



Dear local businesses,

We're writing to you today to inform you of a new grant opportunity that businesses in Middlesex County are eligible to apply for.

TechAlliance of Southwestern Ontario is launching the 5-10-15 Main Street Innovation Challenge, a Digital Main Street Community Collaboration Project with regional economic development partners to support the transformation of main streets and serve the small business community struggling as a result of COVID-19.

Seeking innovative and technology-enabled solutions from Elgin, Huron, Lambton, Middlesex and Oxford counties, the 5-10-15 Main Street Innovation Challenge puts transformation for main street businesses at the centre of their solution to bring forward inclusive and disruptive approaches to economic recovery and community prosperity. Four recipients will each receive \$15,000 in funding as well as a personalized suite of business advisory services through TechAlliance growth coaches.

Swift action will result in immediate results for Main Street businesses. To that end, applications will be open for five days, starting February 5, 2021 followed by a rapid evaluation period of just five days by an adjudication panel comprised of economic development partners from Elgin, Huron, Lambton, Middlesex and Oxford counties. Successful recipients will be announced on February 16, 2021.

The Digital Main Street Community Collaboration Program focuses on bringing together community members to collaboratively identify and solve one or more local main street challenges. The goal is to add resources to ongoing conversations across multiple sectors and assist with piloting solutions. Funding for this initiative is made available through the [Digital Main Street program](#), with support from the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario) and the Government of Ontario.

"TechAlliance is dedicated to our role as a partner with Digital Main Street in Southwestern Ontario," said Christina Fox, Chief Executive Officer of TechAlliance. "Working alongside our regional economic development partners, our goal is to enable responses to a rapidly changing business landscape and empower the transformation of main street businesses through innovation."

Applications are open now for the *5-10-15 Main Street Innovation Challenge*. Interested parties are encouraged to apply by visiting: techalliance.ca/5-10-15Challenge.

Best,

Middlesex County Economic Development

www.investinmiddlesex.ca

519-434-7321