



Downtown Timmins Business Improvement Area (BIA)  
71 Balsam Street South, Suite 02, Timmins, ON P4N 2C9  
Tel. 705•264•8733 Fax. 705•264•8855  
Email [info@downtowntimmins.com](mailto:info@downtowntimmins.com)  
Website <http://www.downtowntimmins.com>

**FOR RELEASE**

## **Downtown Timmins Launches Digital Main Street Service Squad**

BIA receives \$10,000 Digital Main Street Grant to help main street businesses improve online presence.

**June 20, 2019 - Timmins, Ontario.** The Downtown Timmins Business Improvement Area (BIA) today announced that it has received a grant from the Ontario government to fund a Digital Service Squad to help main street small businesses improve their online capabilities.

As part of Digital Main Street, the BIA received a \$10,000 grant from the Ontario government to establish a Digital Service Squad to help small businesses in the downtown area enhance their use of digital tools and techniques to evolve and grow. The Squad will consist of NEOnet's trained specialists, who will visit and assist BIA-area downtown businesses at no cost to help them set up Google Business, conduct a digital-readiness assessment and apply for a \$2,500 Digital Transformation Grant. The Squad will start visiting businesses **June 21, 2019**.

Message from Noella Rinaldo, Executive Director Downtown Timmins BIA

*The Downtown Timmins BIA is thrilled to be bringing this initiative to our members. We anticipate our business members will be fully engaged in this opportunity. By using these grants to invest in new digital technologies and building their online presence, Main street businesses will continue to remain competitive in their business and attract customers.*

A joint program funded by Government of Ontario and delivered by the Ontario BIA Association, Digital Main Street helps improve how small main street businesses use digital tools and techniques to become more successful. Today's digital economy is vital to small businesses, and DMS will help them adopt new digital technologies from e-commerce and social media to back-office systems such as payroll and inventory.

*"Our government is committed to helping small businesses improve their competitiveness, create jobs and attract investment," said Ernie Hardeman, Minister of Agriculture, Food and Rural Affairs. "That's why I'm so pleased that businesses in Timmins will benefit from the expertise of a Digital Service Squad to help small businesses embrace digital technology. Our investment in the Digital Main Street program will help to ensure that Ontario is open for business and open for jobs."*

Digital Main Street offers two types of grants:

1. Digital Transformation Grant: There are 2,000 grants of \$2,500 each available to qualifying small “main street” businesses across Ontario to help them adopt new digital technologies.
2. Digital Service Squad Grant: There are 300 grants of \$10,000 each available to qualifying municipal or business groups across Ontario to develop and implement local squads of digital vendors and experts to directly help small businesses.

*“The Downtown Timmins BIA is providing leadership to Ontario’s northern regions in using the power of Digital Main Street to help keep downtown cores vibrant and strong,” said Kay Matthews, Executive Director of the Ontario BIA Association. “Our main street small businesses are a critical contributor to Ontario’s economic, social and cultural health, and it’s vital that we work together to ensure their success. Digital Main Street will help the downtown small businesses of Timmins compete in an increasingly digital world.”*

Businesses within the BIA area will be introduced to the Digital Service Squad over the coming weeks. For further information contact Noella Rinaldo, 705-264-8733.

### **ABOUT the Downtown Timmins BIA**

The Downtown Timmins BIA has a mission to create an economically strong, inviting and active Downtown that supports our business member’s success and is the pride of our community.

### **ABOUT Digital Main Street**

Vibrant main streets help attract visitors, create jobs, and increase the competitiveness of small businesses, which are the backbone of small rural communities. The world is changing. Small main street businesses across Ontario must think about how to promote online, use e-commerce, and streamline their processes with digital tools to stay competitive and win. To help Ontario’s main street small businesses enhance their digital capabilities and online presence, the Ontario BIA Association and Ontario’s Ministry of Agriculture, Food and Rural Affairs have partnered on this \$12 million initiative over three years. [www.digitalmainstreet.ca](http://www.digitalmainstreet.ca)

#### **MEDIA / PROGRAM CONTACT:**

Noella Rinaldo, Executive Director  
Downtown Timmins BIA  
Phone: 705-264-8733  
Email: [noellarinaldo@downtowntimmins.com](mailto:noellarinaldo@downtowntimmins.com)

#### **PROGRAM CONTACT**

Phil Barton, E-Business Specialist  
NEOnet  
Phone: 705-360-1353 ext. 37  
Email: [pbarton@neonet.on.ca](mailto:pbarton@neonet.on.ca)