Free Small Businesses Support – Digital Service Squad

The Business & Local Economy team is introducing a new program to support small businesses in Calgary. We hope that you will share it with your member businesses as it is a great opportunity for businesses to get support to modernize.

At no other time has it been more important for small businesses to be part of the digital economy and benefit from every advantage that can provide. Through funding from the Province ($785,180.00), we’re excited to announce the Digital Service Squad Program, which will run throughout 2022.

The Digital Service Squad (DSS) will consist of up to 15 Calgary post-secondary students, temporarily hired by The City, and available to local small businesses at no cost. The Squad members will provide one-on-one assistance to eligible small businesses in their adoption of technology.

Small businesses needing assistance with websites, point of sale systems, social media strategies and platforms, streamlining business processes with digital tools and more, will be able to connect with a Squad member to adopt new technologies and embrace digital marketing.

Eligible businesses:

* Small businesses located in Calgary and registered in Alberta.

* Zero to 49 employees (can include self-employed business owners with no employees).

* Home-based or commercial businesses.

Ineligible businesses:

* Non-profits, charitable trusts, and franchises are not eligible under this program.

For local small business operators, the first step is signing up. Details can be found on the newly-created Digital Service Squad webpage link via [Digital Service Squad Program (calgary.ca)](https://www.calgary.ca/business-economy/investment-and-support/digital-service-squad-program.html). Interested small business operators are encouraged to register as soon as possible.

The program is delivered through a partnership between Business Link and Digital Main Street and is funded by the Government of Alberta.