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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.

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 contact the Barrie, Simcoe County and Orillia Small Business Enterprise Centre at 705-720-2445 or digitalsquad@barrie.ca; or the South Georgian Bay Small Business Enterprise Centre at 705-446-3355 or digitalmainst@collingwood.ca.