

For Immediate Release

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PIO@cityofventura.ca.gov**City of Ventura launches online tool to support local businesses in recovering from COVID-19**

Ventura, Calif. — The City of Ventura’s Economic Development Division is launching a new online business intelligence tool called “SizeUp Ventura” to provide access to market research information.

“The City of Ventura is committed to helping our local businesses succeed and recover from the pandemic,” stated Mayor Sofia Rubalcava. “They are the foundation of our local economy, employ our residents, create new jobs, and make our community a more prosperous place.”

Local businesses and entrepreneurs can now access free industry-specific and hyperlocal information to help them grow and make smarter decisions using big data analysis. SizeUp features information collected from hundreds of public and proprietary data sources covering firmographic, demographic, geographic, labor, wage, cost, consumer spending, transportation, and more.

“In today’s information economy, if you don’t have access to information your business is at a significant disadvantage. With the launch of SizeUp, we are empowering Ventura businesses to make more data-driven decisions to better operate, succeed, grow, and recover from the devastating impacts of the COVID-19 pandemic,” said Estelle Bussa, City of Ventura Economic Development Manager.

Using the new [SizeUp Ventura website](#), local businesses can:

1. Rank their business performance compared to industry competitors,
2. Discover potential customers and suppliers,
3. Better understand the competitive landscape, and
4. Optimize advertising to target ideal customer segments.

In support of Small Business Week, local small and medium businesses are invited to a virtual **SizeUp Ventura workshop on Thursday, May 6, 2021, from 12:00 – 1:00 p.m.** Advance registration required for the Zoom meeting. To register, visit <http://bit.ly/SizeUpVentura>.

To learn more about SizeUp Ventura or the City’s Economic Development Office, visit www.cityofventura.ca.gov/SizeUpVentura.

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