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## **The Town of Minto, Mapleton Township and the Township of Wellington North collaborate to launch Renew Northern Wellington Arts & Business Association; A Downtown Revitalization Program , Designed to Partner New Business with Empty Storefronts**

**Kenilworth, ON:** Renew Northern Wellington is modeled off of the successful Renew Program that helps to put talented people into downtown storefronts to gain exposure, build their business, and become a sustainable enterprise. It offers empty downtown stores for a very small Participation Fee to assist those involved in getting their business built and becoming successful. The program offers minimal risk and investment but is unlimited in its opportunities for success!

The Township of Wellington North began the process, to develop this three year program, to help revitalize its downtowns by filling empty storefronts with fresh, new, innovative business ideas. With the support of the two Chambers of Commerce as well as the Mount Forest Business Improvement Association the Township of Wellington North was successful in obtaining \$66,300 in funding over two years from the Ontario Trillium Foundation to support the program. Building on current relationships with The Town of Minto and Mapleton Township, the opportunity to partner on this initiative was soon recognized. By partnering and building resources to form Renew Northern Wellington, the three areas will roll-out the program in unison and build capacity, cross-promote communities, share resources and grow awareness of the opportunity in this area as a whole.

Community representation from the respective areas will make up a volunteer board to govern the not for profit corporation. Renew Northern Wellington will match vacant commercial retail space with new businesses that need a hand getting started. It will help entrepreneurs get exposure and grow their business by providing low cost access to a storefront location, which will aid us in growing foot traffic in our downtowns and appeal of the available commercial locations.

The new small business growth that Renew Northern Wellington will incubate will stimulate employment, generate economic activity and invigorate our downtowns making them a more desirable destination to visit, shop, dine in, stay and invest.

Launch It Minto, the Saugeen Economic Development Corporation as well as Wellington County Economic Development will aid in providing business resources by providing training and mentorship designed to educate new and established business owners on a wide range of business strategies.

Northern Wellington is a place for entrepreneurs to be successful! We are committed to see that vision happen and will offer education and guidance not only to the new business we are seeking to attract, but to our existing business environment as well, to support growth and success.

If you're an existing building owner looking for activity in your empty storefront or are wondering if your talent, idea, creative endeavour, or business could become successful and profitable, contact us now to find out how!

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