

The Broom Factory brightens Kingston’s main streets this fall.

The Broom Factory “Phase 2” project received My Main Street support to draw visitors and increase local vibrancy in Kingston

October 15, 2024 – Kingston, ON – KPP Concerts is pleased to announce that our Broom Factory “Phase 2” project was selected for the [My Main Street Community Activator](#) and has received support to add new artwork and an outdoor seating area to the Broom Factory community hub!

The Broom Factory project will see a new outdoor patio space added along the north side of the building, allowing for increased capacity at events and allowing cafe patrons and passersby a place to recharge, relax and congregate outdoors. This will also support the addition of new and exciting artwork/murals on billboards, storage containers and venue walls.

For more information on the Broom Factory phase 2 project, including project updates, follow the Broom Factory on social media: [@broomfactorykingston](#).

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

“We are thrilled to receive support from My Main Street to continue improving the Broom Factory as a community hub. This project will bring exciting new enhancements to what is already one of the best venues in Kingston. Not only will our new outdoor patio liven up the space during the warmer months, it will also allow us to increase our venue capacity and welcome more patrons. The project also includes new artwork in and around the venue, which will make it a destination for folks walking along the K&P Trail; it connects nicely with the City’s pre-existing street art wall.”

- *Dylan Chenier, General Manager, KPP Concerts*

“Main streets are at the social and economic heart of community life in cities and towns across southern Ontario. They mobilize social capital to generate economic development opportunities. The enhancements KPP Concerts are implementing at the Broom Factory will not only attract visitors and increase foot traffic, but will contribute to our collective infrastructure, and the vibrancy of our Main Street with inclusive places for everyone.”

- *Mary W. Rowe, CEO and President, Canadian Urban Institute*

“Canadian Urban Institute, with support from the Government of Canada, is investing in community projects, such as KPP Concerts. 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

- [KPP Concerts](#)
- [Broom Factory](#)
- [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).

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](#).



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