



Media Release

April 22, 2020

Notice- \$5000 Available in Grants to Create E-Commerce Websites to Support Local Businesses & Free Shopify E-Commerce Coaching

Led by the Community Recovery Task Force, the Town of The Blue Mountains is excited to announce the launch of two new initiatives to help support local businesses.

Initiative #1- \$500 Website Development Grants

The first initiative is a \$5000 fund, split into ten (10) \$500 grants that will be made available to qualifying businesses on a first-come, first-served basis to create e-commerce websites to generate online sales and to support businesses. To implement the program, the Town has secured a service agreement with a web development firm to build websites for an all-in packaged price of \$1000 each, of which the Town of The Blue Mountains will cover \$500.

To apply for the grant, and to see if your business qualifies, please visit:

www.thebluemountains.ca/website.cfm

Initiative #2- Free Website Coaching and Support

Managed and supported by our partners at the Small Business Enterprise Centre, the second initiative will provide free support to local business owners in creating their own e-commerce website using Shopify. This initiative is offered as a free program that will require hands-on work and dedication by the business owner to create their website while being able to access coaching, support and tips from an experienced website professional.

To learn more, and to access the free resources, please visit: www.entreprisecentre.ca/our-programs/digital-service-squad/

“Businesses need support now, more than ever, and these two initiatives are a great opportunity for businesses in the Town of The Blue Mountains to quickly and professionally create e-commerce websites,” explained Mayor Alar Soever. “With the changing retail landscape, websites and e-commerce capability are more important than ever. These actions are clear and actionable examples of the work that the task force is doing to help support local businesses”.

For more information, please contact:

Tim Hendry

Manager of Communications & Economic Development
(519) 599-3131 ext. 282