

FOR IMMEDIATE RELEASE

Site Selector Tool Launch

March 13, 2024 (Kentville, Nova Scotia) – The Valley Regional Enterprise Network (Valley REN) is excited to announce the launch of the Annapolis Valley Site Selector Tool; a first of its kind in Atlantic Canada. The Site Selector Tool is created by GIS WebTech, Esri’s only partner in economic development. They created a platform, called Guru, which is the world’s most advanced online site selection technology. This tool accesses real time data from Esri, a leading geographic information system leveraging mapping and spatial analytics.

Tailored for investors, entrepreneurs and economic developers, this innovative tool simplifies the site selection process, offering a blend of demographic, economic, and labour market data at your fingertips. The Valley REN’s Guru has the unique ability to also layer the region’s zoning data which was accessed through partnerships with Valley REN’s funding municipalities.

Board Chair, Paul Dixon, says, "Our stakeholders have voiced a need for a comprehensive land and asset database solution from the Valley REN, and today, we are excited to fulfill that request. This product not only serves as a powerful site selector tool but also promises to be a cornerstone in attracting economic development. The board extends its gratitude to the dedicated REN staff for their hard work in delivering a solution that is both impactful and cost-effective."

The Valley REN Team is excited to be able to utilize this tool in their work on behalf of the region. "Economic developers have long needed a tool to help quickly access, in one place, available commercial land and leasing information. We frequently are asked where a business can locate that will meet their specific requirements. This tool provides a method to pull in commercial space that is for sale and rent in the region; in one place. We can also add layers according to our economic priorities and projects. GIS WebTech is offering a solution that meets these needs for the region. We want to thank our municipalities for their partnership in loading vital data that will be useful for all economic development partners in the region."

We invite the public to engage with us at a series of upcoming business networking events to see a presentation of the tool. Post-presentation, guests will have the opportunity to network with fellow business and industry professionals.

- March 21, 2024 at the Capital Pub in Middleton from 9am to 11am
- March 26, 2024 at the Louis Millett Community Centre in New Minas from 9am to 11am
- March 27, 2024 at the West Hants Sports Complex (Warming Room) in Windsor from 9am to 11am.

The presentation will be delivered by Economic Development Officer, Kyle Walsh, project lead for this tool. For more information about the event and to register, contact Kyle Walsh at kwalsh@valleyren.ca or by phone 902-678-2200.

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About Valley REN

The Valley Regional Enterprise Network (Valley REN), incorporated in March 2014, is the regional economic development organization for the Annapolis Valley Region. They carry out the economic development priorities of their members, which include Glooscap First Nation, the Municipality of the County of Kings, West Hants Regional Municipality, and the Towns of Berwick, Kentville, Wolfville, and Middleton. Funding for the Valley REN is provided by its members and is matched by the Province of Nova Scotia to support economic development on a regional level.