



NEWS RELEASE  
FOR IMMEDIATE RELEASE

## **New Grant Funding Allows Minto, Mapleton and Wellington North Digital Service Squad to Continue to Help Small Businesses Adopt Online Technologies**

June 7, 2022: Northern Wellington County, ON. The Minto Chamber of Commerce has announced that it has received a \$59,000 grant from the Digital Main Street program for a two-year Digital Service Squad program, which provides small business owners with the tools and support needed to digitally transform their businesses.

*"We are excited to launch Digital Main Street (DMS) in Northern Wellington County for the fourth time," said Heather Watterworth, President of the Minto Chamber of Commerce. "DMS has made a real impact on our local business community. Hundreds of businesses have received a Digital Transformation Grant to date making a huge impact on the way they do business. This round of DMS will help to further elevate the work that has already been done, as well as assist others that have not yet taken advantage of this opportunity. A vibrant business sector is essential to a strong community, and because of this grant we will be able to provide our businesses with the opportunity to take advantage of trained specialists who can teach them how to use new technologies and provide tools and training in order to stay competitive in today's digital world."*

Digital Service Squads (DSS) are the cornerstone of Digital Main Street, with trained specialists who meet with brick-and-mortar small businesses, at no cost, to help them complete an online assessment and to introduce them to online training modules designed to build their digital knowledge and skills. This one-on-one DSS assistance includes support for basic website setup, Google Business Profiles, 360° photos, social media presence, and much more. Squad members are also trained to help qualified small businesses with the development of their Digital Transformation Plan and then with the application process for a \$2,500 Digital Transformation Grant.

*"Small businesses are innovative and entrepreneurial, but often lack the resources to respond to change, be resilient, yet flexible," said Kay Matthews, Executive Director, OBIAA. "OBIAA is delighted to work once again alongside the Digital Main Street team and is thrilled to support Northern Wellington's squad. The Digital Main Street program's resources, grants, training, and Digital Service Squad assistance provide the means for more small businesses in communities across the Town of Minto, Twp of Mapleton and Twp of Wellington North to adopt innovative ways, create new revenue streams, expand their markets, and face the future with optimism and confidence."*

We are excited to introduce our DSS member for Northern Wellington County, Nelia Ricardo-Wodiany. Nelia has many years of experience with digital marketing and graphic design and is excited to further

enhance the work that has already been done and help others adopt new technologies and skills. Businesses are encouraged to contact Nelia by phone 519-510-7400 or email [dss.neliarw@gmail.com](mailto:dss.neliarw@gmail.com) to learn more about the Digital Main Street program and how to participate.

-30-

### **ABOUT Northern Wellington Partnership**

All three communities Minto, Wellington North and Mapleton (Northern Wellington) and the towns encompassed within each region have come together with the same mission and goal; Increase coworking, community, and connection for the business it serves. Having another 'hand on deck' will ensure that there is a dedicated focus on the digital part of these elements. The ground work laid with past Digital Main Street initiatives in this area have made a huge improvement, more work still needs to be done to further propel and assist these businesses that have adopted new technologies and elevate existing technologies.

### **ABOUT OBIAA**

OBIAA is the network that represents unique and vibrant BIAs across Ontario. The Association 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.

### **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)

### **Media Contact:**

Somer Antonopoulos  
Business Development Coordinator  
[Info@minto-chamber.on.ca](mailto:Info@minto-chamber.on.ca)  
519-510-7400

### **DSS Contact:**

Nelia Ricardo-Wodiany  
519-510-7400  
[dss.neliarw@gmail.com](mailto:dss.neliarw@gmail.com)