

The Sparks Street BIA brings local musical talent to Ottawa's main streets this summer.

Live from the Booth received My Main Street support to draw visitors and increase local vibrancy in Ottawa's music scene and nightlife this summer.

November 22, 2024 – Ottawa, ON – The Sparks Street BIA is pleased to announce that Live from the Booth (LFTB) was selected for the [My Main Street Community Activator](#) initiative and received support to bring talented local electronic artists and DJs to the booth on Sparks Street, every Saturday evening, all summer long.

Live from the Booth aimed to create an energetic and vibrant atmosphere, providing artists with a platform to perform and connect with a new audience. The concert series not only celebrated our local music scene but also encouraged community engagement and collaboration. Music lovers enjoyed evenings of quality live music, some of Ottawa's best restaurants, and opportunities to socialize with fellow music lovers.

The concert series impacted the broader main street community by enhancing the area's cultural offerings and drawing visitors from neighbouring regions, providing an incentive for foot traffic, benefiting establishments before and after shows. In addition, it encouraged community bonding as residents gathered to enjoy live music in a shared space, fostering a sense of togetherness and belonging.

The support for "Live from the Booth" demonstrated the Sparks Street BIA's organizational capacity to deliver quality programming and supported fair compensation to participating artists, creating a commitment to ongoing collaborations.

This is not just a concert series; it's a celebration of community, creativity, and connection. For more information about Live from the Booth, including any updates, and ways to get involved, please visit our website: www.sparkslive.com/live-from-the-booth.

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.

Quotes

"The Sparks Street BIA is very grateful for the support provided by My Main Street. This funding enabled us to increase the number of musical shows along the street this season and create opportunities for DJ's to perform to new audiences."

- *Kevin McHale, Executive Director of the Sparks Street BIA*

“Sparks Street’s Live from the Booth is one of the many impactful placemaking projects that have taken place 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 Sparks Street BIA has been empowered to leverage community events to create a hub of social and economic activity.”

- *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 Sparks Street’s Live from the Booth. These projects attract visitors to our main streets, support local businesses, and revitalize our communities – helping shops, restaurant 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

- [Sparks Street Live from the Booth](#)
- [My Main Street](#)
- [Canadian Urban Institute](#)
- [FedDev Ontario](#)

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Media Contacts

Kevin McHale
Executive Director
Sparks Street BIA
Kevin@sparkslive.com

Samantha Staresincic
Communications Manager
My Main Street
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

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](#).