

Digital Main Street

By the South Grenville Digital Service Squad



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Digital Main Street Overview

What is Digital Main Street?

- Digital Main Street was created by the Toronto Association of Business Improvement Area (TABIA)
- With the goal of helping small businesses with the adoption of technology
 - Offering grants, programs, and services to help small businesses boost their digital presence

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Digital Main Street Overview

Grants Offered

- Digital Transformation Grant (**Recently Closed**)
 - \$2,500 grant
 - This grant can be used on digital marketing, website development or improvement, digital training, software, and hardware*
- Aims:
 - To assist small businesses with the adoption of technology by providing digital literacy skills, training, and advisory support to improve their digital presence

Digital Main Street Overview

Grants Offered

- Canada Digital Adoption Plan (CDAP)
 - \$2,400 grant
 - This grant can be used on development or improvement of an e-commerce website, e-Commerce software, hardware*, digital marketing, and costs related the implementation of an e-Commerce strategy
- Aims:
 - To help with costs related to implementation of e-Commerce.
 - Provide businesses with access to a network of e-Commerce advisors to receive support and guidance

Digital Main Street Overview

Current Programs Offered

- ShopHERE Program
 - Pairs you with an e-Commerce Coordinator to help you create, configure, and market an online store for your business
 - Trains you on how to manage your new online store
- Digital Service Squad
 - Offers free digital support for small business to help with digitally improving their business
 - This can be social media help, digital audits, website design tips, and much more!

Digital Main Street Overview

Past Programs

- Future Proof
 - This program was created as a COVID-19 support measure aimed to help 'future proof' small businesses and help drive recovery
 - Assists businesses with identifying new markets, pivoting their business model, and developing and implementing a deep digital transformation plan
 - Assigns businesses with teams of business school students



Digital Main Street Over the Years

South Greenville Digital Main Street

- The first year Digital Main Street programs were offered to small businesses in South Greenville was in 2020 (FP, DTG, DSS, and SH)
 - Note: CDAP was not offered until 2022
- Grants distributed:
 - 58 Digital Transformation Grants (Total of \$145,000)*
 - 3 CDAP Grants, with 3 currently in the application stage
- Program Participants:
 - 36 businesses have completed the ShopHERE program
 - Over 150 businesses have received help from the DSS

TWPEC Update

Grants and Programs Supported in TWPEC

- Since 2020:
 - 10 Digital Transformation Grants have been distributed in TWPEC
 - 2 CDAP grants have been distributed in TWPEC
 - 10 businesses from TWPEC have completed the ShopHERE program
 - 45 different businesses have received help from DSS

**Thank you for
listening!**

Questions?