

Keystone Videos Promote the Elora Experience through Community Collaboration

PRESS RELEASE – Guelph, ON February 23, 2021 – Innovation Guelph is pleased to announce another Community Collaboration project through the Digital Main Street Project.

Innovation Guelph announces a partnership with the Elora BIA who has successfully obtained funding from the Digital Main Street Future Proof Program in southwestern Ontario. The Elora BIA creating two keystone promotional videos to invite visitors to enjoy the Elora experience and all the amenities they offer. The videos will showcase the downtown and the natural surrounding environments promoting dining, shopping and personal care services.

The BIA wishes to support businesses who would not otherwise have the means for professional video promotion.

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:

“Elora has so much to offer visitors,” said Anne Toner Fung, Chief Executive Officer, Innovation Guelph. “This video project will highlight individual businesses as well as annual events when they can safely begin again.”

Quote:

“We are excited to showcase our local restaurants, retail and servicers and to use this opportunity to promote annual events and pedestrian-friendly community weekends,” said Maclean Hann, Chair, Elora BIA. “This project will have the added value of providing professional photos and video content resources that will be available to all businesses within the Elora BIA catchment.”

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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