

DIGITAL
MAIN ST.™

ADVANCING DIGITAL HORIZONS FOR SMALL BUSINESS



Proudly celebrating 5 years!

Small businesses are the backbone of our economy and they keep our local communities vital. The Digital Main Street Ontario Grants Program has proven to be a measurable and invaluable resource. Today, OBIAA celebrates the success of the program over the past five years and stands ready to equip even more small businesses with the knowledge, resources, and training to strengthen and secure their online presence for success in the future.

Kay Matthews | Executive Director- OBIAA

By the Numbers

TOTAL GOVERNMENT INVESTMENT IN THE

ONTARIO GRANTS PROGRAM

\$74,116,500

(2018-2024)



DIGITAL TRANSFORMATION GRANTS

TOTAL # OF GRANTS AWARDED:

15,173

TOTAL \$ VALUE OF GRANTS:

\$37,913,115

USE OF FUNDS

DIGITAL MARKETING	\$16,786,613	43%
WEBSITE	\$12,346,296	33%
HARDWARE	\$3,703,252	10%
SOFTWARE	\$3,333,715	9%
TRAINING	\$1,743,239	5%



DIGITAL SERVICE SQUAD GRANTS

TOTAL \$ VALUE OF GRANTS:

\$17,814,000

TOTAL # OF GRANTS ISSUED:

326 to 144 organizations

BIAs: 65

SBECs: 39

MUNICIPALITIES: 30

CHAMBERS OF COMMERCE/BOARDS OF TRADE: 10

MUNICIPALITIES
SERVED:

229

BUSINESSES
SERVED:

62,428

JOBS
CREATED:

815
(generated)

Proudly celebrating 5 years



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“Working with DMS’s Digital Services Squad was such a great experience. They were an excellent and knowledgeable resource that was able to answer any questions along the way.”

Dianna Giles Grawbarger | Infinity North > North Bay, ON

“There is no negative to working with DMS. No matter how long you have operated a business, there is always more to learn.”

Penny Rumming | The Posh Cheeseboard Co > London, ON

“DMS is a total game changer for us. Instead of just delivering in Peterborough, we’re now shipping all over Canada and into the States. That’s only happened with the support of DMS and its grant.”

Matt Couture | Couture Candy > Peterborough, ON

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TRAINING



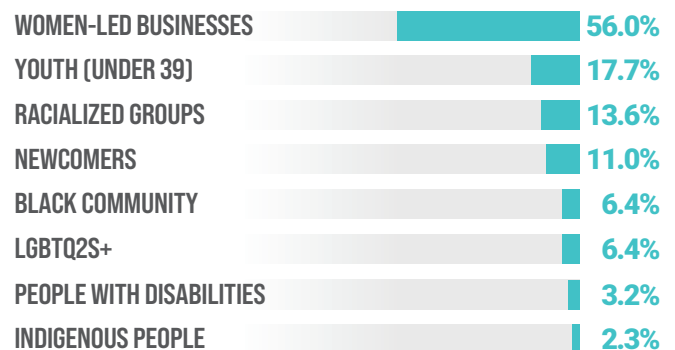
BUSINESSES COMPLETED DMS ONLINE TRAINING: **26,001**

TOTAL # OF HOURS ONLINE: **96,116**

BUSINESSES ATTENDED IN-PERSON WORKSHOPS: **2,086**
(# OF WORKSHOPS HELD = 106)

BUSINESSES ATTENDED IN-HOUSE WEBINARS: **17,868**
(# OF WEBINARS HELD = 183)

SOCIO DEMOGRAPHICS



**DIGITAL
MAIN ST.**

Reflecting on five years of the Ontario Grants Program, we revisit Digital Main Street's 2014 inception, spurred by local small business owners facing digital hurdles. Their foresight, along with the government's recognition of its importance, led to the Ontario Grants Program, enhancing Digital Main Street's early success across Ontario. In an era of continuous digital evolution, it's vital to provide small businesses with continued support, education, and help protecting themselves online. The transition from traditional brick-and-mortar to a more resilient bricks-and-clicks model is crucial now more than ever. We at Digital Main Street remain committed to championing this digital transition.

John Kiru | Executive Director - TABIA | Founder - Digital Main Street

SUCCESS STORY

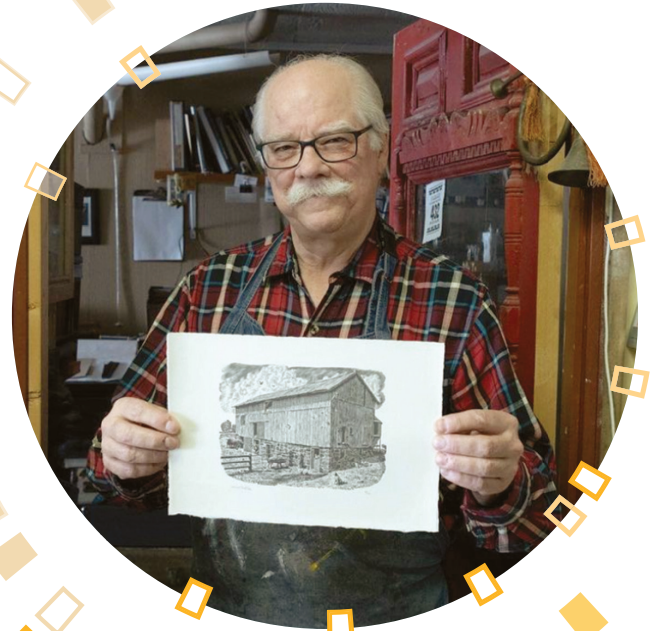
Wesley Bates Gallery and Print Studio

Bringing a Modern Marketing Approach to an Ancient Craft

With the digital reinvention of the art world, Bates recognized the need to find new ways to expand his work's audience. Since walk-by traffic is "quite an event" in the small town where his main street gallery and studio are located, Bates began working on cultivating an online presence.



To read further
on his digital
transformation
success, scan
the QR code



"Your online presence is a potential customer's first impression of you. With a program like DMS, you can take control and make sure that first impression is always a good one."

Nicole Warner | That's What She Grows > Sarnia, ON

"The DTG program made it so that I didn't have to wait five years to rebuild my website."

Jennifer Turbide | Dear Me Cosmetic Clinic > Beamsville, ON

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