

THAMESFORD TAKING ACTION ON MAIN STREET!

JUNE 2010

THAMESFORD TAKING ACTION GROUP (T'TAG) HAS SOME EXCITING NEWS TO SHARE!

T'TAG has recently been awarded a one-year grant for \$40,400 from the Ontario Trillium Foundation to “develop a community-driven strategic plan to revitalize Thamesford with an emphasis on the future of the Mill.” Representatives from Trillium indicated that they were very impressed with the work that T'TAG has undertaken over the last several years! This funding will allow T'TAG to build on the successes of past projects that the Group has led, and begin to bring everyone on board that cares about the community.

More good news! The award also caught the attention of our local economic development consultant from the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA). She spoke out on behalf of the community and has been successful in leveraging this funding to enable Thamesford to be one of only a handful of communities in Ontario that are currently participating in the Ontario Downtown Revitalization Program. This program focuses on creating business

development strategies that strengthen local economies through investment, business retention and attraction—and of course the successful adaptation of the Mill as a critical part of downtown development.

OUR GOAL

...is to develop a community driven strategic plan to revitalize Thamesford with an emphasis on the future of the Mill.

The goal at the end of the one-year funding period is to have a fully developed Strategic Action Plan that identifies specific initiatives and projects that should be undertaken to strengthen the local economy. In addition, some preliminary uses, schematic designs and adaptive re-use costs will be identified for the Mill.

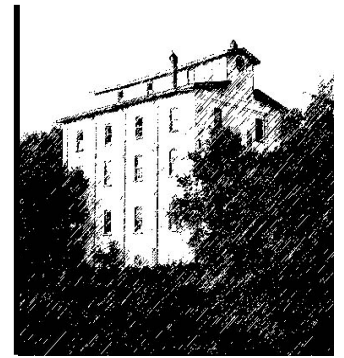
There are many benefits to Thamesford being involved in the Downtown Revitalization Program. Through the program, OMAFRA provides coaching resources and training to coordina-

tors. Key data and technical support are provided to generate market analysis reports. Thamesford will also be eligible to apply for matching funding through OMAFRA to implement actions identified in the Strategic Plan. **That is really good news!**

Currently, a project management committee is being formed, and a project coordinator is overseeing the Downtown Revitalization process. The municipality, the Thamesford Business Association, the Thamesford Lions Club, T'TAG, interested residents and others are **NOW** all coming together to make our Main Street work!

There are lots of ways to get involved and make a difference. We are just starting to work and everyone's ideas are welcome. Join us in shaping the future of Main Street Thamesford!

There are lots of ways to get involved and make a difference. Be part of TAKING ACTION ON MAIN STREET IN THAMESFORD. Call us and find out how!



Project Update
Newsletter

WELCOME TO OUR FIRST UPDATE NEWSLETTER

This newsletter is the first of a series that are planned to come out over the next year. This short format is intended to provide you with a quick update about work underway and what we've accomplished, as well as notifying you of any plans and initiatives that may be in the works. The newsletters will be posted around town and available digitally, so keep a look out for the next one!

FOR MORE INFORMATION?

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THE ONTARIO TRILLIUM FOUNDATION  LA FONDATION TRILLIUM DE L'ONTARIO

find out more



WHAT IS THE ONTARIO DOWNTOWN REVITALIZATION PROGRAM?

The Ontario Downtown Revitalization Program is a unique economic development tool modeled on the ground breaking Main Street Four-Point Approach developed through the National Trust for Historic Preservation in the U.S. “The Main Street Approach differs from typical community and economic development endeavours because it uses ‘heritage’ (in its broadest sense) as a tool for economic development” (p. iii) (see *Main Street: Past and Present*, Heritage Canada Foundation, March 2009).



SUCCESS STOREY—MAIN STREET PERTH, ON

density, attract new business and customers; and 4) **Design**—including physical improvements such as façade repairs, signage and restoration.

For more information see:

www.reddi.gov.on.ca/



[dr.htm](#)

The Program focuses on four key areas: 1) **Organization**—to decide on common goals, plans and a revitalization strategy; 2) **Marketing and promotion**—to sell a positive image of the main street and encourage consumers and investors to live, work, shop, and invest; 3) **Economic development**—including plans to increase

MODEL OF THAMESFORD MILL COMPLETED

The past-president of T'TAG—Larry Taylor—has just finished working on a miniature model of the Thamesford Mill. The model is an HO scale replica of the existing mill property

COME HELP US CELEBRATE: PROJECT KICK-OFF PLANNED

In celebration of their recent award from the Ontario Trillium Foundation, the management committee of Thamesford Taking Action on Main Street is hosting a project “kick-off” to launch the project.

Find out about the downtown revitalization project, what it means to Thamesford, and how you can be involved and make a difference.

Come see the recently finished scale model replica of the mill and surrounding property!

Everyone is invited to come and celebrate with food, drink & good conversation.

MARK YOUR CALENDARS!

PROJECT KICK-OFF

THURSDAY, JUNE 24TH

6:30-8:00PM

Thamesford District Recreation Centre (the Arena)



Everyone is welcome.

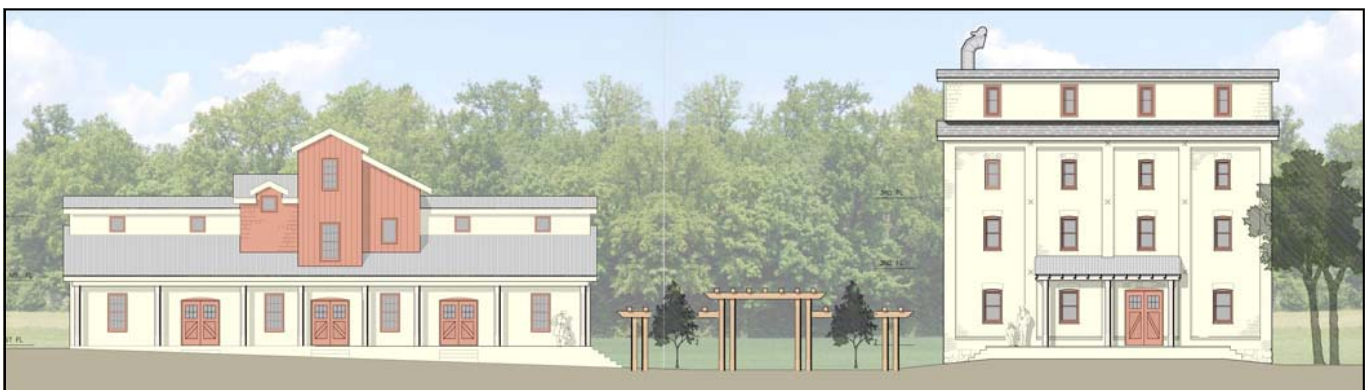
Lite fare provided.

and buildings in the actual relation to each other, the river, and Milton and Dundas Streets.

The model measures approximately 6'-0" x 7'-0" and is made of many materials to accurately depict the various components (e.g. buildings, trees, grass, paving, water). Hundreds of hours went into its construction, but it certainly

was a labour of love. Mr. Taylor's goal was to show one possible design for the mill property, based on sound ideas that have been developed over the years.

T'TAG members were given an early peek at the model several weeks ago, and couldn't believe at the level of detail and how life-like it is; the water actually looks like it flows!



ONE POSSIBLE DESIGN CONCEPT FOR THE MILL PROPERTY—EAST ELEVATION SHOWN

credit: Thor Dingman