

Hamilton Business Centre Update

Digital Main Street

- Grant component of program (phase one has completed); approx. 100 grants issued in Hamilton
- Phase 2 allows for dedicated staff to work one on one with businesses – through BIAs will visit as many businesses as possible to provide services
- Staff will be able to assist with:
 - o Assessing Digital Footprint
 - o Social Media/Online Marketing Strategies
 - o Tips for working with graphic design & marketing firms
 - o Search Engine Optimization
 - o Digital Ads (creation and buying plans)
 - o Execution of action plan from approved Digital Main Street Grants
- Staff will be available for next 6 months to consult businesses, host workshops and work with

Questions for BIA Consideration

- What type of supports do your members say they need?
- What feedback are you getting about online programs?
- Did any of your members begin the process of applying for Digital Main Street but didn't get through to the end and have questions?
- Did any of your members who received the grants need help implementing their approved actions?