Community Futures Wild Rose in partnership with Digital Main Street, Business Link and Local Municipalities Launches Digital Economy Program

"Supporting Small Business in Digital Upgrades"

FOR IMMEDIATE RELEASE

March 3, 2022 - Strathmore, AB (Community Futures Wild Rose - CFWR) – The Digital Economy Program, in support of small businesses in Alberta, launches today.

Community Futures Wild Rose (CFWR) has partnered with Digital Main Street and Business Link to introduce the Digital Economy Program. Funded by the Government of Alberta, the Digital Economy Program will work with small businesses across Alberta to bring business owners training in digital marketing and creating a digital platform in which to apply the skills they will learn through the Digital Economy Program.

Community Futures Wild Rose has partnered with local Chambers of Commerce and 16 regional municipalities to provide supports to approximately 400 businesses within:

- Village of Acme
- Village of Beiseker
- Village of Carbon
- Village of Hussar
- Village of Linden
- Village of Rockyford
- Village of Standard

- Town of Bassano
- Town of Irricana
- Town of Strathmore
- Town of Three Hills
- Town of Trochu

- City of Chestermere
- Kneehill County
- Rocky View County
- Wheatland County

Community Futures Wild Rose is grateful for the regional support and partnerships by local municipalities in addition to the Beiseker and District Chamber of Commerce, Strathmore and Wheatland District Chamber of Commerce, Three Hills and District Chamber of Commerce and Langdon Chamber of Commerce, and Richardson Pioneer. The partners have provided financial and in-kind contributions to ensure businesses throughout the region are aware of the Digital Economy Program.

Amber Link, Board Chair for Community Futures Wild Rose, states "We are thrilled to bring these digital supports to our rural businesses. The past 24 months has illustrated the importance for businesses to have a digital online presence and believe this program will help businesses get online or strengthen their digital footprint".

Through the Digital Services Squad (DSS), Community Futures Wild Rose will help businesses improve their online in areas of Google products, social media marketing, website development, search engine optimization and much more. DSS members will also be available to provide businesses with e-commerce supports on the ShopHERE powered by Google.

Digital Economy Program is now accepting applications and will remain open until March 2023. To be eligible for the Digital Economy Program, businesses must fit the following criteria:

- registered in Alberta;
- zero to 49 employees (this includes self-employed business owners with no employees); and,
- home-based or commercial business.

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

Businesses can register in the program by visiting: https://wildrose.albertacf.com/services/digital-economy-program

Media Questions can be directed at:

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Additional Information:

Community Futures Wild Rose (CFWR) office is a non-profit organization staffed by seasoned business professionals and guided by a volunteer Board of Directors. CFWR is dedicated to building an economically diverse future for rural communities.

CFWR has over 30 years of experience helping rural entrepreneurs grow and thrive as small business owners and provides access to capital, business counselling, training and community economic development projects.

CFWR is located in Strathmore and supports the following communities:

- Village of Acme
- Village of Beiseker
- Village of Carbon
- Village of Hussar
- Village of Linden
- Village of Rockyford
- Village of Standard

- Town of Bassano
- Town of Irricana
- Town of Strathmore
- Town of Three Hills
- Town of Trochu

- City of Chestermere
- Kneehill County
- Rocky View County
- Wheatland County