



Digital Main Street

KEEPING ONTARIO'S MAIN STREETS COMPETITIVE

Mid-Term Highlights Report
March 31, 2019

digitalmainstreet.ca



Digital Main Street: Changing The Conversation

Digital Main Street is already changing how municipalities think about how they support small businesses and local economic development.

The City of Toronto, for example, has introduced a number of additional initiatives, including the **BIA Innovation Fund**. Durham County has launched **Digital Durham**, a program based on the fundamentals and ideas of Digital Main Street, while Kitchener-Waterloo is investing in **digital training for its small businesses**.

In reality, municipalities play a fundamental role in the success of their Main Street businesses and ensuring that communities continue to benefit economically, socially and culturally from strong and vibrant downtowns. The future depends on those local governments investing in working over time to help main street small businesses take advantage of the opportunities offered online.

The next year and beyond

The uptake of Digital Main Street clearly demonstrates that main street small businesses are increasing their competitiveness and are hungry for help in making the online world an integrated part of their business. Over the next year, we will work to reach more main street small businesses in lower-tier and rural municipalities. Bringing slow adopters along will also be a priority. By taking a “no one left behind,” approach, we will have better success in bringing as many main street small businesses and their communities onto Digital Main Street.

Data represented in this document have been taken from the following sources:

Ontario BIA Association

Digital Main Street

Industry Canada, Key Small Business Statistics. 2019.

PayPal Canada. SMB Landscape. 2017

Forrester: Canadian Online Retail Forecast 2014–2019.

CIRA, The State of eCommerce in Canada, March 2016 (Strategic Counsel)

Statistics Canada. Characteristics of Online Sales by Industry and Size of Enterprise. 2014

IPSOS: 2012 RBC Small Business Survey



Digital Main Street: Helping Ontario's Main Street Small Businesses Go Online

Digital Main Street was expanded across Ontario by the Province in 2018 in partnership with the Ontario BIA Association to build on the successful project started by the Toronto BIA Association and the City of Toronto several years previously.

The province's investment goes directly into communities, encouraging both businesses and municipalities to hire more employees and use local digital vendors while increasing tax revenues and economic growth across all levels.

DIGITAL TRANSFORMATION GRANTS



142
APPROVED and
\$354,903
PLACED



118
APPLICATIONS
UNDER REVIEW and
\$295,000
PENDING



GRANTED
AND PENDING
TOTAL:
\$649,903

DIGITAL SERVICE SQUAD GRANTS



42
APPROVED and
\$1,555,800
DISTRIBUTED



8,707
BUSINESSES
CURRENTLY SERVICED BY
DIGITAL SERVICE SQUADS



104
NEW DIGITAL SERVICE
SQUAD HIRES

Digital Main Street: Helping Ontario's Main Street Small Businesses Go Online

INVESTMENT INTO COMMUNITIES

\$512,502

BUSINESS AND COMMUNITY
FUNDS LEVERAGED



\$1,910,703

INVESTED DIRECTLY INTO
ONTARIO COMMUNITIES

ASSESSMENTS

2,410

ONLINE READINESS
ASSESSMENTS COMPLETED



254

BUSINESSES
IN PROCESS OF ONLINE
READINESS ASSESSMENTS



TRAINING

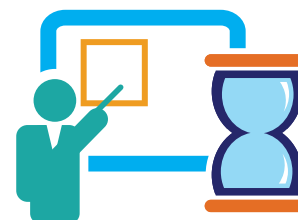
489

BUSINESSES COMPLETED
ONLINE TRAINING



847

BUSINESSES IN PROCESS
OF ONLINE TRAINING



Digital Main Street: Helping Ontario's Main Street Small Businesses Go Online

MUNICIPALITIES WITH **DIGITAL SERVICE SQUAD GRANTS**

28 / 14

SINGLE GRANTS

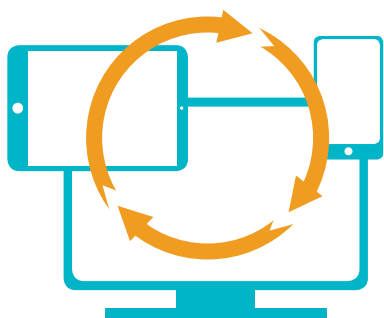
PARTNERSHIP GRANTS

MUNICIPALITIES WITH **DIGITAL TRANSFORMATION GRANTS**

43



DIGITAL VENDORS REGISTERED



220

**DIGITAL VENDORS
REGISTERED IN
60 COMMUNITIES
ACROSS ONTARIO**

REGISTERED CAMP TECH TRAINING



114

**BUSINESSES REGISTERED
FOR 12 IN-PERSON BOOKED WORKSHOPS**

236

**BUSINESSES REGISTERED
FOR 8 BOOKED WEBINARS**

Success Story: **Dickie's Cooking School** Digital Transformation Grant Recipient



