

Community Collaboration Makes Affordable Advertising Bundles Available to Area 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 Dufferin Board of Trade who has successfully obtained funding from the Digital Main Street Future Proof Program in southwestern Ontario. The Dufferin Board of Trade, has partnered with several local media outlets to create advertising bundles to allow Dufferin area businesses to affordably promote their brands across various channels in tandem with the “Think Local, Think Dufferin” philosophy.

The project will help approximately 12 businesses access advertising while enhancing the business directory by adding 100 non-members in a continuing effort to support local.

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:

“Providing advertising bundles to businesses that could not otherwise afford them is a worthwhile project,” said Anne Toner Fung, Chief Executive Officer, Innovation Guelph. “The fact that this project also includes adding so many more companies to the directory is a win for Dufferin area businesses.”

Quote:

“Responding to the needs of our local businesses is one of our top priorities,” said Diana Morris, Executive Director, The Dufferin Board of Trade. “Providing access to affordable and effective advertising will help encourage consumers to Think Local and support small business!”

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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