are where communities come together. As such, they should showcase the diverse talents, stories, and attributes of the community. Paint Downtown Dundalk will do just that, visually rejuvenating core downtown spaces right here at home. I would like to thank FedDev Ontario and the Canadian Urban Institute for making this investment in downtown Dundalk, and I can’t wait to see this work through.”

- *His Worship Brian Milne, Mayor, Township of Southgate*

Associated Links

- [Township of Southgate](#)
- [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 [investment profiles](#), our [Southern Ontario Spotlight](#), and FedDev Ontario’s [X](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).