



For Immediate Release

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Launch of Digital Main Street program in partnership with the Town of Georgina and Town of East Gwillimbury

Georgina, ON – Local businesses in the Town of Georgina are set to receive valuable assistance with the introduction of the Digital Main Street program, a collaborative effort between the Town of Georgina and the Town of East Gwillimbury.

Aligned with the Government of Ontario's commitment to invest \$40 million over two years to enhance business promotion, the expanded Digital Main Street program aims to empower businesses in Georgina to thrive within their communities and beyond. Focused on providing tailored technical support, the program addresses marketing challenges, aids in implementing automation tools and tackles various technical issues faced by small businesses.

In a joint initiative between the Town of East Gwillimbury and the Town of Georgina, along with collaboration from delivery partner acorn30, the program seeks to stimulate the local economy and equip small businesses throughout the region with the tools necessary to remain competitive. The Digital Main Street program, created by the Toronto Association of Business Improvement Area's (TABIA), strategically places resources throughout Ontario to offer personalized assistance to local businesses. The Digital Service Squad (DSS) Grant is administered provincially by the Ontario BIA Association (OBIAA).

Business owners in Georgina can now receive complimentary support from a trained digital technology specialist, gain access to training modules for enhancing technical skills and receive guidance in developing a Digital Transformation Plan. To facilitate this, Georgina and East Gwillimbury introduced a dedicated Digital Service Squad.

Open to all local businesses, the Digital Service Squad offers support for basic website setup, Google Business Profiles, Google 360 photos, digital storefront setup with e-commerce, social media content creation and enhancement, and more. To qualify for the program, businesses must meet specific criteria, including having a permanent brick-and-mortar location in Ontario and being a registered business in Ontario and/or incorporated.

For more information about how to access digital tools and training to improve your business, visit digitalmainstreet.ca to register and begin your journey. Visit georgina.ca/YSpace to learn more.

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