

Community Collaboration Leverages Augmented Reality and Scavenger Hunt to Promote Downtown Visits

PRESS RELEASE – Guelph, ON February 9, 2021 – Innovation Guelph is pleased to announce another Community Collaboration project through the Digital Main Street Project.

Innovation Guelph announces a partnership with the Downtown Guelph Business Association who has successfully obtained funding from the Digital Main Street Future Proof Program in southwestern Ontario. The Guelph BIA, through partner connections and local media will encourage users to download the Dux app and engage in a scavenger hunt. Users will unlock locations and enter one ballot per day for the chance to win a prize. Social sharing will earn users more ballots. During the hunt users will see marketing and messages leveraging the Dux augmented reality maps.

The project is an innovative approach to drawing people back to the shops and businesses that form the backbone of Guelph's downtown core.

Community Collaboration Projects connect regional innovation centres and community organizations in a series of engaging conversations on common issues facing small businesses to build workable solutions. The Digital Main Street Community Collaboration Project is made possible through financial support of the federal Economic Development Agency for Southern Ontario (FedDev Ontario) and the Government of Ontario.

Quote:

“We applaud this fun approach to promoting the downtown core,” said Anne Toner Fung, Chief Executive Officer, Innovation Guelph. “Midnight Illusions – the owner of the Dux App, a client of Innovation Guelph, is creatively applying augmented reality to solve challenges faced by local entrepreneurs.”

Quote:

“Our mandate is to promote and support local business in Guelph and we like that businesses can edit the messaging that users will see to align with their own strategies,” said Marty Williams, Executive Director, Downtown Guelph Business Association. “This will put a new spin on promoting local!”

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About

Digital Main Street is a program that helps main street businesses achieve digital transformation. The program is built around an online learning platform, structured training programs, and our Digital



Service Squad, a team of street-level team members who help main street businesses grow and manage their operations through technology. Digital Main Street was created by the Toronto Association of Business Improvement Areas (TABIA) with direct support from the City of Toronto. DMS is also supported by a group of strategic business partners, including Google, Mastercard, Shopify, Microsoft, Facebook, Intuit QuickBooks, Square and Yellow Pages.

A \$42.5-million investment from FedDev Ontario and an additional \$7.45 million from the Government of Ontario brought together the Toronto Association of Business Improvement Areas, Communitech, Invest Ottawa, and the Ontario Business Improvement Area Association to expand the Digital Main Street Platform in order to support more businesses to go digital as a response to the impacts of COVID-19.

Innovation Guelph is building prosperity for community well-being by providing mentorship and business support programs and services to help innovative enterprises start, grow and thrive. Innovation Guelph's business acceleration programs are designed for high-potential start-ups, small- to medium-sized enterprises and women-led businesses across southern Ontario. Innovation Guelph also serves as a one-stop point of access to business support programs and services across the province. www.innovationguelph.ca