

May
2023

My Main Street

A Closer Look



Report to City of Oshawa Council



Table of Contents

02

Introduction

03

My Main Street
Program Goals

04

Notable Program
Impacts

05

Oshawa
Property
Inventory

06

Detailed
Market
Data

09

Oshawa Business
Grant Recipient
Profiles

19

Recommendations

20

Conclusion

21

Acknowledgements

Introduction

My Main Street Program Goals

Designated main street areas in participating neighbourhoods received funding for a dedicated Main Street Ambassador to work with businesses for one year, to provide additional insights on how to use market research, share community resources and referrals, and provide information on business funding and support programs. New and existing businesses located in participating main street neighbourhoods could also apply for a non repayable funding contribution of \$10,000 to start or grow their business.



**\$10,000 Grant
To start and grow a
main street business**

My Main Street Program Goals

My Main Street is a \$23.5 million investment in local economic recovery funded by Government of Canada

- Collaboration between the Economic Developers Council of Ontario (EDCO) and the Canadian Urban Institute (CUI)
- Support the revitalization of 200 neighbourhoods across southern Ontario (excluding Toronto).
- One year program to help neighbourhoods have a healthy retail mix while generating inclusive economic opportunities.
- Two funding streams: the My Main Street “Local Business Accelerator” and the My Main Street “Community Activator.”

Program Goal



Data-driven community economic development program focused on revitalizing main streets with a healthy retail mix, while providing residents, new entrepreneurs, and existing businesses with economic opportunities in their main street community.

Investment

\$14,375 - City of Oshawa



**\$157,500 - Federal Investment
in main street businesses in
Oshawa**

Introduction



Notable Impacts

- 1 My Main Street Ambassador hired for one year contract
- 99 Business Served
- 18 Market Research Reports Created
- 11 Successful Grant Recipients
Total \$100,000
- In-kind contribution of 125 hours by Manager, Downtown & Business Development

