



Media Advisory

For Immediate Release

The Township of Warwick continues vibrancy and placemaking efforts for the Town of Watford's main street and business district.

The Town of Watford Placemaking Vibrancy project receives My Main Street support to draw visitors and increase vibrancy in the Town of Watford.

January 7, 2025 – Watford ON – The Township of Warwick is pleased to announce that the Town of Watford Placemaking Vibrancy project was selected for the [My Main Street Community Activator](#) initiative and has received funding support to provide placemaking improvements aimed at beautifying the public realm of Watford Downtown utilizing the unique qualities of the Bluebird Parkette and the public square.

The project will enhance the vibrancy of the downtown by creating a welcoming and engaging environment that encourages social interaction for residents of Warwick Township and visitors to Watford. Improving the streetscape within the heart of the downtown and business district will support continued community activation. The improvements will further enhance the downtown anchor designation and community hub with park furniture, parkette lighting, signage and new holiday season light displays.

For more information about the Town of Watford's Placemaking Vibrancy Project please visit the [Warwick Township website](#).

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

"We are pleased to announce the My Main Street Community Activator support for our Downtown Watford Placemaking Vibrancy Project. This initiative will further support our continued investment into our downtown area creating a vibrant and welcoming space for residents and visitors alike. We look forward to seeing the positive impact this project will have on our community."

- *Todd Case, Mayor of Warwick Township*



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“Downtowns provide Canadian cities with their core identity, attract visitors, and anchor the urban economy. If downtowns are a city’s heart, it’s our main streets that provide the essential connective tissue between commercial districts, independent retail and the local neighbourhood. Main street infrastructure improvements like the Town of Watford’s Placemaking Vibrancy project funded by My Main Street’s Community Activator are contributing to the economic vitality of the community.”

- *Mary W. Rowe, CEO and President, Canadian Urban Institute*

“The Canadian Urban Institute, with support from the Government of Canada, is investing in community projects, such as the Town of Watford’s Placemaking Vibrancy project. These projects attract visitors to our main streets, support local businesses, and revitalize our communities – helping shops, restaurants and local economies thrive. Together, we’re building stronger, more vibrant communities.”

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

Associated Links

- [Township of Warwick](#)
- [My Main Street](#)
- [Canadian Urban Institute](#)
- [FedDev Ontario](#)

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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). Activator stream. 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](#).



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