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FOR IMMEDIATE RELEASE

Downtown London receives Government of Canada support through My Main Street Community Activator Placemaking Program

July 13th, 2022 – London, ON – The Downtown London BIA is pleased to announce that our Richmond Row Concert Series was selected for the [My Main Street Community Activator](#) program and has received \$14,496 to add vibrancy to the core and strengthen our city's UNESCO City of Music designation.

Through the Government of Canada's My Main Street Community Activator, delivered by the [Canadian Urban Institute](#) (CUI), Downtown London will enjoy a more vibrant neighbourhood setting that will draw visitors and increase foot traffic to shops, restaurants and exciting new public spaces. The Downtown London BIA is supported by My Main Street—a two-year, \$23.25-million investment by the Government of Canada through the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario), delivered by CUI and the [Economic Developers Council of Ontario](#) (EDCO).

The Richmond Row Concert Series is a program of free, accessible, outdoor street performances by local London musicians rotating at key Richmond Street intersections of Piccadilly, Albert, and Mill every Thursday, Friday, and Saturday. This is a collaboration between Downtown London, the London Arts Council, the City of London, and Dundas Place. The Richmond Row concert series adds onto the ambience of the city core, benefits surrounding Richmond Row businesses by increasing foot traffic, and contributes to the music scene in London, further enhancing programs to elevate the UNESCO City of Music designation.

By putting on a consistent schedule of musical performances, the Richmond Row Concert Series enhances the foot traffic driven into the downtown core, and encourages the program attendees to visit various local locations, enjoy a meal from a local business during the musical performance, and to keep on exploring the downtown core. By incentivizing the neighbouring businesses to the street performances, it has encouraged them to participate and help promote the program while also bringing people into their store and surrounding businesses.

Since the program began in June, the Richmond Row Concert Series has drawn over 250 event-goers into the city core, and has generated an average weekly social media reach of 3000 accounts. This program has been able to champion and support 43 unique and local musicians giving them an opportunity to showcase their talent to the streets of London. This further supports London's musical culture and UNESCO City of Music title, and can only help it grow from here.

Quotes

“Our government is committed to helping communities bring their main streets back to life. My Main Street is providing vital support to projects that will reanimate neighbourhoods through installations, events and activities that are inclusive, innovative and engaging to create jobs and drive economic growth for local economies.”— The Honourable Helena Jaczek, Minister responsible for the Federal Economic Development Agency for Southern Ontario (FedDev Ontario)

“The Richmond Row Concert Series is helping to bring the city back to life. With difficulties and restrictions that were once in the way, this program has been a catalyst in adding vibrant music to the streets while also economically supporting surrounding Richmond Row businesses. Live music is sure to catch anyone from off of the street to stop and listen, but with our unique placement of musicians, it draws these city-goers into the surrounding businesses, increasing their sales and bringing joy to all around.” — Barbara Maly, Executive Director (Downtown London)

“Many of the musicians on our London Arts Live roster, who are new, and who could be classified as emerging artists, are very thankful for the opportunities to perform with the Richmond Row Concert Series because it enables them to gain valuable real life experience performing in the public realm without undue pressure and expectations that a ticketed event would necessarily ensue.” — Jeremy Jeresky, Curator of Public Programs and Learning (London Arts Council)

Background

Downtown London is the catalyst and connector for a shared community vision of London’s downtown, on behalf of members, in partnership with the City of London and in support of major economic development, cultural, educational, and private sector stakeholders.

The [Canadian Urban Institute](#) is the national platform that houses the best in Canadian city building — where policymakers, urban professionals, civic and business leaders, community activists and academics can learn, share and collaborate with one another from coast to coast. Through research, engagement and storytelling, our mission is to ensure Canada builds vibrant, equitable, liveable and resilient cities. Follow us on [Twitter](#), [Facebook](#) and [LinkedIn](#).

For 13 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](#).

Media Contacts

Aaron McMillan
Marketing & Events Manager
Downtown London BIA
aaron@downtownlondon.ca

Nick Hanson
Communications Lead
Canadian Urban Institute
media@mymainstreet.ca

Monica Granados
Press Secretary, Office of the Hon. Helena Jaczek
Minister responsible for the Federal Economic
Development Agency for Southern Ontario
monica.granados@feddevontario.gc.ca