

TLTI Shop Local

CARE & SUPPORT
YOUR COMMUNITY



Shop
LOCAL

Resources and Support
for Local Businesses in the
Township of Leeds & the Thousand Islands



Township of
Leeds and the
Thousand Islands

The Leeds and the Thousand Islands would like you, the businesses of the TLTI area to be part of our Shop Local Campaign. This campaign is designed to assist you during the challenges of COVID-19.

This booklet will list some support and resources that your business can implement in this time of need.

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Facebook Group

The Township of Leeds and the Thousand Islands (TLTI) and the Town of Gananoque would like to invite you to join the Local Business Facebook Group!

There are many resources to be shared between both communities and these resources are needed now more than ever.

This Facebook group is a safe place for all businesses to share information and ask for support from others.

This will allow for sharing of knowledge and successes from business owners. Weekly tips will be provided to help you with your social media presence and other valuable information will be provided from both Gananoque and TLTI.

The link to the Facebook Group is:

<https://www.facebook.com/groups/gantltibusinessgroup/>

Graphic Design Platforms

Graphic Design is used for businesses and organizations to create marketing materials that represent their company.

The marketing materials could include business cards, brochures, stationeries and so much more!

Canva

Is a free online software for users to create social media graphics, posters, presentations and visual content for your business.

www.canva.com

Picmonkey

Edit your photos or create graphics from their huge selection of icons and effects.

www.picmonkey.com

Easil

A design tool that creates visual graphics by a simple drag and drop.

www.about.easil.com

Stencil

Create quick and easy social media graphics.

www.getstencil.com

Crello

Create animated visuals or basic illustrations from a variety of templates for your organization/company.

www.crello.com

Free Stock Image Sites

Stock images can be used to add colour and dimension to your marketing tools. There are a number of free resources you can choose from.

Unsplash

With a collection of over 300,000 high-resolution images, unsplash provides free stock photos for anyone to use.

www.unsplash.com

Pixabay

The high-quality images on Pixabay are good for marketing and businesses as well as offering free illustrations and vectors

www.pixabay.com

Pexels

This well-organized collection of stock photos is free and is the go-to image source for many.

www.pexels.com

Rawpixel

Rawpixel provides PSD mockups and vectors for all to use for free.

www.rawpixel.com

Pikwizard

Provides free unique stock images for all to use.

www.pikwizard.com

Business Directory

The Township of Leeds and the Thousand Islands provides citizens of the area with a directory to businesses in the area.

You can search the business name directly to gather information or use keywords, location, sector, category or amenities to find what you are looking for. If your business is not found within the Business Directory, send us a message and we will add your business! Please submit the following information to:

directorcb@townshipleeds.on.ca
businessadmin@townshipleeds.on.ca

- Business Name
- Owner Name
- Phone Number & Email
- Social Media Sites
- Website
- Address
- Attach a logo and/or Business photo to email

Here is the link to the Business Directory:

<https://directory-leeds1000islands.leedsgrenville.com>

Chambers of Commerce

Within the Leeds and the Thousand Islands, we have two Chambers of Commerce.

Lyndhurst, Seeley's Bay & District Chamber of Commerce

This chamber caters to Local Businesses in the area. The chamber has 71 Businesses that are current members and they promote Local, the Local Area & network with each other.

<https://www.lyndhurstseeleysbaychamber.ca>

1000 Islands Gananoque Chamber of Commerce

This Chamber is the Designated Marketing Organization for the area. The Chamber promotes businesses and industries to those in the area.

<http://www.1000islandsganchamber.com>

The objective of this Chamber is to improve and promote commerce, social and civic well-being to the citizens of the area in Gananoque, Leeds and the Thousand Islands, Seeley's Bay, Lyndhurst, Lansdowne, Rockport and Ivy Lea.

Visit the link below for more information:

www.leeds1000islands.ca/en/growing/Chambers-of-Commerce.aspx

Grants and Funding

There are a variety of grants and funding available for residents and businesses within the TLTl area.

The Township offers the following grants:

- Community Grants Program
- Heritage Conservation and Celebration Grant
- Private Road Grant
- Recreation Subsidy
- Water and Wastewater Rebate for Seniors

Other grants can be found below:

Government of Canada: Business Grants and Financing

- <https://www.canada.ca/en/services/business/grants.html>

Grants Ontario

- <http://www.grants.gov.on.ca/GrantsPortal/en/OntarioGrants/GrantsHome/>

Entrepreneurship funds and resources for people under 30

- <https://www.ontario.ca/page/entrepreneurship-funds-and-resources-people-under-30>

1000 Islands Community Development Corporation

- <http://ticdc.ca/>

Workshops and Events

Visit our Workshops and Events page to see a list of events taking place within the TLTl area.

If you have an event, webinar or workshop, send us a message so we can make it available to the public.

Our partners can also help with listing events on their website or social media.

