



For Immediate Release

Georgetown Launches Digital Main Street Service Squad

Downtown Georgetown BIA receives \$10,000 Digital Main Street Grant to help local small businesses improve online presence.

August 29, 2019: Georgetown, Ontario. The Downtown Georgetown Business Improvement Area (BIA) today announced that it has received a grant from the Ontario government to fund a Digital Service Squad to help downtown small businesses improve their online capabilities.

As part of Digital Main Street, the Downtown Georgetown 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 consists of two trained specialists who will visit and assist Downtown Georgetown 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 has started visiting downtown businesses and will conclude their project on October 4, 2019.

"We are excited about this opportunity to present our downtown merchants with the tools to expand their online and social media reach," said Yaw Ennin, Downtown Georgetown BIA Manager. "In today's digital economy, consumers are spending most of their time online searching for places to eat, shop and be entertained. We want Downtown Georgetown businesses to appear at the top of those searches."

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 downtown Georgetown 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 Georgetown Central BIA is again showing leadership by taking advantage of 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 main street small businesses of downtown Georgetown 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 Yaw Ennin at 905-873 4970 or manager@downtowngeorgetown.com.

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ABOUT the Georgetown Central BIA

The Georgetown Business Improvement Area acts as a unifying body for its membership and works on their behalf to make Downtown Georgetown a desirable destination to do business while creating an inviting, thriving atmosphere to attract patrons and shoppers from the surrounding areas. The goals of the Downtown Georgetown BIA include the revitalization and preservation of Downtown through regular maintenance, facade improvement, streetscape, public art programs, special events and promotions, and municipal partnership.

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 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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