



## City of Wetaskiwin partners in launch of free digital support for small businesses

**Wednesday, January 12, 2022 (Wetaskiwin, Alberta)** – The Digital Economy Program, in support of small businesses in Alberta, launches today. The program is delivered through a partnership between the City of Wetaskiwin, University of Alberta, the Leduc, Nisku and Wetaskiwin Regional Chamber of Commerce, Business Link, and Digital Main Street. The program is funded by the Government of Alberta’s Ministry of Jobs, Economy and Innovation.

The Digital Economy Program is a free program designed to support small businesses as they integrate or upgrade their online operations. This program will allow small businesses to build their online presence, add eCommerce, create a social media plan, and other digital practices to help their business thrive.

This free service will be a game-changer for many businesses as they adopt new technology to increase sales, and as a result, hire more staff and help build the economy. Over 95 percent of businesses in Alberta are small businesses, and supporting the small business community is crucial in the competitive digital landscape.

“The City of Wetaskiwin is very excited about this partnership and we are looking forward to seeing the benefits it will bring to our small businesses,” stated Mayor Tyler Gandam. “Being able to compete – especially with the roadblocks small businesses have had over the past two years – is crucial to their survival. Learning how to grow and develop their business will give them a boost at a time when they need it most.”

Applications for the Digital Economy Program are open until March 2023. To be eligible for the Digital Economy Program, businesses must fit the following criteria:

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

Visit [yourDEP.ca](https://yourDEP.ca) to apply and learn more.

### About the City of Wetaskiwin

Wetaskiwin is a secure, connected, and inclusive community, home to a diverse population of nearly 13,000 people. Located only 30 minutes south of the Edmonton International Airport, the City of Wetaskiwin provides a high quality of life through ample recreation opportunities, diverse cultural activities, and a modernized, business-friendly downtown.





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**Media contact:**

**Ren Goode, Communications Manager  
City of Wetaskiwin**

(p) 780.361.4417 (c) 780.335.4061  
[ren.goode@wetaskiwin.ca](mailto:ren.goode@wetaskiwin.ca)

