Subject: Online Business Directory

Report to: Planning and Economic Development Committee

Report date: Wednesday, March 10, 2021

Recommendations

1. That Report ED 7-2021 **BE RECEIVED** for information.

Key Facts

- Niagara Region Economic Development and Planning Divisions collaborated to develop the new Niagara Business Directory delivering a more comprehensive tool to access businesses in the region.
- This tool uses data collected though the annual Employment Inventory project that is available to businesses and residents through the Niagara Open Data Portal.
- This web-based tool provides the user with the information they need to research, contact, locate and otherwise interact with Niagara-based businesses.
- Hosted on NiagaraCanada.ca

Financial Considerations

The online Niagara Business Directory was built and will be managed by internal staff from Economic Development and Planning & Development Services. Costs associated with the creation and management can be accommodated within the Council approved 2021 operating budget.

Analysis

Thousands of companies have chosen to grow in Niagara and boost our local economy, and we are proud to support them with the launch of a Niagara-based digital Business Directory. Niagara Region Economic Development and Planning Divisions have worked together to ensure these businesses can reach their full potential, by launching this online interactive map and directory of more than 12,000 Niagara businesses. The timing is especially important as it provides another avenue for businesses to reach customers and source supplies locally.

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The Niagara Business Directory pulls data collected though the annual Employment Inventory project that is publically available through the Niagara Open Data Portal. Additionally, there is an option for businesses who were not yet included in the inventory to be entered into the directory. Hosted on the NiagaraCanada.ca website, the directory functions as an online portal. Potential browsers can find a given business alphabetically, geographically or by industry classification and can export this information for future use.

Alternatives Reviewed

Not applicable.

Relationship to Council Strategic Priorities

- Supporting Businesses and Economic Growth

Other Pertinent Reports

N/A

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