- 1000 Islands Chamber of Commerce
- Lyndhurst Seeley's Bay & District Chamber of Commerce
- Keys
- Leeds Grenville Small Business Enterprise Centre

Visit the links below to visit our events calendar or workshops and events page:



<http://calendar.leeds1000islands.ca/>



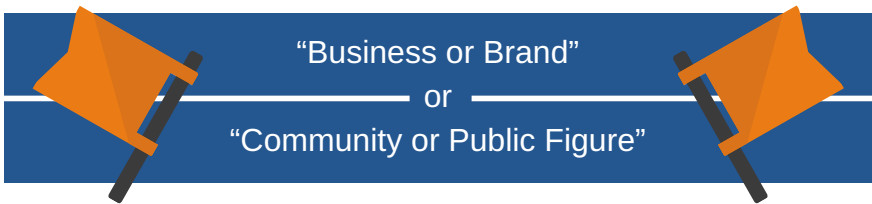
www.leeds1000islands.ca/en/growing/Workshops-and-Events.aspx

Create a Business Facebook Page

Log in using your personal Facebook account and click on the create button on the right-hand side of the blue toolbar.

Select what you are looking for, whether its a page, ad, group, event, or fundraiser.

Choose a category for your page, either:



Enter your business information into the fields required.

Upload a cover photo and profile picture, such as your logo and photo of your business/company.

Invite friends and the public to like your page.

Include more information about your business such as hours, website, contact info, location, etc.

You can add a button to your page that acts like a call-to-action. Click the blue "+ Add a Button" on the left-hand side of your page.

www.facebook.com/business/learn/how-business-manager-works/guide

Create a Facebook Shop Section

Click the add shop section link on the right-hand side of the page. If you don't see this, change your page template to a shopping template in settings.

Agree to all Merchant Terms and Policies.

Add your business and payment processing details.

In 200 characters or less, describe the products that you will be selling.

Add the products that you will be selling with an image, description, the price, etc.



If you have lots of products, you can create collections which will list your products in a category to organize them better.

When someone makes an order, you will receive a notification. You will be able to review and manage all orders in Publishing Tools under the Shop Section.

www.socialmediaexaminer.com/how-to-set-up-a-shop-section-on-your-facebook-page/

Create a Business Instagram Account

If you have an account, go to your profile and click the three lines button in the top right-hand corner.

Click on settings.

Click on account.

Click on Switch to Professional Account.

Click on Business.

Add your business details such as your contact information and business category.

Click done once you have entered your information.

For more information go to:

<https://help.instagram.com/502981923235522>

Create an Instagram Shop Section

www.facebook.com/business/instagram/shopping/guide

If you have an account, go to your profile and click the three lines button in the top right-hand corner.

Click on settings.

Click on business.

Click shopping.

(The shopping option is only available to those accounts which have been approved for Instagram shopping.)

Instagram.....

Click continue.

Select a product catalog (Catalog Manager) to connect to your professional account.

Click done.

<https://help.instagram.com/1108695469241257?>

Digital Main Street

Digital Main Street is a free digital “how to” guide to help businesses expand and grow their audience.

Businesses will receive a personalized to-do list that will provide them with recommendations to reach their business goals. They will also have access to digital service providers and products.

Webinars are available for businesses to learn more about social media, data privacy and the law, and expanding your online marketing and advertising.



Digital Main Street is offering businesses a free, quick and easy way to sell their products online right away. Hands-on assistance is available for setting up and training to learn more about online stores.

Not only can they help with those, but they can help you with product photography, Microsoft Projects, and so much more!

Check out the link below to stay in touch and see what they have to offer.

www.digitalmainstreet.ca

Media List

Newspaper

The Gananoque Reporter
www.gananoquereporter.com

Brockville Recorder & Times
www.recorder.ca

Brockville Newswatch
www.brockvillenewswatch.com

The Kingston Whig-Standard
www.thewhig.com/contact-us

Kingston This Week
www.kingstonthisweek.com

The Rockport Pilot
www.rockportpilot.com

Cornwall Standard-Freeholder
www.standard-freeholder.com

The Mural
Facebook: The Mural Athens

Review Mirror
www.review-mirror.com

Media List

Radio

99.9 myFM Gananoque

<https://www.gananoquenow.ca/>

98.3 Fly-FM

<https://www.iheartradio.ca/98-3-fly-fm/>

K-Rock 105.7

<https://www.krock1057.ca/>

104.3 Fresh Radio

<https://1043freshradio.ca/>

Magazine

Island Life Magazine

<https://islandlifemag.ca/>

Television

Global Kingston

<https://globalnews.ca/kingston/>

Eastern Ontario Network

<http://easternontarionetwork.com/#>



Need help or have questions, please reach out to:

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Toll Free: 1-866-220-2327
Fax: 613-659-3619
Hours of operation: 9:00 a.m. to 4:30 p.m.
www.leeds1000islands.ca

