

**From:** Denonville, Alex  
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**Subject:** Town of Essex Launches Digital Growth Grant for Local Businesses



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## **Town of Essex Launches Digital Growth Grant for Local Businesses**

**Essex** – The Town of Essex has launched a grant program designed to assist local businesses in expanding and improving their digital marketing and online sales.

Council supported the adoption of the grant program at their regular meeting on Monday, June 15. The program, offered in partnership with the WindsorEssex Small Business Centre and the Essex Centre Business Improvement Area, will provide up to \$1,000 to 20 local business owners seeking to grow their online offerings.

“COVID-19 has been particularly impactful on many of our local businesses who rely on foot traffic to generate sales and attract new customers,” said Nelson Silveira, Economic Development Officer. “This grant program is designed to mitigate these impacts and assist business owners in expanding their digital presence.”

Grant funds, for example, may be used to set up an online store, transition to digital services, increase digital and social media marketing, or invest in IT/digital-related training staff members. To be eligible, businesses must be a registered or incorporated business located in the Town of Essex. Please note, all eligible businesses located within the Town of Essex are welcome to apply. Franchises, multi-level level marketing, and seasonal businesses are not eligible.

Applications for the grant program can be made through the WindsorEssex Small Business Centre at [essex.ca/DigitalGrowthGrant](https://essex.ca/DigitalGrowthGrant). Submissions for consideration will be accepted until August 31, 2020.

### **Media Contacts**

Alex Denonville  
Manager, Communications  
Town of Essex  
[adenonville@essex.ca](mailto:adenonville@essex.ca)  
519-990-7546

Sabrina DeMarco  
Executive Director  
WindsorEssex Small Business Centre  
519-253-6900