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Contact: Amy Klassen

Phone: 905-468-3912

Email: aklassen@nhsm.ca

Niagara-on-the-Lake Museum celebrated the area’s main heritage streets this summer.

The Niagara-on-the-Lake Museum received funding from **My Main Street** to draw visitors and increase vibrancy in Niagara-on-the-Lake.

Niagara-on-the-Lake, ON - The Niagara-on-the-Lake (NOTL) Museum is pleased to announce that its *Past is Present Heritage Festival* was selected for the [My Main Street Community Activator](#) initiative and has received support to encourage people to explore NOTL’s heritage district.

The festival transformed Castlereagh Street this past August into a market of crafters, vendors, artisans, musicians, and historical demonstrations. The NOTL Museum’s Tiny Museum was also on site for families to explore. The spirit of adventure overflowed into the surrounding streets, with more than 2,000 visitors creating a significant impact on the commercial district. Historical re-enactors, live music, and a scavenger hunt complemented the Queen Street restaurants, specialty shops, and boutiques. Visitors learned about the history of NOTL and what makes it a unique destination.

My Main Street support for the *Past is Present Heritage Festival* enabled the NOTL Museum to build its presence in the community, bringing awareness to its exhibitions, programs, events, and membership benefits. As an economic driver of heritage tourism in Niagara-on-the-Lake, this strengthened the NOTL Museum’s long-term sustainability.

My Main Street is built on the principle of supporting community economic development and creating vibrant and diverse neighbourhoods which will enhance the overall quality of life for residents while also promoting sustainable and inclusive community development. My Main Street is delivered by the [Canadian Urban Institute](#) (CUI), and supported by a Government of Canada investment through the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario). Learn more about the My Main Street program at mymainstreet.ca.

Quotes

“Support through My Main Street for the *Past is Present Heritage Festival* is particularly special to a historic community like ours. Our town draws visitors from around the world, and our stories are part of Canada’s national identity. This support helped us share those stories and promote our very unique community.”

- Sarah Kaufman, CEO, NOTL Museum



"The *Past is Present Heritage Festival* truly brought our community's heritage to life, attracting visitors who are passionate about history and the unique stories of Niagara-on-the-Lake. This event, with the support of the My Main Street, highlights the importance of preserving and celebrating our historic spaces, which are at the heart of our town's charm and appeal."

- *Kathy Weiss, Executive Director, Niagara-on-the-Lake Chamber of Commerce*

"The *Past is Present Heritage Festival* 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 Niagara-on-the-Lake Museum has been empowered to leverage community events on their 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*

"Communities throughout southern Ontario offer a diverse range of exciting experiences and businesses, attracting both local and international visitors to their lively main streets. Our government, through the Canadian Urban Institute, is supporting organizations that bring events and festivals, such as the Niagara-on-the-Lake Museum's *Past is Present Heritage Festival*, to showcase their region. When we invest in programs like My Main Street, we're supporting and revitalizing our local communities."

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

Associated Links

- [Niagara-on-the-Lake Museum](#)
- [My Main Street](#)
- [Canadian Urban Institute](#)
- [FedDev Ontario](#)

For more info: www.notlmuseum.ca

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Media Contacts

Amy Klassen
Director of Finance & Marketing
Niagara-on-the-Lake Museum
aklassen@nhsm.ca

Samantha Staresincic
Communications Manager
My Main Street
Media@mymainstreet.ca



Edward Hutchinson

Press Secretary

Office of the Minister responsible for the Federal Economic Development Agency for Southern Ontario

edward.hutchinson@feddevontario.gc.ca

Background:

About My Main Street: The My Main Street program has returned 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 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 – Business Sustainability and the Community Activator. 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](#).