Project Partners

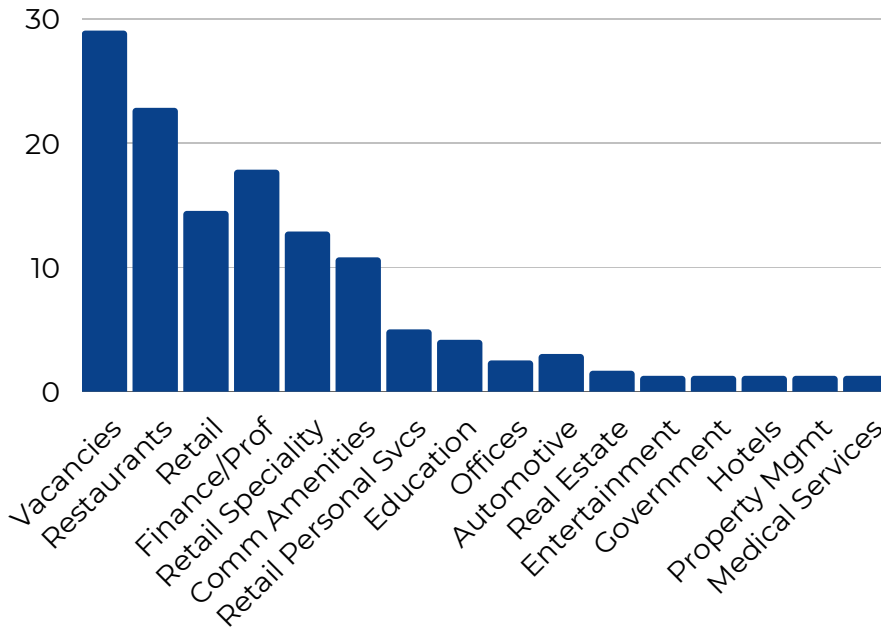


Oshawa®



GREATER
Oshawa
Established 1928

Oshawa Property Inventory - April 2022



241

Total Businesses

130

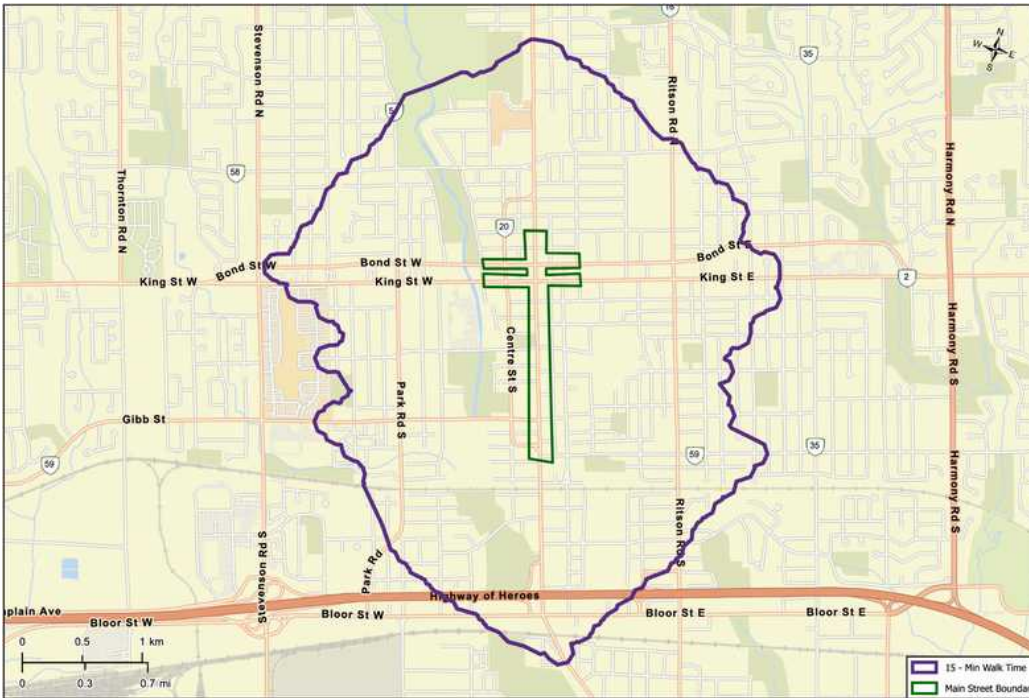
Eligible businesses

99

Actively engaged businesses

11

Grant recipients



Vacant Retail Space

29%

Detailed Market Data - Environics

In depth demographics and psychographic data helped businesses better understand their customer and how to identify them and emerging trends to capitalize on.

Demographics | Population & Households



Trade Area: Oshawa - Downtown Oshawa

POPULATION

25,499

HOUSEHOLDS

12,100

MEDIAN MAINTAINER AGE

54

Index:99

MARITAL STATUS



40.8%

Index: 71

Married/Common-Law

FAMILY STATUS*

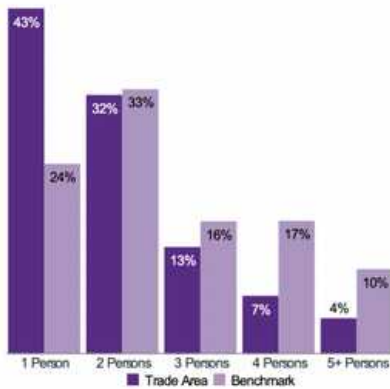


30.3%

Index:192

Total Lone-Parent Families

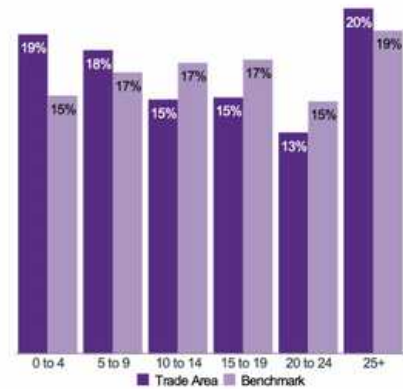
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	1,174	4.6	91
5 to 9	1,125	4.4	82
10 to 14	977	3.8	67
15 to 19	973	3.8	64
20 to 24	1,656	6.5	97
25 to 29	2,344	9.2	131
30 to 34	2,021	7.9	119
35 to 39	1,694	6.6	103
40 to 44	1,525	6.0	97
45 to 49	1,517	5.9	95
50 to 54	1,690	6.6	101
55 to 59	2,141	8.4	116
60 to 64	1,851	7.3	108
65 to 69	1,378	5.4	96
70 to 74	1,157	4.5	95
75 to 79	842	3.3	100
80 to 84	629	2.5	113
85+	806	3.2	143

AGE OF CHILDREN AT HOME



Benchmark:Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Oshawa - Housing & Income

In depth demographics and psychographic data helped businesses better understand their customer and how to identify them and emerging trends to capitalize on.

