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New resource for business success – Campbell River launches local data site

In support of local entrepreneurs and emerging companies, the City of Campbell River has launched an online data site that provides companies with relevant information about the local market.

“Working with a leading edge Canadian company, Localintel, we’ve developed this site to meet the needs of many business owners seeking reliable, local information online,” says economic development officer Rose Klukas. “The launch of the Campbell River-focused site will provide start-up, emerging and small businesses – and everyone else – a range of valuable information.”

“The site is valuable because small business creates almost 90 per cent of all jobs in Canada, often relying on online information to help make better business decisions,” adds Mayor Andy Adams. “The site is an easy-to-use tool with information that will promote Campbell River’s advantages and share current demographic, geographic and market data that will connect businesses with the community.”

This site will make it easier for start-up, emerging and existing businesses to:

- research the local business climate and industry trends
- identify their customers and competitors
- uncover local opportunities
- find available properties

Visit the site at Visit the site at www.campbellriver.ca/ecdev or access the information under the Business and Economy tab on the homepage at www.campbellriver.ca.

Business retention and expansion as well as supporting entrepreneurs looking at investment opportunities in Campbell River is a key component of the City of Campbell River’s economic development strategic framework.

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