

## Community Collaboration Creates eCommerce Website for Mapleton

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 Mapleton Chamber of Commerce who has successfully obtained funding from the Digital Main Street Future Proof Program in southwestern Ontario. The Chamber is supporting Mapleton businesses by helping them with the administrative costs of developing a presence on the Mapleton eCommerce site. Additionally, approximately 35 businesses will be supported by customers who can buy gift cards on the eCommerce site.

**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:

“Since COVID, eCommerce has become more important than ever,” said Anne Toner Fung, Chief Executive Officer, Innovation Guelph. “To support Mapleton businesses with an eCommerce site is definitely an appropriate Community Collaboration Project.”

Quote:

“We are excited to implement a standard gift card that could be used at any of our local businesses,” said Amber Weima, President, Mapleton Chamber of Commerce. “Many of our businesses did not have a gift card program before this. Our eCommerce site will provide a valuable service for shoppers and businesses in Mapleton.”

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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](http://www.innovationguelph.ca)