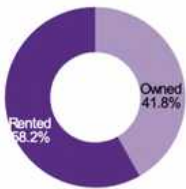
Demographics | Housing & Income



Trade Area: Oshawa - Downtown Oshawa

Population: 25,499 | Households: 12,100

TENURE



STRUCTURE TYPE



40.7%
Index: **53**



58.3%
Index: **264**

AGE OF HOUSING*

60+ Years Old
% Comp: **53.4** Index: **258**

AVERAGE HOUSEHOLD INCOME



\$63,550
Index: **55**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
	Light Blue	Medium Blue	Dark Blue

Oshawa - Financial Overview

In depth demographics and psychographic data helped businesses better understand their customers and how to identify them and the emerging trends to capitalize on.

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Oshawa - Downtown Oshawa

WealthScapes Households: 12,042

INCOME*

Household Income

\$ 64,171

Index:55

Household Disposable Income

\$ 53,925

Index: 59

Household Discretionary Income

\$ 35,436

Index: 55

Annual RRSP Contributions

\$ 1,159

Index: 32

WEALTH*



Net Worth

% Holders

99.2% Index:99

Balance

\$238,364

Index:32

ASSETS*



Savings

% Holders

93.8% Index:99

Balance

\$34,500

Index:45



Investments

% Holders

45.5% Index:76

Balance

\$152,159

Index:45



Unlisted Shares

% Holders

8.1% Index:65

Balance

\$117,467

Index:37



Real Estate

% Holders

45.2% Index:59

Balance

\$416,637

Index:56



Liquid Assets

% Holders

96.5% Index:98

Balance

\$123,690

Index:37

DEBT*



Consumer Debt

% Holders

87.1% Index:96

Balance

\$34,002

Index:51



Mortgage Debt

% Holders

27.7% Index:60

Balance

\$183,802

Index:62

FINANCIAL RATIO



Debt:Asset

% Holders

0.25% Index:119

Benchmark:Southern Ontario

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% Holders represent where customers are found.

*Average values per holding household as at December 31, 2020.

Index Colours: <80 80 - 110 110+

Baby's Basement

29 King Street West

The MMS program gave the ability to move into a bigger, more central location as well as enhance the internal decor.



"This program's funding and business advisory services fast-tracked our growth by at least a year.

We were able to:

- add more vintage clothing stock and products from other small businesses
- increase store hours
- put on workshops and movie nights"

Conner Penhale, Owner

”

Our bigger location allows for more stock, events and traffic to our store. Win-Win-Win!



Be Glammed with La Elle Coco

32 King Street West

This program allowed for investment in new inventory, expand the product lines and to increase the customer base.



"With the grant funds I was able to:

- invest in marketing and advertising
- run targeted social media campaigns
- engage influencers
- created targeted local ads

This helped my store be more easily located, gain new customers and increase my sales.

Claudia Ingabire, Owner"

”

Andrea's personal guidance was instrumental in my success in receiving the grant funds



Balloons Balloons Balloons is a boutique balloon store for every occasion!



"With the grant funds we:

- purchased photography / video / cricut equipment
- purchased security equipment
- significant leasehold improvements including flooring, shelving and lighting."

Marc Mazzotta and LeeAnne Rorabeck, Co-Owners

”

This program was phenomenal in helping us expand our sales and customers



S&G is a hair salon/barbershop offering professional barbering and hairdressing services, from cuts and fades to colouring, braiding, and weaving.



The funds were used to:

- new store neon sign
- purchase new cabinets, lighting
- replace flooring and paint the shop
- remodel the private hairdressing room
- create new flyers and business cards

This helped attract more local customers and increase revenues.

Shaun Alleyne, Owner



**Thank you My Main
Street and City of
Oshawa!**



Portobello Road

23 Bond Street East

Popular plant based restaurant, pick up and take out. My Main Street program helped my business immensely and we are very thankful for My Main Street.



"The funds have helped our business succeed and we invested in:

- new equipment
- interior upgrades
- marketing campaign to reach new customers"

Lindsay Cotton, Owner

”

Andrea was very helpful and made the whole process a breeze. It was lovely to work with her and I hope to cross paths with her again.



Mamma's Yummy Foods

4 Bond Street West

Owners Shah Jehan & Mohammad Ullah Norie serve fresh BBQ, shawarma, and more options for the whole family to enjoy!



"My Main Street is an amazing program for small business and this program supported our business in many different ways including:

- business advisory services
- Interior and exterior renovations
- kitchen equipment upgrades
- marketing budget"

Shah and Mohamed, Co-Owners

”

An amazing program for main street small business!



The market research gave us the ability to analyze the data giving us a better insights into our customer profiles and their interests, and how to better serve and reach them.

