

Frequently Asked Questions

What kinds of services can this program provide?

- Depending on your business needs, we offer a digital assessment, guidance on the foundations of social media, branding, email marketing, and Search Engine Optimization (SEO). Small business owners who have actively engaged in the process may be eligible with a micro-grant of \$2,500 for costs related to the implementation of digital marketing strategies and adoption of e-commerce platforms.

Are there ineligible and eligible costs for the grant?

- Yes. You can find more information regarding the ineligible and eligible costs for using the grant below.

I have a business outside of the catchment area, is there a grant to help supporting small businesses?

- Yes! The Canada Digital Adoption Program (CDAP) offers two grants that will help you get online and use technology to build your business. You can learn more about the grant and eligibility requirements [here](#).

When signing up, do I need to disclose confidential information about my business?

- No, only the Business Name is required.

My business does not have a permanent location, do I qualify?

- Only businesses with a permanent location within CDA boundaries qualify.

What if I am the only employee (operator/employee), operating as a one-person business?

- Businesses that have a single employer or owner/operator are eligible for participation in the program.

I run a home-based business; am I eligible for this program?

- COREAdopt YYC focuses on supporting businesses with a physical store or retail/commercial space.

Will I be contacted if my business does not qualify for COREAdopt YYC?

- A member from the COREAdopt YYC team will reach out to communicate the result of your application.

When can I expect to be contacted by the COREAdopt YYC team?

- The COREAdopt YYC team will contact eligible businesses at the earliest opportunity.

I have a small business outside of the catchment area. Is there a program that provides services outside of the CDA boundaries?

- Yes, there is a program called the Digital Service Squad provided by the City of Calgary. This program aims to support small businesses located outside of the Calgary Downtown Area (CDA) boundaries. The Digital Service Squad offers assistance and resources to help businesses improve their digital presence, online marketing, and e-commerce capabilities. For more information about this program, you can visit the following link: [Digital Service Squad - City of Calgary](#)

I have a question that is not listed on the FAQ. How do I get in touch?

- If you have a question that is not addressed in our FAQ section, or are looking to get in touch with our team, please contact either chiarai@downtowncalgary.com or chrisn@downtowncalgary.com. Please provide your Business Name and primary contact information.