



August 2022

In This Issue

- [Digital Transformation Grant Program](#)
- [Digital Service Squad](#)
- [Canada Digital Adoption Program \(CDAP\)](#)
- [Tour de DUKE Heights 2022](#)
- [DUKE Tower Unveiling Ceremony](#)
- [Mentee Enrolment Open for the DUKE Heights Mentorship Program](#)
- [Member Exclusive: Free Advertising on digital billboard](#)
- [Member Exclusive: Free Digital Ad placement opportunity](#)
- [Project Sentinel MS Phase 2 Spot Replacement by Toronto Hydro](#)
- [Featured Member: Toy Florist](#)
- [Photo of the Month](#)
- [Upcoming Events & Webinars](#)

Digital Transformation Support Programs



News Releases & Other Resources

Latest news releases and updates from the City of Toronto: <https://www.toronto.ca/news/>



**Get Your
Products or
Services
Featured in the
BIA Newsletter**

Visit dukeheights.ca/be-featured-form/ to submit your provide your information.



This is the 4th iteration of Toronto's popular \$2,500 Digital Transformation Grant Program, which provides businesses with funding to implement a digital transformation. There will be two iterations of this grant, the first began from June 2022 and will remain open until Oct 31, 2022. The second iteration will run from January 2023 through October 2023.

Businesses that received a grant between July 2021 – March 2022 are not eligible for additional funding in 2022. However, those businesses will be able to apply for funding beginning in January 2023. Click on the link below for the eligibility criteria, eligible costs, and the registration process.

[Learn More](#)

Digital Service Squad

The Digital Main Street Service Squad is a team of digital marketing specialists who help small businesses grow online. If you are looking for support, you can book a free appointment with one of the team members at <https://calendly.com/digital-main-street>.

The Squad member would assess your business's online presence and provide recommendations on how to enhance your digital capabilities.

[Learn More](#)

Canada Digital Adoption Program (CDAP)

The Canada Digital Adoption Program launched earlier this year to support businesses looking to implement or improve their overall eCommerce presence. It provides businesses with \$2,400 in grant funding to implement eCommerce. All eligibility criteria and the eligible costs can be found at the link below.

Important to note that the CDAP Program is open to home-based businesses, but businesses must have and provide proof of an additional employee outside of the owner.

[Learn More](#)

BIA Event Highlights

a Perk?

Do you want to promote your business? Provide an exclusive offer at dukeheights.ca/submit-perk-form/ by filling out a form!



40% off for auto detailing – Car Care Centre

Discount valid when you present the coupon in-store via mobile phone and/or printed coupon. Please visit our website for store locations. For more local offers and specials, visit dukeheights.ca/perks/.



Save \$100 on Cyber Health Check – Iceberg Cyber

Use the DUKEPERKS promo code to get \$100 (50%!) off your first month. For more local offers and specials, visit dukeheights.ca/perks/.



10% Off Auto



Tour de DUKE Heights Puts Smiles on the Faces of Hundreds

On Sunday, July 24, 2022, DUKE Heights BIA hosted its annual Tour de DUKE Heights signature bike event aimed to promote cycling in our area, educate kids and youth on safe cycling and donate bikes to children.

DUKE Heights BIA provided 150 bikes to children in the neighbouring communities! It was great to have so many deserving families participate in the event and for the children to take part in the training and “race” on the Finch Recreational Bike Trail. [...]



[Read More](#)



DUKE Tower Official Unveiling Ceremony - July 18, 2022

On July 18th, the Board of Directors of DUKE Heights BIA along with MPP Michael Kerzner, MPP Tom Rakocovic and local City Councillors for Ward 6 and Ward 7, officially unveiled the New

Present a business card from your local business and receive 10% off our in-stock used auto parts. For more local offers and specials, visit dukeheights.ca/perks/.

CENTRON
SELF STORAGE
YOUR NEIGHBOURHOOD STORAGE CENTRE

**Your First 4
Weeks are on
Us**

To redeem this offer, call us at 416-739-0000, visit us at 4500 Chesswood Drive, or rent or reserve your storage unit on-line.

For other DUKE Perks, visit dukeheights.ca/perks/.

Heights BIA business community.



Featured Services



DUKE Heights Business Mentorship Program:

Enroll to Receive FREE Expert Support

Sponsored by the BIA

Applications are open for the DUKE Heights Mentorship program. The program provides participating business owners with support and services from the BIA, regular time with a business mentor and a structured program through which every aspect of their business is evaluated and further developed to take the business to the next stage.

This is a FREE business support program for BIA members and up-and-coming start-ups; so there are no costs involved. If your business is fairly new and you would benefit from connecting with a veteran for guidance, please take advantage of this free service. Apply today!