"With this funding we will:

- increase product line with retail branded merchandise and packaging
- equipment (e.g mixer and tempering to streamline and increase production)
- freezer to store more inventory"

Rosanna Bruno, Owner



”

Thank you My Main Street, BACD and the City of Oshawa!

My Main Street gave us the opportunity to restructure our establishment which helps us better meet our customer's needs.



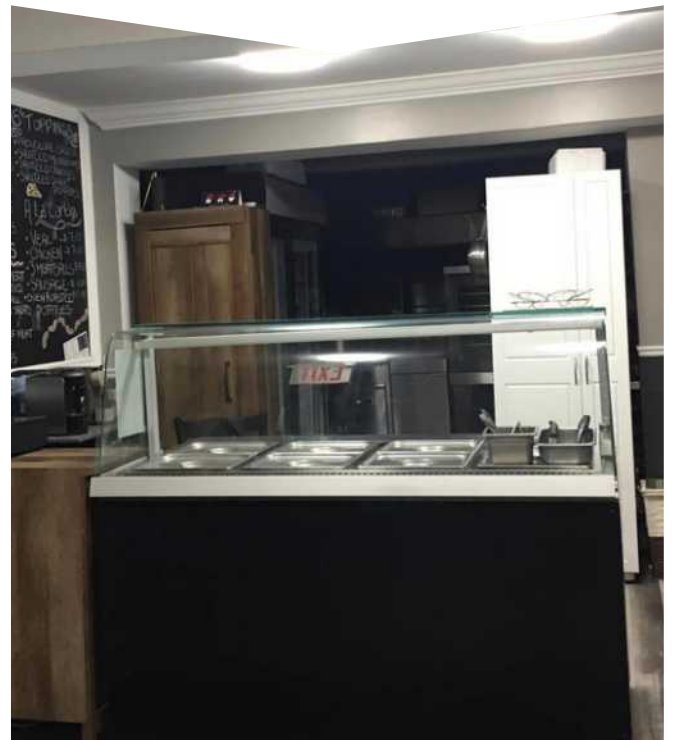
"The grant funds enabled us to:

- redesign our space.
- add ready-made meals
- provide a small seating area
- facade improvements"

Lisa Alexiou, Ciao Amici

”

Andrea was amazing, she was very informative, knowledgeable and helpful. She made the process easy!



Addictive Hobbies & Games 13 King Street West

My Main Street program helped my business expand into new products to draw in new customers.



"With the My Main Street grant, we were able to:

- rent an additional space to play live tabletop games
- bring new people to the store
- create game tournaments
- sell more tournaments
- sell more games"

Rick Metcalf, Owner

”

Andrea's help was invaluable with the program and it helped me achieve my business goals.



Wong's Institute of Martial Arts, Inc.

13 King Street West

My Main Street allowed us to invest in modern and attractive signage as well as freshen up our studio space to make it inviting and welcoming to customers.



"The grant funds received from this program were well spent!

- signage that is easy to read
- lighting for our location making it safer
- painting of our location
- electronic vests for student training

Thank you for this great program!"

Evelyn & Leo Wong, Wong's Taekwondo

”

Thank you to Mary Cousineau and Andrea Rowland!



Recommendations

Suggestions from the businesses to better support their operations

01

Expanded regulations

CIP Program offered by the City of Oshawa to include funds towards beautification to improve streetscape.

02

Minimize disruption

Proactive solutions to minimize parking & business disruption in future development projects such as transit expansion projects and/or construction

03

Regular business training/coaching

Collaborative monthly meetings conducted by BACD and Economic Development staff covering business topics, marketing topics, troubleshooting, speakers etc.

Conclusion

The Program was very successful in supporting the local businesses to succeed. Having access to a dedicated business advisor, collaboration with municipal staff, resources and the grant was extremely helpful and needed in a time that the businesses were recovering from the pandemic.

The businesses will continue to be supported by BACD Team, City of Oshawa and the Digital Main Street Program for eligible businesses.



For the program support and financial contribution towards the initiative from the City of Oshawa.

The businesses received advice and coaching that will support their ongoing growth and development.



A great community and business environment helps small businesses thrive!

Acknowledgements

We'd like to acknowledge the work and support of the following:

Hailey Wright, Director, Business and Economic Development Services

Mary Cousineau, Downtown & Business Development Manager

Andrea Rowland, My Main Street Ambassador, BACD

Economic Development Council of Ontario
Government of Canada
Canadian Urban Institute

We thank you for your continued support for the Business Advisory Centre Durham and business in the Durham Region.



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