

# DIGITAL MAIN ST.

Program Review & Update: October 2020.



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# Hello!

My name is **Keith Russell**.

I am a Business Development Officer  
at the Hamilton Business Center (HBC).  
I am also a Digital Main Street Digital  
Service Squad member here in  
Hamilton, ON.

**Phone:** 905-540-6400

**Email:** [digitalmainstreet@hamilton.ca](mailto:digitalmainstreet@hamilton.ca)

**Online:** <https://investinhamilton.ca/hamilton-business-centre/digital-main-street/>



**DMS SQUAD**

# Who is Digital Main Street?

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## Digital Main Street:

A non-profit program offering a suite of services that helps small main street businesses (SMB) achieve digital transformation and manage their business through the adoption of digital tools and technology.

## The program is built around:

- Online learning platform (*tools, resources*)
- Structured video training program (*Digital Transformation Program*)
- Digital Service Squad (*training, guidance, and support*)

# What are the **program objectives?**

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# 1

Provide SMB owners with a FREE online assessment to direct them through the process of **determining the digital needs of their business**

# 2

Provide SMB owners with the digital literacy skills they need to **execute their digital transformation** by completing an online video training course that provides the basics of how digital technology will transform their business for success

# 3

Provide eligible and approved SMB owners with a **grant of \$2,500** to assist with the execution of their Digital Transformation Plan (DTP)

## FACT No.1

# \$57,000,000

The amount of funding Digital Main Street received earlier this year (\$50 million in federal funding through FedDev Ontario and \$7.6 million from the province) which will help up to 22,900 Ontario businesses create and enhance their online presence and generate jobs for more than 1,400 students.

# How did we do last time?

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**100+ grants**

where awarded to  
local businesses  
= \$285,000



**300+ clients**

where assisted in their  
pursuit of digital  
transformation

## FACT No.2

# \$1,800,000

1.8 million in potential Digital Transformation Grant monies is available for Hamilton Business. Equal to 725 individual grants of \$2500.



# What has changed with the program?

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## **Funding Partners:**

Funding for Digital Main Street is now provided by FedDev Ontario and the Province of Ontario.

## **Business Pre-Qualification Questionnaire:**

Implemented to take out some of the frustration business owners faced when applying for the grant during the first iteration of the program.

## **\$2500 Digital Transformation Grant Program (DTG):**

Completely revamped video training program. Training program is now only 2.5 hrs in length (was previously 8 hrs) with most lessons now paired with a case study for more context.



# What has changed with the program?

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## **Transformation Plan:**

Simplified and shortened to make the process quicker and more convenient for business owners.

## **Grant Eligibility (business location):**

Grant eligibility now states businesses must be located in, or close to, a downtown main street, a Business Improvement Area or has zoning consistent with a municipality's Operating Plan defining a central business district.

## **Previous Grant Recipients:**

Previous grant recipients can re-apply for the grant as long as their reporting is complete from their first grant application.

# What has changed with the program?

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## Digital Service Squad:

One-on-one consultations are now being held virtually allowing greater flexibility for businesses to schedule a consultation on a day and time that works for them. Rescheduling is also much easier. Currently there are 2 Digital Service Squad members in the Hamilton community. Keith Russell from the HBC and Danielle Fenton from the Hamilton Chamber of Commerce. Consultations can be booked online via digital calendars.

## Online Learning Platform:

Digital Main Streets online learning platform has been greatly improved and made easier to navigate with helpful prompts and guided instructions.

# What has changed with the program?

DMS **shopHERE** powered by Google

## **ShopHere Powered by Google (new program):**

ShopHERE provides independent small businesses and artists with a quick, easy, and no-cost way to get selling online.

Program eligibility criteria:

- Is a registered business, or a registered non-profit organization
- Has a commercial location or is home-based
- Has fewer than ten employees or fewer than 25 employees if a restaurant or bar

# What has changed with the program?

DMS shopHERE powered by Google

Program eligibility criteria (cont.):

- Is not a corporate chain or franchise

Examples of business that have went through the program with success:

**Play. Full. Goods.** Homebased business selling one-of-a-kind items for babies and kiddos. <https://playfullgoods.com/>

**F2 Engravables.** Located at 1472 Main Street East, F2 Engravables sells custom engraved items such as pens, key chains, wedding gifts and more. <https://www.f2engravings.ca/>

# What has changed with the program?

DMS **FUTURE PROOF**

## **Future Proof (new program):**

Future Proof is a program that assists businesses with identifying new markets, pivoting their business model, and developing and implementing a deep digital transformation plan.

### Program eligibility criteria:

- Business must be registered and/or incorporate in Ontario
- The business cannot be a corporate chain or franchise, including those individually owned and operated



# What has changed with the program?

DMS **FUTURE PROOF**

Program eligibility criteria (cont.):

- The business must have a commercial location (and paying Commercial property tax)
- Applicants must be able to commit to working 1 hour a day, Monday through Friday (between 9am to 5pm) for up to 6 weeks of the program



# What can you do to help?

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## To help better promote the program:

- Share any and all social post's around DMS to local business via your own websites, social channels, and newsletters (branded post images and web banners can be created for FREE, just inquire)
- Promote all DMS related webinars and workshops via your website, social channels, newsletters, etc.
- Request 1-pager program flyers (printed or digital) to distribute to local businesses or email them out to businesses
- Continue to educate businesses about the \$2500 grant and refer them back to the HBC if they have any program questions/concerns/help

# What can you do to help?

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## Upcoming DMS Events:

### **DMS – Digital Transformation Grant Program (Lunch & Learn)**

Tuesday, October 13 @12pm to 1pm

### **DMS – Digital Transformation Plan Workshop (Lunch & Learn)**

Monday, October 19 @12pm to 1pm

### **DMS – Digital Transformation Grant Program (Lunch & Learn)**

Monday, October 26 @12pm to 1pm

### **DMS – Digital Transformation Plan Workshop (Lunch & Learn)**

Friday, November 06 @12pm to 1pm

# Apply Today

**Ontario Grant application:**

<https://digitalmainstreet.ca/ontariogrants/>

**Book a consultation with a Digital Service Squad member:**

**Keith:** [calendly.com/hbc-dss](https://calendly.com/hbc-dss)

**Danielle:** [calendly.com/hcc-dss](https://calendly.com/hcc-dss)

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