Owner **Lisa Dickie**

Dickie's Cooking School on Toronto's Danforth was hopping with little wannabe chefs during March Break. Thanks to Dickie's Digital Transformation Grant, you can now find courses, register and pay online on their new, fast and sleek website. For Lisa Dickie, owner of the cooking school, the power of Digital Main Street is in the combination of the training and the grant. Together, they helped her main street small business really take advantage of what online has to offer. **dickiescookingschool.com**



Ontario's Main Street Small Businesses: Powering Our Economy

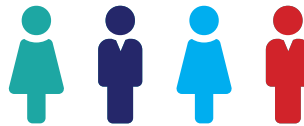
The many small businesses that line Ontario's main streets have always been a defining quality of the vibrant downtowns and communities.

Small business is the economic engine of our province. Main street small businesses are major contributors to Ontario's economic power through employment, taxes and exporting.

Ontario's business is small business



98%
OF ALL
BUSINESSES HAVE
1-99 EMPLOYEES



55%
OF ALL SMALL
BUSINESSES HAVE
1-4 EMPLOYEES



33%
OF CANADA'S
SMALL BUSINESSES
ARE IN **ONTARIO**



SMALL BUSINESS
CONTRIBUTES
42%
OF CANADA'S GDP



SMALL BUSINESS
EMPLOYS 70%
OF CANADA'S WORKFORCE

Success Story: **Everleigh Garden** Digital Transformation Grant Recipient



Everleigh Garden in downtown Barrie has tapped into the city's energetic vibe by offering high-quality giftware with a cool and modern flare. Now Everleigh Garden is taking that flare online with a Digital Transformation Grant and a new e-commerce site. Building their brand, increasing inventory turnover and servicing customers from around the world are just three great ways that going online will help Everleigh Garden keep growing. everleighgarden.ca

EVERLEIGHGARDEN

Ontario Main Street Small Business: Growth And Opportunity

The online opportunity is enormous, but Ontario small businesses have been slower to take advantage. Digital Main Street is designed to help small businesses go digital to grow and thrive in the new online economy.



47%

OF CANADIANS
RESEARCH ONLINE
BEFORE GOING TO
A STORE TO BUY



E-COMMERCE
ACCOUNTS FOR
**7-10% OF ALL
RETAIL SALES**
IN CANADA



41%

OF SMALL
BUSINESSES HAVE
A PROMOTIONAL
WEBSITE



62%

OF CANADIANS WOULD
RATHER BUY ONLINE FROM
CANADIAN BUSINESSES



SMALL BUSINESSES SELLING
ONLINE DRIVE AS MUCH AS

25%

OF THEIR REVENUE FROM
E-COMMERCE

Success Story: **The Island Jar** Digital Transformation Grant Recipient



FROM LEFT: Assistant store manager
Vanessa Glasby; Owner Aline Taillefer;
Store manager Sarah Sabourin

Whole foods purveyor The Island Jar is determined to put Manitoulin Island and its small retail businesses on the online map. Owner Aline Taillefer took advantage of her Digital Transformation Grant to build manitoulinmarketplace.ca, an e-commerce site that will sell products from other Manitoulin retailers across North America. Summer accounts for 75% of retail sales, so the online shared store front will help Manitoulin businesses thrive all year round. **theislandjar.ca**





Reach More Customers. Boost Your Sales.

Join Digital Main Street and
grow your business.

GRANTS | TRAINING | VENDORS | RESOURCES

Delivered in partnership with:



Here's how it works.

1. Register your business at digitalmainstreet.ca/biapostcard and take the digital assessment.
2. Complete the online training and develop your Digital Transformation Plan.
3. Apply for your \$2,500 grant.

digitalmainstreet.ca/biapostcard

Supported by:



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MAIN ST.**

Digital Main Street

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