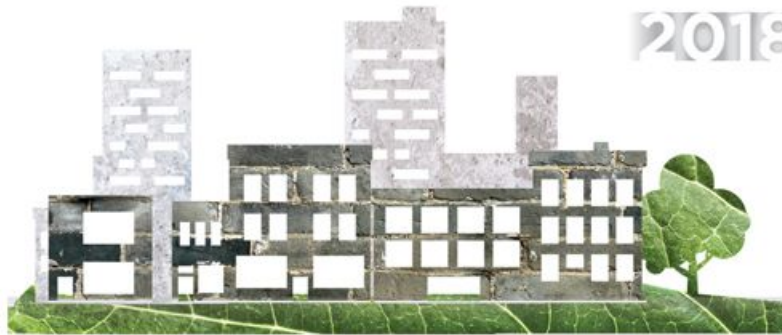


**BIAs**  
RESILIENT  
AND REAL

BIA NATIONAL CONFERENCE  
2018



Blue Mountain Conference Centre  
HOSTED BY COLLINGWOOD BIA | APRIL 15-18



## MP3: Your Digital Main Street

April 16, 2018

*Moderated by:*  
**Darren Shock**  
Business Development Branch, OMAFRA

Moderator:

**Darren Shock**

Economic Development Specialist  
OMAFRA

Panelists:

**Darryl Julott**

Program Manager  
Digital Main Street

**Sheliza Esmail**

BIA Administrator  
The Eglinton Way BIA

**Oliver Hierlihy**

BIA Manager  
Danforth Mosaic BIA (“The Danny”)

## Who We Are

- OMAFRA dedicates resources and activities to:
  - Rural economic development
  - Agriculture economic development
- We engage with a broad range of clients across rural Ontario

# What we Deliver

Programs & Resources	Lower Capacity	Higher Capacity
CED 101 Workshops	<div></div>	
Strategic Planning	<div></div>	
First Impressions Community Exchange	<div></div>	
Regional Advisor Services	<div></div>	
Business Retention & Expansion		<div></div>
Analyst		<div></div>
Performance Measurement		<div></div>
Downtown Revitalization		<div></div>
Rural Economic Development (RED) Program	<div></div>	

## How We Got Here

- \$40 million Main Street Enhancement Initiative announced through the 2017 Ontario Economic and Fiscal Review
- \$12 million Main Street Digital Initiative focused on supporting adoption of digital technology in small businesses

## Today's Objectives

- Overview of the existing Digital Main Street program
- Panel discussion highlighting:
  - BIA and small business experience in the program
  - Benefits to participation

Keep current on Rural Economic Development and Agriculture Development  
with information from REDB



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# DIGITAL MAIN ST.





# The Issue

56 cents on every dollar spent on IN-STORE purchases are influenced by the use of digital platforms

