



Torstar file photo

Downtown Georgetown received a \$10,000 grant to establish a squad to aid local businesses.

## DIGITAL MAIN STREET SERVICE SQUAD LAUNCHES

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Downtown Georgetown is going digital.

Through a grant from the Ontario government, the Downtown Georgetown Business Improvement Area (BIA) will help downtown small businesses improve their online capabilities with a Digital Service Squad.

The Downtown Georgetown BIA received a \$10,000 grant to establish a squad to help small business enhance their use of digital tools and techniques to evolve and grow. Two trained specialists will visit and assist a downtown business at no cost. The specialists will set up Google My Business, conduct a

digital-readiness assessment, and apply for a \$2,500 Digital Transformation Grant. The squad will be visiting businesses until Oct. 4.

"We are excited about this opportunity to present our downtown merchants with the tools to expand their online and social media reach," Yaw Ennin, Downtown Georgetown BIA manager, said. "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."

The province is offering 2,000 grants of \$2,500 each to qualifying small "main

street" businesses across Ontario, to assist the businesses with adopting new digital technologies. As well, the province is also providing 300 grants of \$10,000 to qualifying Ontario municipal or business groups to implement local squads of digital vendors and experts to directly help small business.

"Our government is committed to helping small businesses improve their competitiveness, create jobs, and attract investment," Ernie Hardeman, minister of agriculture, food, and rural affairs, said.

"Our investment in the Digital Main Street program will help to ensure that Ontario is open for business and open for jobs."

More information about the Digital Service Squad is available through Yaw Ennin at 905-873-4970 or manager@downtowngeorgetown.com.



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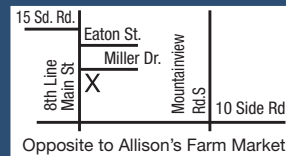
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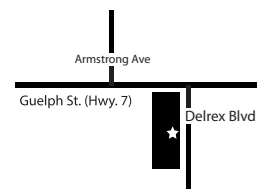



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