
NEWS RELEASE

City of Abbotsford Economic Development Launches an Innovative GIS Site Finder Designed to Attract Business

ABBOTSFORD, BC – December 8, 2015: The City of Abbotsford has launched an innovative new GIS site finder tool on the economic development website. The site finder will promote the local economy and provide valuable resources to business owners, announced Mayor Henry Braun today.

“The new website gives us the ability to provide valuable data to businesses that are potentially looking to locate here,” said Braun.

Using Geographic Information System (GIS) software, the website provides immediate access to in-depth information, and high level demographic information to build on City of Abbotsford Economic Development’s investment attraction program.

The online tool, built with ZoomProspector Enterprise software, is a data-rich, interactive property database to assist businesses looking for a new location. It makes data, including dynamic real estate, demographic and industry breakdowns, available instantly and for free for Abbotsford through the new CAED website at caed.abbotsford.ca or www.abbotsfordsitefinder.ca.

“This type of specific geographic and demographic information is sought by businesses looking to relocate or expand and we are providing them a with a one- stop-shop business portal on our website,” said Wendy Dupley, Executive Director of Economic Development. “It allows them to print maps, find available property and develop custom information for their business. It is an innovative tool of which Abbotsford will be the first community in British Columbia to employ.”

“Site selectors and potential investors do the vast majority of their research online, so ZoomProspector is a critical tool for attracting investment,” said Pablo Monzon of GIS Planning, the company that produces ZoomProspector software. “The software allows immediate access to critical business intelligence that decision makers need to make an investment decision.”

“As the Economic Development Office, we serve as advocates for businesses in the community,” said Dupley. “The new website is an opportunity to improve our outreach to businesses through online resources and interactive tools, and to showcase all Abbotsford has to offer.”

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