

Ontario Digital Main Street BY THE NUMBERS

As of April 30, 2020.



Recognizing the need to help main street small businesses be more resilient, the Government of Ontario invested \$12,00,000 in Digital Main Street and turned to the Ontario BIA Association to deliver it across the province.

**DIGITAL
MAIN ST.**



Digital Main Street consists of three main components: **knowledge transfer**, **resources** such as grants and **support** through trained community Digital Service Squads.



PARTICIPATING COMMUNITIES



▶ Online Opportunity

CANADIAN ONLINE PURCHASES

80% BUY AT LEAST ONCE A YEAR

50% BUY AT LEAST TWICE A MONTH

62% PREFER CND ONLINE VENDORS

UNIQUE VISITORS TO DMS WEBSITE

182,981 **10,763**
TOTAL # OVERALL | AVG # MONTHLY HIGH

Knowledge Transfer

The first component of the Digital Transformation process is support through **knowledge transfer**, capacity building, and education.

DIGITAL ASSESSMENTS TAKEN

9,188
OF SMALL BUSINESS OWNERS

USE OF DIGITAL TRAINING

5,657
OF SMALL BUSINESS OWNERS

IN-HOUSE TRAINING REGISTRANTS

4,437 **2,754**
WEBINARS | WORKSHOPS

Ontario Digital Main Street BY THE NUMBERS

As of May 1, 2020



**DIGITAL
MAIN ST.**



Digital Main Street is an example of how important it is that we all work together to make things happen.

(The Hon. Ernie Hardeman, Minister of Agriculture, Food and Rural Affairs)



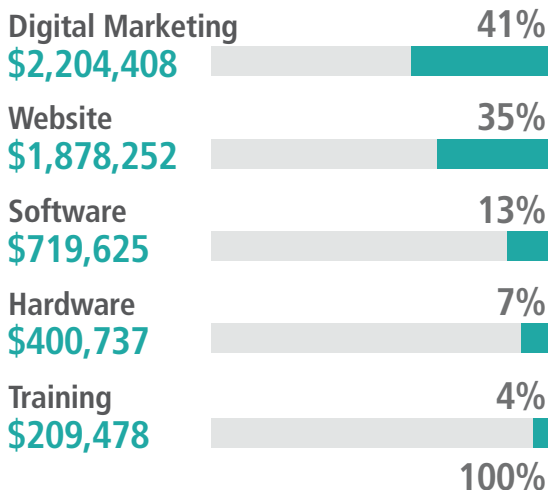
Resources

The second component is the **resources** business owners need to begin their digital transformation and empower them to grow their businesses.

DIGITAL TRANSFORMATION GRANTS



USE OF FUNDS



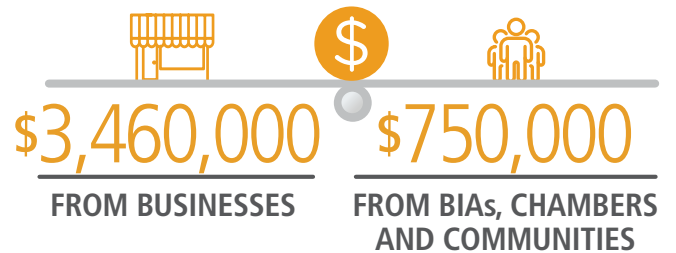
Support

The third component is hands-on **support** and guidance for business owners through Digital Service Squads and administrative centres.

DIGITAL SERVICE SQUAD GRANTS



MATCHED \$ AND IN-KIND



**BUILDING
Resilience
for Small Business**