Small & Medium-sized Business: See the Program Benefits & Apply as a Mentee

Start-up Company: See the Program Benefits & Apply as a Mentee



Member Exclusive: Free Advertising on Digital Billboard

Interested BIA member businesses are welcome to apply for one fully BIA-sponsored advertisement spot exclusively on Pattison's Outdoor Digital Billboard, located at the NW corner of Dufferin Street and Finch Avenue West. Your ad will run 24/7 for a 4-week period, for 10 seconds at a time, rotating every few minutes. Our design team can also assist you with the creative, free of charge.

The advertisement spots will be allotted on a first-come, first-served basis. Last year's applicants are welcome as well. Sign up today to secure your spot by filling out the [Expression of Interest Form](#). You may also contact us via e-mail at info@dukeheights.ca

[Expression of Interest Form](#)



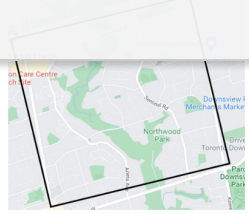
Member Exclusive: Free Digital Ad Placement Opportunity

DUKE Heights BIA members are eligible to apply for a one-time free advertisement for up to 4 weeks in 2022 on their preferred digital platform. Those who participated in 2021 are also welcome to reapply. The advertisement spots will be allotted on a first-come, first-served basis.

Take advantage of this paid marketing campaign sponsored by the BIA on social media channels to attract thousands of new customers. Follow the link below to book your spot today!

[Expression of Interest Form](#)

What's Happening

**Construction
Notice****Electrical System
Upgrade****in the East of
Keele Street****September-
December 2022**

Project Sentinel MS Phase 2 Spot Replacement by Toronto Hydro

Affected Area- East of Keele Street

Toronto Hydro is upgrading the electrical distribution system in a section of our BIA to improve the reliability of their electrical service. This includes upgrading the overhead electrical system and replacing hydro poles on city-owned property near the impacted lots. The project called "Sentinel MS Phase 2 Spot Replacement" is expected to span from September through December 2022. Businesses residing on the east side of Keele Street are subject to the upgrade this time. Toronto Hydro ought to distribute separate letters to residents of the concerned properties to notify them of details about the project.

Featured Member



From Floral Arrangements to Floral Toys, Buy Your Next Gift at Toy Florist!

Are you looking to give someone a special gift but can't decide what to give them? Toy Florist has got you covered! They have been serving Toronto and the GTA community since 2013 by offering custom-made bouquets with fresh flowers arranged differently for every occasion! Whether it's for a wedding, birthday, business event, Mother's Day, or Valentine's Day, Toy Florist will always provide you with the best service and the most charming gift options. [...]

[Read More](#)

Photo of the Month



Discover DUKE: Photo of the Month

This photo was one of the winning entries in the Spring 2022 Edition of the Discover DUKE Photo Contest held in May 2022.

Photo Title: An early start at the Suncor Metro Depot

Photo location: Finch Ave W & Chesswood Dr

Copyright: Jim Chung

[Click on the photo to see it in higher resolution]

[Link to our Facebook page for the full gallery of the winning photos](#)

Events & Webinars



[**Web Presence 101 - Ensuring Your Foundation Is Set: Webinar by Digital Main Street**](#)

August 16, 10:00 a.m. to 11:30 a.m.

[Register \(Free\)](#)



[**Business Foundations-Pitching Your Business and Generating Sales: Workshop by YSpace at York University**](#)

August 16, 6:00 p.m. to 8:00 p.m. [Register](#)

[\(Free\)](#)



[**WSIB: Laws & Regulations for Small Businesses: Webinar by Enterprise Toronto**](#)

August 17, 9:30 a.m. to 11:30 a.m.

[Register \(Free\)](#)



[**Free Ontario Program: How An Online Store Can Boost Your Business: Webinar by Digital Main Street**](#)

August 18, 11:30 a.m. to 12:30 p.m.

[Register \(Free\)](#)



[**Funding for Canadian Manufacturers: Webinar by Mentor Works**](#)

August 23, 1:00 p.m. to 2:00 p.m. [Register](#)

[\(Free\)](#)

[**Business Planning: Get your Business Accelerating:**](#)



**[Business Foundations-Customer Service
101: Workshop by YSpace York University](#)**

August 30, 6:00 p.m. to 8:00 p.m. [Register \(Free\)](#)



**[Sales Skills to Power up Your Start-up!:
Webinar Enterprise Toronto](#)**

August 31, 9:30 a.m. to 11:30 a.m.
[Register \(Free\)](#)



Tweet



Forward



Share



Copyright © 2022 DUKE Heights BIA, All rights reserved.

You are receiving this email because you are a property owner, business in the DUKE Heights BIA district, or associated with the BIA.

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#)

[@DUKEHeightsBIA](#)

This email was sent to <<Email Address>>
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)
DUKE Heights BIA · 1275 Finch Ave W Suite 303 · Toronto, ON M3J 0L5 · Canada