



COVID-19 EMERGENCY RESPONSE

PROVINCIAL PROGRAM

The following opportunity, in response to the COVID-19 pandemic, is being brought to your attention.

Program Name:	Digital Main Street – Small Businesses Digital Transformation Support	
Who Can Apply:	Businesses	
When Can I Apply:	Open:	Currently Open
	Close:	TBD
How Do I Apply:	In Person:	
	Mail:	
	Phone:	
	Online:	https://digitalmainstreet.ca/ontario/
Program Website:	https://digitalmainstreet.ca/ontario/	
Funding Type:	Support Program	
Funding Available:	Online store support, access to new technology, enhanced existing digital platform	
Description:	The Ontario government, in partnership with the federal government, is helping small businesses reach more customers through the Digital Main Street platform. It is a \$57-million program which will help up to 22,900 Ontario businesses create and enhance their online presence and generate jobs for more than 1,400 students.	
Special Conditions:	<p>Through the \$57-million contribution to the Digital Main Street platform, businesses will be able to take advantage of three new programs to support their digital transformation:</p> <ul style="list-style-type: none"> shopHERE powered by Google will leverage Ontario's strengths by hiring highly skilled and trained students to build and support the launch of online stores for businesses that previously did not have the capacity to do so themselves. The core goal will be to help small businesses compete and grow, in a world that is 	

increasingly online, and help them recover as quickly as possible following COVID-19.

- Digital Main Street Grant will help main street small businesses be digitally more effective. Through a \$2,500 grant administered by the Ontario BIA Association, small businesses will be able to adopt new technologies and embrace digital marketing. Municipalities, Chambers of Commerce, and Business Improvement Areas (BIAs) can apply for a Digital Service Squad grant, which will allow them to establish teams to provide personalized, one-on-one support.
- Future-Proofing Main Street will provide specialized and in-depth digital transformation services and support that helps existing main-street firms adapt to changes in their sector and thrive in the new economy. By leveraging teams of digital marketing professionals and talented students, these firms will be able to create new online

DISCLAIMER: Please be aware that the City of Windsor is providing summary information only and strongly recommends you review the specifics of these programs by clicking on the Program Website links provided. The situation with COVID-19 is evolving and details related to this opportunity are subject to change. The City of Windsor takes no responsibility for omissions or inaccurate information that could be included on this template. Please refer to the link provided in the Program Website section for the most current and complete information.