

## County Arts Launches Art at the Heart of Picton Placemaking Strategy

**Art at the Heart of Picton project receives My Main Street support to explore and highlight the role of arts & culture activities in ensuring a bustling and vibrant Picton Main Street**

**Dec 11, 2024** – Picton, ON – County Arts (the Prince Edward County Arts Council) is pleased to announce that the Art in the Heart of Picton project was selected for the [My Main Street Community Activator](#) initiative and has received support to deliver arts and culture activities to increase social, cultural, and economic vibrancy on Picton’s Main Street.

County Arts is collaborating with the arts community, local businesses, and other stakeholders on this project which includes the launch of the Art at the Heart of Picton placemaking strategy. This initiative features a new branding package, including brochures, posters, and more, designed to raise awareness of Picton’s arts and culture scene. It also highlights tools, partnerships, and funding opportunities aimed at enhancing arts events, boosting the vibrancy of Main Street, and increasing retail traffic. The support from My Main Street also helped County Arts develop and secure new promotional and sponsorship tools for the Art in the County juried exhibition, held in June 2024, which will also assist with future events in the County Arts Lab’s new Main Street location.

Visit [countyarts.ca/engage](https://countyarts.ca/engage) to learn more about the project and read the Art at the Heart of Picton Placemaking Strategy.

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](https://mymainstreet.ca).

### Quotes

“Prince Edward County has the highest concentration of artists in Ontario, and Picton’s Main Street alone is home to dozens of unique and vibrant arts organizations, events, and businesses – from galleries and shops to venues, festivals, and more. The My Main Street support has given us a unique opportunity to explore how local businesses, arts organizations, the Picton BIA, and other partners can work together to create and increase resident and visitor engagement in accessible, relevant arts experiences for the benefit of Picton and artists from across Prince Edward County.”

- *Janna Smith, Executive Director, County Arts*

“Arts and culture organizations and events are central to Picton’s identity and bring immense value to our entire Main Street community. The BIA is thankful to the My Main Street program and County Arts for spearheading this collaborative effort to increase awareness of and support for Picton’s

wide-ranging artistic offerings, harnessing the talents of our creative community to spur more economic activity and community engagement along our historical Main Street.”

- *Mark Rose, Executive Director of the Picton Business Improvement Association*

“County Arts’ Art at the Heart of Picton Placemaking Strategy is one of the many impactful placemaking projects happening across Ontario’s main streets thanks to the federal government’s investment in the My Main Street Community Activator initiative. Placemaking supports healthy, vibrant main streets and millions of Ontarians who live and work around them. The community of Picton 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*

“The Canadian Urban Institute, with support from the Government of Canada, is investing in community projects, such as County Arts’ Art at the Heart of Picton Placemaking Strategy. 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

- [County Arts’ Engage Page](#)
- [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](#).