

## 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.

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

### Project description/benefits and highlights

Live from the Booth aims 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 celebrates our local music scene but also encourages community engagement and collaboration. Music lovers can enjoy an evening of quality live music, some of Ottawa's best bars and restaurants and opportunities to socialize with fellow music lovers.

### How your project impacts the broader main street community

LFTB will impact the broader main street community by enhancing the area's cultural offerings and drawing visitors from neighbouring regions. The concert series provides an incentive for foot traffic, benefiting local bars and restaurants before and after shows. In addition, it encourages community bonding as residents gather to enjoy live music in a shared space, fostering a sense of togetherness and belonging.

### How this funding will make a difference to your organization's sustainability

The recent funding for "Live from the Booth" will significantly enhance our organization's sustainability and capacity to deliver quality programming. This financial support ensures that we can provide 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: <https://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 where residents from all backgrounds can benefit, enjoy and feel safe in their communities and on their main streets. My Main Street is delivered by the [Canadian Urban Institute](#) (CUI), and is supported by a Government of Canada investment through the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario) to foster the stabilization and revitalization of main streets across southern Ontario. Learn more about the My Main Street program at [mymainstreet.ca](http://mymainstreet.ca).

### Quotes

"The Sparks Street BIA is very grateful for the support provided by My Main Street." says Kevin McHale, Executive Director of the Sparks Street BIA. "This funding will allow us to increase the

number of musical shows along the street this season and create opportunities for DJ's to perform to new audiences.

[Government of Canada quote placeholder]

**REQUIRED.** Will be provided when submitted to the Canadian Urban Institute for approval.

[Canadian Urban Institute quote placeholder]

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#### Associated Links

- <https://www.sparkslive.com/live-from-the-booth>
- [My Main Street](#)
- [Canadian Urban Institute](#)
- [FedDev Ontario](#)