

# Digital Transformation Grant 2020 Program FAQs

## What is a Digital Transformation Grant?

Digital Main Street (DMS) is a program focused on assisting main street small businesses (MSB) with their adoption of technologies. Through a partnership with FedDev Ontario and the Province of Ontario, grant opportunities are available to enable this digital transformation process. The Digital Transformation Grant (DTG) program will provide funding for training, advisory support, and grants to main street small businesses looking increase their capacity through digital transformation.

## What is the objective of the Digital Transformation Grant?

- Provide MSB owners with an online assessment to direct them through the process of determining the digital needs of their business
- Provide MSB owners with the digital literacy skills they need to execute their digital transformation by completing an online training course that provides the basics of how digital technology will transform their business for success
- Provide eligible and approved MSB owners with a grant of \$2,500 to assist with the execution of their digital transformation plan (DTP)

## Who is eligible?

The DTG is open to participants who meet the following requirements:

- Must be a main street business that:
  - **Is** 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 (C1, C2 or equivalent)
  - **Is** employing 1-10 employees (or fewer than 25 employees if they are a café, restaurant, or bar)
  - **Is** paying commercial property tax (commercially assessed), either directly or through commercial rent
  - **Is** a registered business in Ontario and/or is incorporated
  - **Is open for business/operating at the time of application (not a start up)**
  - **Is NOT** a business supplying digital services to other businesses (e.g. website design/development, SEO, programming)
  - **Is NOT** a franchise, including those individually owned and operated
  - **Is NOT** a not-for-profit/ charitable organization
  - **Is NOT** renting office space on a temporary basis (month-to-month)
  - **Is NOT** in a shared workspace such as a hot desk or dedicated desk
  - **Is NOT** a purely online business

# Digital Transformation Grant 2020 Program FAQs

- Owned By:
  - An **Ontario resident** operating a business in Ontario
  - An individual of **18 years of age or older** at the time of application
  - A **Canadian citizen** or **permanent resident**
- Has completed the Digital Transformation for Main Street program, which includes:
  - the **Digital Main Street Assessment**
  - the **online training**
  - developing a **Digital Transformation Plan**
- OBIAA reserves the right to determine who is eligible/ ineligible on a case-by-case basis

## **Additional Notes**

- Previous Digital Main Street grant recipients may apply, provided all reporting and project receipts have been submitted
- Large corporations **are not** eligible to apply for a DTG
- Businesses with multiple locations are only eligible to apply for **one** digital transformation grant
- Owners with multiple businesses may only apply for one grant
- BIA Offices are not eligible to apply for this grant, but are eligible to participate in all trainings
- French translation assistance will be available for applicants upon request

## **What costs are eligible?**

- **Digital Marketing**
  - Hiring a consultant/agency/person to execute Digital Marketing initiatives
- **Website**
  - Redesign, Improvement of existing website
  - Development of new website
- **Software**
  - Graphic design software
  - Productivity Software (LastPass, Hootsuite, Dropbox, etc.)
  - Social Media Software (Hootsuite, Buffer, etc.)
  - Security Software
  - Other software as evidenced in the DTP
- **Digital Training**
  - Ongoing Digital Training courses (in-person & online)
- **Hardware**
  - Must be hardware deemed necessary (as determined by OBIAA in its sole discretion)

## **What costs are not eligible?**

- Microsoft Office
- Website Hosting
- Domain Name Renewal
- Software Subscription Renewal
- Signage and printing

# Digital Transformation Grant 2020 Program FAQs

- Logo redesign and rebranding
- Unnecessary or excessive equipment (or equipment you already have and want to upgrade) (as determined by OBIAA in its sole discretion)
- Business Owner's salary or current employee salary for executing the project
- Costs of land, building or vehicle purchase
- Costs of intangible assets such a goodwill, whether capitalized or expensed
- Depreciation or amortization expenses
- Interest on invested capital, bonds, or debentures
- Bond discount
- Monthly mortgage, loan and/or rent payments
- Refinancing of an existing debt
- Losses on investments, bad debts, and any other debts
- Fines or penalties
- Costs related to litigation
- Fees for administrators including payments to any member or officer of the Recipient's Board of Directors
- Opportunity costs
- Hospitality and entertainment costs
- Franchise fees and/or franchise license costs
- Lobbyist fees
- New capital expenditures