**Consumers**

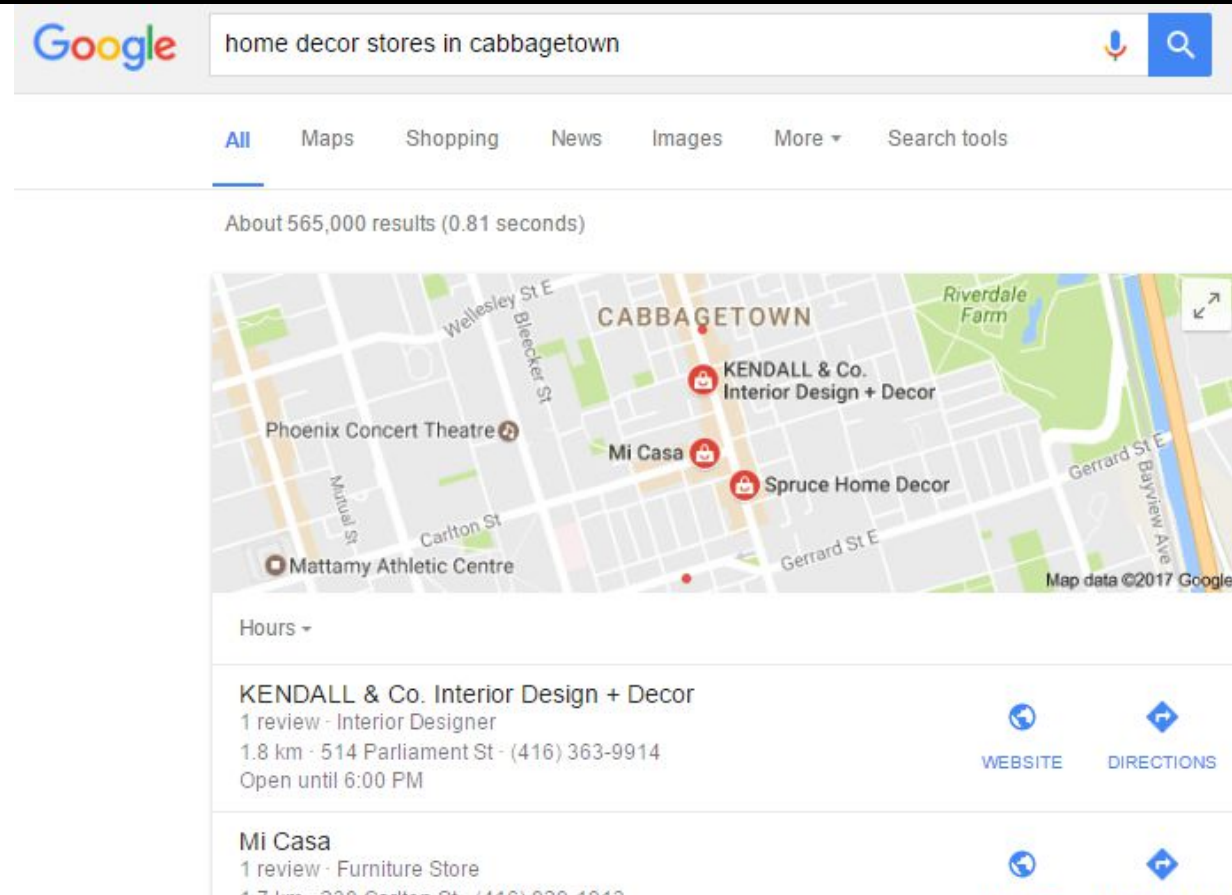
Trends are not aligned

**Retailers**

Only 3% of the retail economy in Canada is online and only 41% of Canadian small businesses have a website

# No Longer a Question of “If”

- 85% of buyers are interested in doing prior research online before going in-store. (Yellow Pages, 2016)
- 50% of consumers who searched online using their smartphone visited a store within a day. (searchengineland.com)



## WHAT BUSINESSES ARE SAYING

*"I think it's important that every store has an online presence even if you don't sell online... just show your products off, take pictures, put them up every day"*

*Janet Wright, Floor Play Socks*



# The Customer Experience Trumps All

- Consumers demand a seamless, personalized experience that meets their needs.
- They want to be able to browse and buy what they want, how they want, and when they want. (Deloitte, "Consumer Evolution, 2015)





## WHAT BUSINESSES ARE SAYING

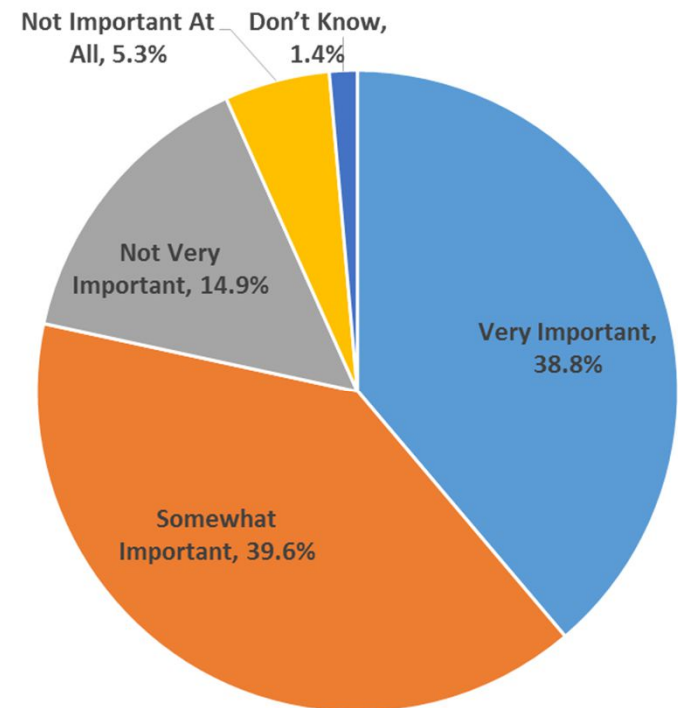
*“Now they browse online – they check out your social media, they check out your newsletter – we’re able to reach them in their home or office, wherever they are, 24 hours a day.”*

