

FOR RELEASE

The Glebe Launches Digital Main Street Service Squad

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

July 10, 2019: Ottawa, Ontario. The Glebe Business Improvement Area 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 Glebe 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 better evolve and grow. The Squad will consist of a trained Digital Outreach Specialist who will visit and assist downtown businesses at no cost to help them set up Google My Business, conduct a digital-readiness assessment and apply for a \$2,500 Digital Transformation Grant. The Squad began visiting businesses on July 3, 2019.

"We are excited to take advantage of this program to help our members remain competitive in the rapidly changing digital economy," says Glebe BIA Executive Director Andrew Peck. "Thanks to Digital Main Street, embarking on a digital transformation has been made easy."

A joint program funded by Government of Ontario and delivered by the Ontario BIA Association (OBIAA), 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 the neighbourhood of Glebe in Ottawa 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 Glebe BIA clearly understands how to take advantage of the power of Digital Main Street to help keep the downtown core vibrant and agile,” 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 well-being, so it’s imperative that we work closely together to ensure their success. Digital Main Street will help the small businesses of the Glebe to promote, sell and compete in a digital world.”

Businesses within the Glebe BIA will be introduced to the Digital Service Squad over the coming weeks. For further information contact Glebe BIA Communications Officer Trevor Greenway at trevorgreenway@intheglebe.ca

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ABOUT the Glebe BIA

The Glebe Business Improvement Area is a non-profit organization dedicating to making the Glebe thrive. Our organization represents some 370 businesses throughout the Glebe. Our main goals are to preserve the unique character of this historic and dynamic neighbourhood, support its distinctive owner-operated businesses and let the world know this is a great place to live, shop, visit and do business. To learn more about the Glebe BIA, visit us online at www.intheglebe.ca.

ABOUT the Ontario BIA Association

OBIAA is the network that represents unique and vibrant BIAs across Ontario. The Association supports and advocates on behalf of its members through the building and nurturing of strong relationships and partnerships. OBIAA is a leader in the development and sharing of information, tools, resources and best practices, and is the ONE voice on common issues.

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



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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

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