

## NEWS RELEASE

**NEW ONLINE BIZMAP TOOL PROVIDES DEMOGRAPHIC AND BUSINESS DATA FOR NEIGHBOURHOODS ACROSS THE CITY**

**November 15, 2018 – Vancouver:** Businesses, advocates and researchers now have access to free and highly visual market data tailored to neighbourhoods across Vancouver.

The Bizmap website provides users with a wealth of information, including key stats, area demographics, business types, building information and area activities - all at the neighbourhood level.

Users can explore 16 neighbourhoods using an interactive map, compare data across business districts or regions, and search for potential business locations.

“Giving businesses the tools to make informed choices based on reliable market data will help local shopping districts grow, creating stronger and more vibrant neighbourhoods,” says Gil Kelley, General Manager of Planning, Urban Design and Sustainability. “This new tool gives BIAs, businesses, residents and City staff access to data and market insights that previously weren’t available freely all in one place.”

This partnership between the City of Vancouver, Small Business BC and the Vancouver Business Improvement Associations (BIAs) is intended to provide users with highly specific information to aid in their decision making – from exploring and comparing neighbourhoods to searching for the ideal business locations.

“We are excited to launch Bizmap alongside our partners at the City of Vancouver,” says Sara Clark, VP Strategic Projects at Small Business BC. “Small Business BC exists to help entrepreneurs launch and grow sustainable businesses, and we believe the data available through Bizmap will play a significant role in aiding businesses in their market research efforts.”

Bizmap was made possible through the City’s Innovation Fund grant in 2017 and from contributions by the participating BIAs.

“BIAs in Vancouver are very happy to have this ground-breaking new tool that provides data sets and processes to help evaluate and compare progress among districts, and to promote economic development,” says Patricia Barnes, Executive Director of the Hastings North BIA on behalf the Vancouver BIA Partnership. “Developed in partnership with Small Business BC and the City of Vancouver, Bizmap provides BIAs and businesses with district specific data to understand the customer base, guide forward planning, and make the case for continued investment and support.”

The website is live at [bizmap.ca](http://bizmap.ca).

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**About Small Business BC**

[Small Business BC](http://smallbusinessbc.ca) provides entrepreneurs with the information and guidance necessary to build a solid foundation for their business. Through a wide range of products, services, education and resources there's a piece that fits with every business. No matter what stage or what skill level, when an entrepreneur finds themselves asking "How do I...?" Small Business BC is the one to call.