

Community Collaboration Coupon Book Promotes Centre Wellington Businesses

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 Centre Wellington Chamber of Commerce who has successfully obtained funding from the Digital Main Street Future Proof Program in southwestern Ontario. The Chamber is supporting Centre Wellington businesses with a Shop Local Coupon Book. The Chamber will partner with the Wellington Advertiser to produce and distribute the book to approximately 12,250 homes in Fergus, Elora, Belwood and Arthur.

Participation will be free and offered to over 500 businesses in Centre Wellington who will provide their logo and offer.

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:

“Making it easy for businesses to participate is one of the strengths of this project,” said Anne Toner Fung, Chief Executive Officer, Innovation Guelph. “The ease of participation will be appreciated by busy entrepreneurs.”

Quote:

“The Shop Local Centre Wellington Coupon Book will be a publication distributed to over 12,500 local households and businesses. We have space for upwards of 80 coupons and 60 business card sized ads, and participation is free for businesses” said Sally Litchfield, General Manager, Centre Wellington Chamber of Commerce. “We are hopeful that this provides a much needed boost to local businesses, driving traffic to their businesses whether that’s curbside, online, or in-person when possible.”

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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