

## Community Collaboration Promotes Shop Local with Guelph Shops Platform

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 the partnership with the City of Guelph who has successfully obtained funding from the Digital Main Street Future Proof Program in southwestern Ontario. The City of Guelph plans to expand the reach and promotion of the Guelph Shops platform while highlighting approximately 30 businesses through video, photography and social media.

The project will strengthen the City's support of over 450 businesses while providing a resource for shoppers to support local businesses through the interactive business directory that facilitates online shopping!

**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:

"The City of Guelph is a valued partner of Innovation Guelph," said Anne Toner Fung, Chief Executive Officer, Innovation Guelph. "Supporting Guelph entrepreneurs and encouraging local shopping through this platform is a positive step we can all get behind."

### Quote:

"We are so happy to be able to promote more effectively keeping dollars in Guelph and providing shoppers a convenient and accessible way to support local businesses," said Matthew Hardy Thomas, Manager of Tourism and Destination Development, City of Guelph.

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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)