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Eligibility Criteria

Digital Main Street and Beyond – Digital Service Squads

Digital Service Squads help businesses achieve digital transformation by providing FREE one-on-one training to Simcoe County businesses to activate free and easy to use tools such as Shopify, Google My Business and social media.

The following are eligibility criteria for businesses accessing the County of Simcoe funded program through the Small Business Enterprise Centers:

- Employing 1-99 employees.
- Pay commercial property tax (commercially assessed), either directly or through commercial rent.
- A registered business in Ontario and/or is incorporated.
- Operate within one of the 16 Simcoe County member municipalities (Townships of Springwater, Oro-Medonte, Ramara, Severn, Tay, Adjala-Tosorontio, Essa, New Tecumseth, Clearview, and Tiny and the Towns of Bradford West Gwillimbury, Innisfil, Midland, Collingwood, Wasaga Beach and Penetanguishene).

Owned By:

- An Ontario resident or 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.

The following are not eligible to access the County funded program through the SBECs:

- Business supplying digital services to other businesses (e.g. website design/development, SEO, programming)
- Franchises
- Not-for-profit/charitable organization
- Renting office space on a temporary basis (month to month)
- Shared workspace such as a hot desk or dedicated desk
- Purely online business

To sign up for Digital Service Squad assistance, businesses in the Townships of Springwater, Oro-Medonte, Ramara, Severn and Tay and the Towns of Bradford West Gwillimbury, Innisfil and Midland should contact the Small Business Centre of Barrie, Simcoe County and Orillia at 705-720-2445 or digitalsquad@barrie.ca; businesses in the Townships of Adjala-Tosorontio, Essa, New Tecumseth, Clearview, and Tiny and the Towns of Collingwood, Wasaga Beach and Penetanguishene should call the South Georgian Bay Small Business Enterprise Centre on 705-446-3355 or email them at digitalmainst@collingwood.ca.