

cater to a primarily upper-class clientele that were visiting the growing Niagara wine industry. The second plan had been drafted to provide direction for the City to reimagine the downtown as a place that would attract young people, tourists, and private investment.

On the ground, the fruition of these policies were primarily driven through a mass amount of public investment aimed at supporting and growing the arts community. At the backbone of the City's efforts to revitalize the downtown was Brock University's decision to expand their campus by revitalizing a historic manufacturing building to house the new Marilyn A. Walker School of Fine and Performing Arts. The second major part of the revitalization was the joint venture between the City and Province to construct the FirstOntario Performing Arts Centre. Combined, these two major investments totaled approximately \$110 million, with a majority of funding coming from public coffers. To add to the revitalization efforts, the City had invested an additional \$50 million to construct a new state of the art spectator arena, adjacent to the two arts facilities mentioned above.

These findings indicate that St. Catharines has followed the footsteps of many cities across North America and Europe who have addressed lack of historical investment into downtown centres and the loss of manufacturing by attempting to diversify the local economy through public investments and marketing campaigns. These attempts were made to retain young people, market themselves to outside investors, and provide sources of culture and entertainment to tourists (Mallack, 2018). The findings also highlight the role of public investment in the revitalization of downtown centres.