



FOR IMMEDIATE RELEASE

## OBIAA Announces June 21st Re-Opening of the Digital Transformation Grant Portal

### Digital Main Street Extension Allows More Small Businesses to Boost Their Digital Capabilities

June 21, 2022: Toronto, ON. The Ontario BIA Association (OBIAA), in partnership with the Toronto Association of BIAs (TABIA), today announced the Digital Transformation Grant (DTG) program is now accepting applications. With support from the Government of Ontario, the Digital Transformation Grant (DTG) provides up to \$2,500 to qualifying brick-and-mortar small businesses to help cover the cost of adopting digital tools and technologies.

The new application window opens on June 21, 2022 and closes on October 31, 2022. A second application window will open in January 2023 and continue to September 30, 2023 (or until grant funds are fully exhausted), allowing more qualified small businesses time to apply for the DTG and execute their projects. Commercial small businesses eligible to apply for the DTG must be registered in Ontario, have a brick-and-mortar location, and employ under 50 employees. Other eligibility requirements and exceptions can be found on the [Digital Main Street website](#).

As part of the 2021 Fall Economic Statement, the Government of Ontario committed to an increased investment of \$40 million over two years to help Ontario businesses better compete at home and abroad through the renewal of the Digital Main Street program, including the Digital Transformation Grant and the Digital Service Squad Grant. Applications for the Digital Service Squad Grant opened in April 2022.

Since 2018, over 41,000 businesses have received support from combined federal and provincial funding, and the renewed funding is expected to help 36,000 more businesses raise their digital profile. In May 2022, the Business Development Bank of Canada's [Seize the Technological Advantage](#) study noted that 60 percent of companies have a website, a jump of 50 percent in just three years from the number of companies in 2019 cited in a Government of Ontario report.

Founded by TABIA in 2016 and expanded province-wide in 2018, Digital Main Street (DMS) is a significant resource for small businesses across Ontario as they continue to transform their operations to include online business models, new revenue streams and, potentially, international



markets. The Ontario BIA Association, together with TABIA, administers the DMS OGP across the province to assist Ontario's brick-and-mortar small businesses. For more information on Digital Main Street's Ontario Grants Program visit [www.digitalmainstreet.ca/ontariogrants/](http://www.digitalmainstreet.ca/ontariogrants/).

"The Digital Main Street Ontario Grants Program is a vitally important and immensely valuable resource for small businesses," said Kay Matthews, Executive Director of the OBIAA. "It is very clear that businesses who took advantage of the DMS program over the past four years are now positioned for a brighter, more optimistic and sustainable future. We look forward to equipping even more small businesses with the knowledge, resources, and training to revitalize their operations with an expanded digital presence."

Digital Service Squads have already launched their programs in municipalities, towns, and cities across the province. Now, together with the Digital Transformation Grant portal opening today, small businesses will have the knowledge, resources and support to market their products and services online and ensure their local communities continue to thrive.

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## **ABOUT OBIAA**

OBIAA is the network that represents unique and vibrant BIAs across Ontario. The Association, incorporated in 2001, supports and advocates on behalf of its members through the building and nurturing of strong relationships and partnerships. OBIAA is a leader in the development and sharing of information, tools, resources and best practices, and is the ONE voice on common issues. [www.obiaa.com](http://www.obiaa.com)

## **ABOUT TABIA**

The Toronto Association of Business Improvement Areas (TABIA) is a non-profit umbrella organization working with the 84 Business Improvement Areas within the City of Toronto, who in turn represent more than 70,000 business and property owners. [www.toronto-bia.com](http://www.toronto-bia.com)

## **ABOUT Digital Main Street**

Digital Main Street is a program that helps main street businesses achieve digital transformation. The program is built around an online learning platform, structured training programs, and our Digital Service Squad, a team of street-level team members who help main street businesses grow



and manage their operations through technology.

Digital Main Street was created by the Toronto Association of Business Improvement Areas (TABIA) with direct support from the City of Toronto. DMS is also supported by a group of strategic business partners, including Google, Mastercard, Shopify, Microsoft, Facebook, Intuit QuickBooks, Square, and Lightspeed. The program is delivered pan-Canada in support of small business thanks to the support of all three levels of government. [www.digitalmainstreet.ca](http://www.digitalmainstreet.ca)

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