



NEWS RELEASE

New Features for Abbotsford GIS Website

ABBOTSFORD, BC – November 2, 2017: To continue its support for innovative business interest in Abbotsford, the City has upgraded and is re-launching their award winning GIS site selector website.

Continuing with the trend, Abbotsford is again the first community in Canada to have the updated system, which is essentially a one-stop data resource portal. 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.

Lauded as 'the first of its kind' when it launched in 2015, the now upgraded site selection microsite includes innovative new features to help businesses and investors gain the insight they need to make smart location decisions. The new features include a city comparison tool which compares demographic Abbotsford data with other Canadian cities.

The site's six different interactive data tools (Demographics, Community Profile Infographic, Business Data, Smart Mapping, Compare Communities and the GIS location analysis tool) offer robust data to investors looking to make investment decisions in the City of Abbotsford, as well as provide valuable market intelligence to existing businesses and other community stakeholders. The whole microsite and all six tools are mobile friendly.

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.

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Quotes:

"This enhanced GIS selector website is just another great reason to do business in Abbotsford. The enhancements made to this website will not only provide detailed demographics and information to businesses looking to relocate and expand in Abbotsford, but it will provide useful insights for those looking to start a business for their first time too."

*Henry Braun
Mayor, Abbotsford*

"The City of Abbotsford has always been one of our most creative clients when it comes to place marketing, and is the first in Canada to take advantage of the new tools."

*Pablo Monzon
Managing Director of GIS Planning Inc.*

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