



## Township of Centre Wellington receives support for “Lighting Up Fergus” Project

“Lighting Up Fergus” receives My Main Street support to draw visitors and increase local vibrancy in Fergus, Ontario.

**November 27, 2024** – Centre Wellington, ON – The Township of Centre Wellington is pleased to announce that our “Lighting Up Fergus” project was selected for the [My Main Street Community Activator](#) initiative. The “Lighting Up Fergus” project will illuminate the facades of downtown Fergus buildings, focusing on St. Andrew Street. By enhancing the streetscape with innovative uplighting designs, the initiative seeks to create a vibrant atmosphere that attracts residents and visitors to the downtown area during the evenings and weekends, ultimately supporting local businesses.

The implementation of this project will be a collaborative effort with the Fergus Business Improvement Area (BIA), transforming the visual appeal and ambiance of the downtown area. Permanent featured lighting will be installed on select iconic buildings, showcasing their architectural beauty and enhancing the overall experience for all who visit.

In addition to the architectural lighting of selected buildings, this My Main Street support will also enable the production of unique musical concerts during “Twilight at Templin,” and enhancements to themed night markets and sidewalk sales such as “Witches Night Out” and “Sip & Shop.” These events not only enrich the community’s cultural fabric but also draw visitors and shoppers to the vibrant downtown area.

For more information about the “Light Up Fergus” Project, please visit [centrewellington.ca](http://centrewellington.ca).

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](http://mymainstreet.ca).

### Quotes

“This project represents our commitment to fostering a lively and inviting downtown environment. By highlighting the unique architecture of our community through enhanced lighting, we are not only improving the aesthetics of Fergus but also creating new opportunities for economic growth and community building. I wish to thank the Federal Economic Development Agency for Southern Ontario and the Canadian Urban Institute for supporting local communities while prioritizing and revitalizing main streets.”

- Shawn Watters, Mayor of Centre Wellington



Canadian  
Urban  
Institute

Institut  
Urbain du  
Canada



“A community's resilience is anchored in its main street, and investing in them fosters economic prosperity and growth. Projects like “Lighting Up Fergus” supported through My Main Street’s Community Activator initiative use intentional and creative placemaking to revitalize their neighborhoods and public spaces. Our program’s investment provides an opportunity for local change makers to build robust main street communities, and drive social cohesion and economic recovery where it’s needed most.”

- 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 that enhance the local experience, such as the Township of Centre Wellington’s “Lighting Up Fergus.” 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 Centre Wellington](#)
- [My Main Street](#)
- [Canadian Urban Institute](#)
- [FedDev Ontario](#)

- 30 -

### Media Contacts

Kendra Martin  
Manager of Strategic Initiatives and Communications  
Township of Centre Wellington  
[kmartin@centrewellington.ca](mailto:kmartin@centrewellington.ca)

Samantha Staresincic  
Communications Manager  
My Main Street  
[Media@mymainstreet.ca](mailto:Media@mymainstreet.ca)

Edward Hutchinson  
Press Secretary  
Office of the Minister responsible for the Federal Economic Development Agency for Southern Ontario  
[edward.hutchinson@feddevontario.gc.ca](mailto:edward.hutchinson@feddevontario.gc.ca)

### 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.

**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](#).



Canadian  
Urban  
Institute

Institut  
Urbain du  
Canada

Canada 