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Township of Oro-Medonte receives Government of Canada support through My Main Street Community Activator Placemaking Program

June 8, 2022 – Oro-Medonte, ON – The Township of Oro-Medonte is pleased to announce that our Craighurst Public Art Project was selected for the [My Main Street Community Activator](#) program and has received \$40,000 to install unique and beautiful seven-foot tree sculptures at business locations in the village of Craighurst. The sculptures will reflect the natural assets and rich history of Oro-Medonte.

Through the Government of Canada's My Main Street Community Activator, delivered by the [Canadian Urban Institute](#) (CUI), Oro-Medonte will enjoy a more vibrant neighbourhood setting that will draw visitors and increase foot traffic to local shops and restaurants. The Township of Oro-Medonte is supported by My Main Street—a two-year, \$23.25-million investment by the Government of Canada through the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario), delivered by CUI and the [Economic Developers Council of Ontario](#) (EDCO).

The Craighurst Public Art Project will provide a reflection of the four seasons of beauty and recreation one can find in Oro-Medonte, while incorporating the community's culture and history.

Oro-Medonte is a well-known place for outdoor recreation and beautiful forests. The tree sculptures represent our township and will add beautification and restore vibrancy in the village of Craighurst for local residents and visitors. They will also create a connection to local assets, while adding a unique attraction for local businesses.

Quotes

“Our government is committed to helping communities bring their main streets back to life. My Main Street is providing vital support to projects that will reanimate neighbourhoods through installations, events and activities that are inclusive, innovative and engaging to create jobs and drive economic growth for local economies.” – The Honourable Helena Jaczek, Minister responsible for the Federal Economic Development Agency for Southern Ontario (FedDev Ontario)

“On behalf of members of Oro-Medonte Council, thank you to the Government of Canada, through FedDev Ontario, and all participating agencies, for providing this exceptional opportunity for the Township of Oro-Medonte, and communities across southern Ontario. Through federal government funding, the Craighurst Public Art Project provides a palette for local talented artists to create reflections of our beautiful rural community, while providing enhancements to local businesses in the village of Craighurst, and a cultural experience for local residents and visitors to the area.” – Mayor Harry Hughes, Township of Oro-Medonte

“As a local resident of Oro-Medonte, who has the great pleasure of working with the business community, I am very excited about this project and showcasing our pride of Oro-Medonte. The Craighurst Public Art Project provides a special opportunity to bring Oro-Medonte's art and culture communities together, while supporting and enhancing pedestrian traffic to local businesses in the village of Craighurst.” – Jennifer Whitley, Economic Development/ Communications Advisor, Township of Oro-Medonte

The Craighurst Public Art Project will form community collaboration including local businesses, local artists, residents and the general public, as well as partner organizations. The project will greatly benefit the rural village of Craighurst— which similar to many communities, has been impacted by COVID-19—with increased opportunities for social activity and stronger community ties.

Background

The [Township of Oro-Medonte](#) is a diverse, beautiful and predominately rural community, with a central location in Ontario. With a population of 23,000, Oro-Medonte offers the largest geographic area in the County of Simcoe, covering a land mass of 61,000 hectares, stretching from the westerly border with Barrie, the southerly border with Lake Simcoe, the easterly border with Orillia and Severn Township, and the northerly border shared with Tay and Severn Townships. Oro-Medonte's prime location with direct access to Highways 11 and 400 provides residents and visitors alike with the riches of rural life and the convenience of a short drive to Barrie, Orillia and the Greater Toronto Area (GTA).

The [Canadian Urban Institute](#) is the national platform that houses the best in Canadian city building — where policymakers, urban professionals, civic and business leaders, community activists and academics can learn, share and collaborate with one another from coast to coast to coast. Through research, engagement and storytelling, our mission is to ensure Canada builds vibrant, equitable, liveable and resilient cities. Follow us on [Twitter](#), [Facebook](#) and [LinkedIn](#).

For more than 12 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, job creation and growth 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 their 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 [pivotal projects](#), our [Southern Ontario Spotlight](#), and FedDev Ontario's [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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