

Downtown Trenton Launches Digital Main Street Service Squad

DBIA receives \$8,400 Digital Main Street Grant to help main street businesses improve online presence.

July 2, 2019: Trenton, Ontario. The Trenton Downtown DBIA today announced that it has received a grant from Digital Main Street (DMS), an Ontario government program, to fund a Digital Service Squad to help main street small businesses improve their online capabilities.

As part of Digital Main Street, the Trenton Downtown DBIA received a \$8,400 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 specialist who will visit and assist DBIA-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 on July 2, 2019.

"We are excited to launch this program. It gives our downtown businesses another resource to serve their customers and attract new clients with an online presence," said Trenton DBIA Executive Director Lisa Kuypers Schroedter. "Consumers in this day and age are using their digital devices more than ever to do research before they make purchasing decisions."

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 Trenton 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."

"The Digital Service Squad in Trenton will help local businesses to gain the expertise necessary to compete in the new digital environment," said Todd Smith, MPP for Bay of Quinte.

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 Trenton Downtown DBIA clearly understands the importance of digital technology and the power of Digital Main Street to help keep its downtown core vibrant and strong,” said Kay Matthews, Executive Director of the Ontario BIA Association. “Our small main street 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 small businesses of downtown Trenton compete in an increasingly digital world.”

Businesses within the DBIA area will be introduced to the Digital Service Squad over the coming weeks. For further information contact Trenton DBIA Executive Director Lisa Kuypers Schroedter at 613-394-4318 or dbia@downtowntrenton.ca

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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

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