*Laura-Jean Bernhardon,  
Fresh Collective*



# Crossing the Digital Divide

- Small businesses in Canada understand that digital technologies are important to their business.
- However, they face barriers to entry:
  - Capacity / Where to Start
  - Time
  - Resources
  - Trust



Source: CFIB "Crossing the Digital Divide, Feb 2017"





Helping You Grow

## Digital Main Street

*Supports the growth of Toronto's Main Street Businesses by making the adoption of digital tools and technologies easy.*

# Digital Main Street - Background



- Launched in 2016 in Toronto by TABIA to engage main street businesses in the 82 Toronto BIAs.
- Results over 18 months of delivery:
  - >5,000 businesses engaged through the program.
  - >2,100 businesses supported through one-on-one support.
  - >2,000 businesses engaged in training sessions.



# Findings & Results

## Results

### Engagement

- >5,000 businesses engaged
- >2,100 one-on-one business engagements
- 28 training sessions with >2,000 attendees
- 54 businesses receiving \$135,000 in grants

## Client Profile

### Digital Type

- Mom & Pop – 67%
- Digital Mom & Pop – 19%
- Tech Savvy – 10%
- High Tech – 4%

### Years in Operation

- Less than 5 years – 53%
- 6 to 15 years – 22%
- 16 to 29 years – 14%
- 30+ Years – 11%

### Sectors

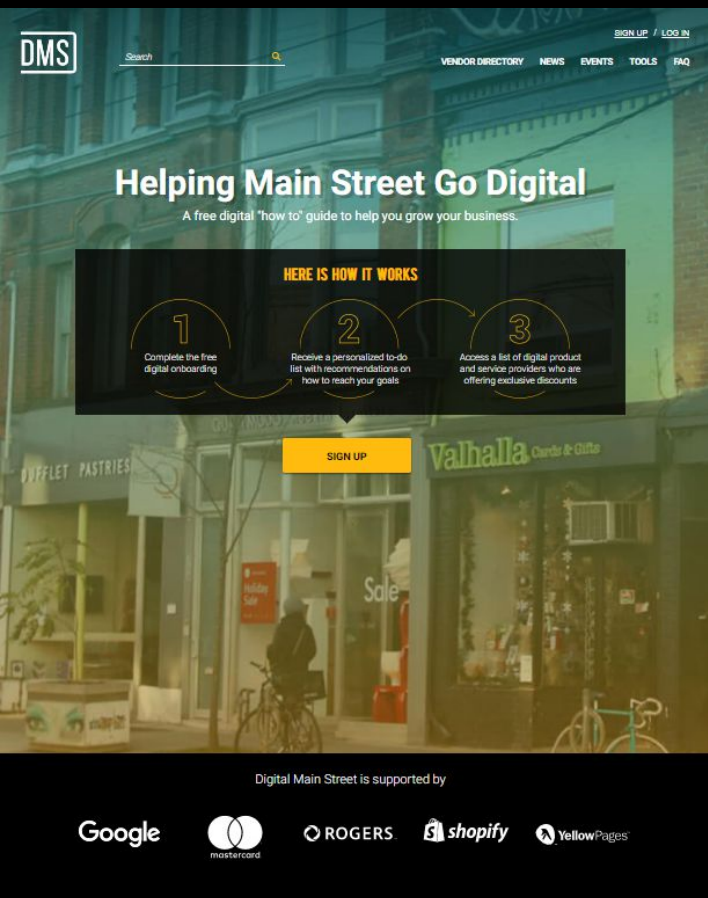
- Retail
- Hospitality – restaurants, cafes, etc.
- Personal Service – hair salons, gyms, etc.

