

Invest Ottawa DMS Future Proof

Success Story: FocalOttawa

The Story

FocalOttawa is an intergenerational initiative using a two-fold approach to philanthropy by supporting small businesses while raising money for the Ottawa-based Bridges Over Barriers fund. The initiative, which encourages people to shop local, is run by teens who participate in Key Club, the Kiwanis Club of Ottawa's leadership and mentorship initiative. Kiwanian Steve Georgopoulos serves as a mentor for the program, helping the youth who take part access the resources they need to make FocalOttawa possible. Businesses across the Ottawa region are now able to take advantage of FocalOttawa's online recognition and promotion.

The Obstacle

Initially the FocalOttawa team was struggling to access the funding and support they needed to develop their digital presence. With little web experience but 75% of the website done, the FocalOttawa team was grappling with its next steps. The team was looking for expert support that would provide them with the digital confidence they needed to set things in motion and start them on their digital marketing journey.



The Solution

After Steve heard about the Digital Main Street program at a local town hall meeting, FocalOttawa's head of website design Soumaya Boubekeur reached out to the Digital Main Street team to inquire about working collaboratively to launch the FocalOttawa website. The Transformation Team from the Digital Main Street Future Proof program helped Soumaya navigate the many website design decisions and provided ideas and insights about potential additions or updates. They also provided a fulsome document with website and social media analytics, web copy structure, templates for tone, narrative, branding and colour, plus a social media guide. The FocalOttawa team had everything they needed to successfully launch their initiative.

The Update and the Future

To date, FocalOttawa has facilitated digital promotion for 16 small businesses and raised over \$8,000 for Bridges Over Barriers. Thanks to its success, the FocalOttawa team aims to extend the initiative to January 2022. Steve and Soumaya hope that through their bolstered digital presence FocalOttawa can continue to strengthen its foundation and support even more small businesses and youth in the Ottawa community.



Testimonial

“If you invest the time in business, it will pay off in major dividends. We invested the time and tapped into the expertise of a diverse group of talented individuals who helped us produce a quality website,” says Steve of his experience. “The Digital Main Street program provided the confidence our students needed to push the ‘publish’ button.”

Get Connected!



Steve Georgopoulos
Founder, FocalOttawa

focalottawa.com

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