



# Digital Main Street Program

City of Hamilton  
Small Business Enterprise Centre

# Digital Main Street

- \* Partnership with the Province of Ontario and the Ontario BIA Association

Two Program opportunities to support businesses;

1. Digital Service Squad Grant
2. Digital Transformation Grant

# Digital Service Squad

- \* Partnership with Hamilton Chamber of Commerce
- \* Hiring of 2 Digital Service Squad members

## **Hamilton SBEC**

Ancaster BIA  
Barton Village BIA  
Concession Street BIA  
Locke Street BIA  
Waterdown BIA  
Downtown BIA  
Stoney Creek BIA

## **Chamber of Commerce**

Downtown Hamilton BIA  
International Village BIA  
King Street BIA  
Ottawa Street BIA  
Westdale BIA  
Main Street Esplanade

# Digital Transformation Grant

- \* Goal is to assist main street businesses across Ontario improve their adoption of technologies to enhance online presence, sell on-line and even run back end process.
- \* Assist in the development of a Digital Transformation Plan
- \* Assist in the application of up to \$2500.00 to help with the cost to execute the plan.

# Potential Collaboration

- \* City of Hamilton to lead an application on behalf of the community
- \* Partner with all BIA's
- \* Partner with McMaster and Mohawk College
- \* Partner with local Chambers of Commerce

# Timelines

- \* Applications to open October 15<sup>th</sup>, 2018
- \* Squad to be ready in early 2019
- \* Project to be complete March 31<sup>st</sup> 2020

# Costs and Impact

- \* Project funded through the application with the Ontario BIA Association (no levy impact)
- \* Enhance business growth
- \* Retention of business in Hamilton

Questions ?