## Digital Tools

### Tools

- Have a Website – 74%
- POS – 68%
- 31% have ecommerce
- Email Marketing – 39%
- Social Media –
  - Facebook – 72%
  - Twitter – 58%
  - Instagram – 58%
- Loyalty Program – 38%
- Financial Tracking – 50%
- CRM – 20%
- Digital Inventory – 33.5%
- Online Collaboration Tools – 32%

# The Challenge



- Changing consumer expectations and habits have forced Main Street retailers to rethink their business at a fundamental level.
- Only 3% of the retail economy in Canada is online and only 41% of Canadian small businesses are estimated to have a website.
- It is estimated that Canadian retailers are two years behind their U.S counterparts in adopting online technology.

# Digital Main Street - Vision



- Support the digital transformation of independent main street businesses.
- Create connected cities where main street businesses have a high-level of digital adoption.
- Support vibrant neighbourhoods with a high quality of life because of their vibrant and thriving main streets.

# Digital Main Street - Vision



- Empower main street business owners to become smart consumers
- Provide them knowledge and guidance they need so when they decide to make a purchase, or hire someone – they know what they are looking for and what questions to ask

# WHAT BUSINESSES ARE SAYING...

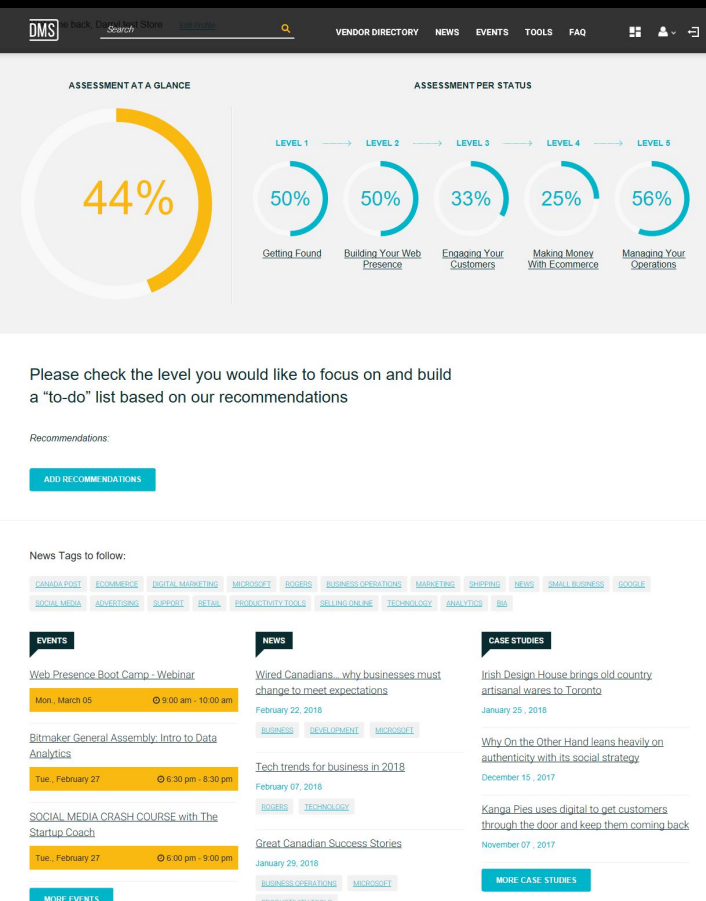
“Digital Main Street was helpful in graduating us to the next level of digital marketing. Literally any question I had pertaining to digital marketing, [the] team had an answer. The best part is that it is all FREE! They also saved me money by reviewing my Google Analytics and what I was paying an agency for”

Ofra Nissan, Owner of Boa Boutique





# Scaled Support – Web Platform



- Completes a Digital Assessment that provides a baseline and digital benchmarking report for businesses, while providing a digital transformation roadmap.
- Makes smart recommendations and matches the needs of the businesses to vetted and reviewed technology providers.
- Distributes curated content and case studies/best practices to help businesses accomplish their goals.

