



MEDIA RELEASE

Niagara-on-the-Lake Receives Funding for Ambassadors Program and Queen Street Placemaking

Ambassadors prepare to stroll Queen Street and surrounding parks in 2022

For Immediate Release

January 12, 2022

The Town of Niagara-on-the-Lake is thrilled to receive a grant through the My Main Street Community Activator Program to fund resources for the Ambassadors Program and placemaking features on Queen Street.

The Niagara-on-the-Lake Ambassadors Program was born in 2020 to encourage visitors to follow Public Health guidance and provincial legislation during the pandemic. The program expanded in 2021 to help support economic recovery, and over 360 volunteer hours were dedicated between July and mid-October. The volunteers stroll Queen Street and surrounding parks to proactively engage visitors and residents, answer their questions, and encourage exploration of iconic and 'hidden gems' in Town.

"Thank you to My Main Street for funding these initiatives in the Town of Niagara-on-the-Lake," stated Lord Mayor Betty Disero. "The Ambassadors have played an important role communicating public health regulations to the community, and I am thankful the program will continue in 2022."

It is anticipated the funding provided for the Ambassadors Program will result in boosted revenues for local shops, restaurants, and businesses along Queen Street due to the volunteers' recommendations of local merchants. In addition, increased tourism is expected because of more visitors who have confidence in the volunteers for showing in-person, friendly, inclusive interactions when exploring Queen Street.

"Ambassadors will play a key role in enhancing the tourism experience by sharing with visitors their knowledge of how to enjoy Niagara-on-the-Lake like a local. We are proud to collaborate with them, and we are grateful to the Town for having promoted this initiative," stated Eduardo R. Lafforgue, President & CEO of Tourism NOTL.

With the My Main Street funding, the Town and the Ambassadors were able to purchase tools and resources to allow the volunteers to better support visitors and local businesses.



"I am very grateful to the Ambassadors who donate their time to the community to support visitors, local businesses and residents," said CAO Marnie Cluckie. "This funding complements existing initiatives and will help the community reach a larger market when it is safe to welcome visitors to Niagara-on-the-Lake."

In addition, funding was received for two placemaking initiatives. The first is for a rainbow bench to be installed in the Queen Street area, as recommended by the Town's Inclusivity Committee. Installing the bench is an excellent step to improve economic and social inclusion and demonstrate the Town's dedication to inclusivity and accessibility for all.

Also, following the expansion of the outdoor patio program, creative placemaking safety barriers were purchased that better fit the community's aesthetic and revitalize the public space.

If you are interested in learning about a volunteer opportunity with the Ambassadors Program, please email them at info@notl-ambassadors.ca. These volunteer opportunities will also be advertised on social media channels and in local newspapers in the early spring.

In response to the COVID-19 pandemic, The Federal Economic Development Agency for Southern Ontario announced a \$23.25 million investment to establish My Main Street – a two-year program to support the recovery and revitalization of main streets and local businesses in southern Ontario. The Canadian Urban Institute and the Economic Developers Council of Canada have partnered with My Main Street through two program streams. Learn more at www.mymainstreet.ca.

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