

## Overview

The IDA Canada leadership group is engaging with stakeholders and decision-makers as the House resumes. The leadership group continues to work to address nationwide concerns through ongoing meetings. FedDevOntario's recent \$15 million investment will support the continuing My Main Street program in 2024, providing support for community revitalization and economic resiliency.

## On the Hill

The IDA Canada leadership group is continuing efforts to advocate for solutions to build on the momentum generated during this fall's Hill Day, meeting with stakeholders and decision-makers across the country. Representatives from Atlantic Canada met with officials from the Atlantic Canada Opportunities Agency to continue discussions facing their region, while Puneeta McBryan from the Downtown Edmonton BIA met with Blake Desjarlais, a rising star in the federal NDP representing the riding of Edmonton Griesbach. We will continue to carry the energy generated through our coming submission to inform the federal budget and are in the preliminary stages of preparing for a spring Hill Day to continue to take action on the issues facing our members.

On January 16, FedDevOntario announced a \$15 million investment to continue the [My Main Street](#) program in 2024, delivered through the Canadian Urban Institute. The program provides direct-to-business and community support to main streets in southern Ontario, launching on February 15, 2024. Building on its original iteration, it will include the Community Activator stream, supporting placemaking and revitalization projects in 75 communities, and also introduce the Business Sustainability Program, which will provide non-repayable contributions of up to \$20,000 for productivity enhancements to up to 325 main street businesses in southern Ontario.

## Media Updates

We aim to use our Twitter to connect with politicians and raise awareness about the work of our members and the issues that we are advocating for on their behalf. We are also looking to grow the Twitter page as a hub for our members to promote their own initiatives, issues, and events, where members can share best practices and learn from each other. As we continue to grow our social media presence, we urge you to continue to tag @IDACAN\_Downtown in your posts, or please fill out this [google form](#) to be featured!

For more information, please contact Impact Public Affairs: Jayme Wilson, [jayme@impactcanada.com](mailto:jayme@impactcanada.com)

IDA Canada, a national coalition of the International Downtown Association, represents organizations across the country that manage Canada's business districts, making them vital places in the nation's identity and key centres of economic wealth and social and cultural growth. The National Network of IDA Canada has been created to provide a single voice for business district professionals while sharing best practices,

experiences, and the tools to create more vibrant cores in our cities and towns. For more information:  
[www.downtown.org/ida-canada](http://www.downtown.org/ida-canada).