

GRANT ALLOWS TOWN TO EXTEND DIGITAL MAIN STREET PROGRAM

The Town of Halton Hills has received a grant allowing it to extend the Digital Main Street program.

The program helps small business improve their on-line presence with support from town staff.

The town received a \$98,000 Digital Service Squad grant, allowing it to employ a Digital Main Street co-ordinator to provide personalized one-on-one support to small businesses until the end of 2023.

More than 130 Halton Hills businesses have taken part in the program since it was started in 2020, accessing \$150,000 in grant money to help upgrade their digital technology. Grants have been used to develop a Google business profile, enhance social media presence, provide website support, set up or enhance e-commerce.

"Our businesses have been able to find great value

"Our businesses have been able to find great value from the services provided through the Digital Main Street Program over the past few years."

- Mayor Rick Bonnette

from the services provided through the Digital Main Street Program over the past few years," said Mayor Rick Bonnette. "Given that our local businesses are still feeling the impacts of the pandemic and COVID-19 is still in the forefront of our minds, I'm very pleased that we are able to continue the program."

The town first received a grant allowing it to run the program for 10 weeks in 2020 and then received another grant to operate the program for six months in 2021.

Qualified small business

can apply for a \$2,500 digital transformation grant until Oct. 31, 2022 (or while funds last). To be eligible, a business must have fewer than 50 employees, a physical brick and mortar location and be paying commercial property tax. Prior recipients may apply again provided all grant reports have been received and verified by the Ontario Business Improvement Area Association.

More information about the program can be found at investhaltonhills.com/DMS.



Graham Paine/Metroland

The Town of Halton Hills is extending its Digital Main Street program for small businesses.



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