

DMS SQUAD

Who Is Digital Main Street?

Digital Main Street is a program and service that helps main street businesses achieve digital transformation. The organization was created by the Toronto Association of Business Improvement Areas (TABIA) with direct support from the City of Toronto.

What is DMS Squad?

The DMS Squad is a team of trained students and/or recent graduates with strong Technology and Digital Marketing skills and experiences that businesses can access to receive free support, training, and consultation. Businesses receive targeted support to get started, grow their digital presence and grow their business.

*To access your region's Digital Service Squad, visit your local BIA or Municipality website

How It Works



What are the program benefits?

- Free one-on-one customized support to small businesses owners
- Access to a free online video-based digital transformation training program
- Website – review, updating, creation, best practices
- Social Media – support, best practices, and advertising
- Technology – support and guidance for the best options of technology tools to implement for your business

Who is eligible?

- Main street businesses, generally located in a primary retail street or commercially zoned area.
- Must have a commercial address or be part of a Business Improvement Area (BIA)