

DMS FUTURE PROOF

Who is Digital Main Street?

Digital Main Street is a program and service 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.

The organization was created by the Toronto Association of Business Improvement Areas (TABIA) with direct support from the City of Toronto and Government of Canada through the Federal Economic Development Agency for Southern Ontario. Digital Main Street is also supported by a group of corporate sponsors, including Google, Intuit Quickbooks, Square Facebook, MasterCard, Microsoft, and Shopify.

Transformation Teams

Transformation Teams connects small businesses with a team of digital marketers, web designers and creatives to help solve a wide variety of challenges that main street businesses are facing today—at no cost. Each team will build a custom plan per business in adapting to industry changes. This plan will be created and implemented within 2 to 6 weeks.

Sample Projects

- Recreating fine dining experiences in a socially distant world where pick up is the popular option.
- Pivoting manufacturers who rely on frozen supply chains and B2B markets to develop independent digital strategies and access direct to consumer markets.
- Expanding business offerings for hospitality industry groups who are facing historic shortages in corporate orders and events.

Eligibility

To be eligible for the Future Proof Program, your business must be a registered business in Ontario.

[Click here to sign up!](#)