# Group Support – Digital Training



- Range of training programs for main street businesses.
- Covers digital marketing, ecommerce, social media, website development, etc.
- Delivered in-person and online.



# WHAT BUSINESSES ARE SAYING...

“[Digital Main Street] was very knowledgeable and introduced me to some great tools I my could use to help my business use social media more effectively, and what tools and resources are available to manage my web page. I was so impressed I signed up for a workshop with DMS. Thanks again!” –

Jennifer Paton, Owner of The Healthy Whey



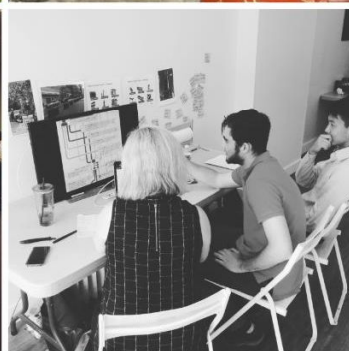
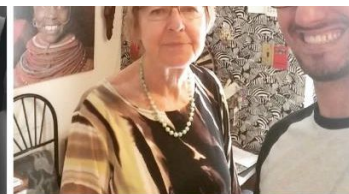


# One-On-One Support - Service Squad



- A fractional workforce that assists main street businesses with basic digital adoption.
- Comprised of a mix of students and full-time digital experts.
- Assist in completing Digital Assessments, Google My Business setup, etc.







# WHAT BUSINESSES ARE SAYING...

Hi [Digital Main Street],

Your help has been so important to our small business. The key to boosting a small business these days is through social media. Everyone uses social media, but Steve and I are not tech savvy.

So without your help we wouldn't have a successful FB page as well as, a WEBSITE! The website that you set up for us is fantastic! Beyond what I ever imagined. Without your help we wouldn't have a website because it would be too costly for us as a small business.

Piera - Owner, Steve's Quality Deli & Meats





# Digital Main Street = A perfect fit for BIAs



- When your BIA offers Digital Main Street to your businesses, you:
  - Provide a service to impact every business individually
  - Tackle a pressing issue for every business regardless of type, or digital literacy
  - Strengthen the bond within your community and members



# WHAT BIA's ARE SAYING

"DMS has proven to be a valuable partner for the BIA and for individual business owners.

They have taken the sting out of 'where do I start' for those who sense they could do better to improve their bottom line through digital marketing, but DMS can also switch gears and help seasoned owners enhance their existing capabilities".

- Cathy Quinton, BIA Manager  
(Leslieville BIA)





# WHAT BIA's ARE SAYING

"Being able to offer our members the DMS services has been great at answering the question, "What are you doing for my business specifically?" So often the programs a BIA takes on benefits the collective, but we need to offer one on one help as well to our members where we can.

Speaking with our members who took advantage of this opportunity it was obvious they were appreciative of his help and what they learned. Even the ones who are very tech savvy said they were able to pick up a few pointers and valued meeting with DMS.

I highly recommend other BIAs consider making DMS part of their offerings. The digital world is here. Our members need to compete in it now. DMS helps them do so."

- Stephen Thomas Maciejowski, Executive Director



# Moral of the story...

- Even if a business doesn't feel the need to be selling online or if selling online doesn't fit their business, they still need to be able to be FOUND online.
- Digital Main Street aims to help main street businesses accomplish this through:
  - A web platform that provides small business access to basic digital services (e.g. digital assessment, vetted lists of vendors).
  - Digital training (online and in-person) focused on specific digital technologies or strategies (e.g. email marketing, social media, ecommerce and website development).
  - A service squad program to provide one-on-one assistance to small businesses in any region of Ontario.
  - A digital transformation training and grants program providing up to \$2,500 in grants to support strategic technology adoption.



# Stay in Touch

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**Facebook @DigitalMainStreet**

**Twitter @digital\_mainst**

**Instagram @digitalmainstreet**

**We are at Booth 109 if you want to stop by and say hi / ask any questions!**



A partnership between:



Founding partners:



Product partners:



# DIGITAL MAIN ST.