

Community Collaboration Results in New Ecommerce Site for Shelburne

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 Town of Shelburne who has successfully obtained funding from the Digital Main Street Future Proof Program in southwestern Ontario. The Town of Shelburne is creating an ecommerce site for approximately 35 local businesses to offer their products, services or industry. The project will include educating the businesses about best practices, providing marketing and technical support and helping increase their resiliency through the pandemic.

The Town of Shelburne will partner with an ecommerce developer and town staff with the help of the Shelburne BIA to promote the site across the community.

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:

“Pandemic restrictions make ecommerce capability even more important to businesses,” said Anne Toner Fung, Chief Executive Officer, Innovation Guelph. “Providing them with an ecommerce platform is critical to building resiliency.”

Quote:

“We consulted our businesses who identified set-up costs as a barrier to ecommerce participation” said Wade Mills, Mayor, Town of Shelburne. “We want to support our local businesses with this platform and help them understand how best to sell online.”

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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