

## NEWS RELEASE

### STRATHCONA MARKET INSIGHTS NOW AVAILABLE ON BIZMAP

**March 19, 2019 – Vancouver:** Entrepreneurs and small business owners seeking business insights for Strathcona now have access to it with the addition of the Strathcona neighbourhood profile on Bizmap.

[Bizmap.ca](http://bizmap.ca) is an online, interactive market research tool that provides users with key market insights such as area demographics, business types, building information, neighbourhood history and area activities – all at the neighbourhood level.

“The commercial Strathcona neighbourhood is one of the last majority-industrial areas in Vancouver. Bizmap data shows us that 62% of floor space in Strathcona is dedicated to industrial use” says Johanna Lauyanto, Sustainability and Communications Coordinator at the Strathcona BIA.

“Our commercial spaces, from historic character buildings to well-used robust manufacturing spaces, are perfect for makers and innovators who require flexible mixed-use zoning to do business, and the growth-sectors in the BizMap data reflect that.”

The Strathcona BIA covers approximately 44 city blocks, and its residential catchment area population has grown by 32% from 2011-2016. Its rich history has contributed to the neighbourhood’s business development – Strathcona provides a unique mix of commercial, industrial, manufacturing and residential zoning, with 7 different zoning types.

“Strathcona has seen remarkable change and business growth in the last number of years” said Sara Clark, VP Strategic Projects at Small Business BC.

“Through our collaboration with the City of Vancouver and Vancouver Business Improvement Associations on [Bizmap.ca](http://bizmap.ca), prospective and current businesses in the area now have access to a wealth of valuable neighbourhood data at their fingertips.”

Bizmap was made possible through a collaborative partnership between the City of Vancouver, Small Business BC and the Vancouver BIA Partnerships.

The Strathcona Bizmap Profile is live at [www.bizmap.ca/neighbourhood/vancouver/strathcona](http://www.bizmap.ca/neighbourhood/vancouver/strathcona).

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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.

#### About Bizmap

[Bizmap](http://bizmap.ca) is a collaboration between Small Business BC, the City of Vancouver and Vancouver BIAs. Bizmap provides easy access to market data tailored to customized business districts. Presented in a clear and relatable way, the area-specific information will help local businesses and communities to grow.

#### About Strathcona BIA

The [Strathcona BIA](http://strathconabia.ca) operates on the unceded territory of the Musqueam, Squamish, and Tsleil-Wauthuth Nations. Their cultures and economies have shaped the community over thousands of years. The SBIA's vision is for members to thrive in a mixed-use, inclusive, resilient and prosperous local economy. They do this through advocacy, cultivating relationships, supporting business participation in the community, delivering innovative programs and fostering community leaders.