



FOR IMMEDIATE RELEASE

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Start Up In Sidney

(Sidney, B.C.) – The Sidney Business Improvement Area Society (Sidney BIA) recently launched an economic development initiative to attract new businesses to Sidney. Called “Start Up in Sidney,” the campaign is designed to reach out to new or established businesses and encourage them to set up in Sidney (startupinsidney.ca) “We want to continue to attract investment and steady growth in Sidney,” says Donna Petrie, Executive Director of the Sidney BIA. “There are so many opportunities here!”

Over the past few years, Sidney has attracted a number of new and highly successful businesses. Victoria Distillers, located at the Sidney waterfront, has a world-wide following with its products now available in New York, Scotland and California to name but a few. Similarly, The Farmer’s Daughter, Sidney’s unique and popular fromagerie and wine bar on Beacon Avenue, already has plans to expand its seating and offerings in 2019. And just within the last few weeks, two new shops have opened to rave reviews, Moden Boutique, and Fresh Tandoori Flavour Indian Bistro.

“There are so many reasons business owners love operating in Sidney,” says Donna. “The town offers a great location with the airport and ferry terminals minutes away, safe and clean streets, popular year-round events that attract thousands of people, a Municipal government that is business friendly, and the Sidney BIA which offers a one-stop approach to supporting new businesses.” As part of its service, the BIA helps prospective businesses find the ideal location and puts them in touch with realtors, commercial property owners, Town officials and other key people.

As an integral part of the campaign, the Sidney BIA also has established an on-line Job Bank, intended to give employers from Peninsula businesses a way to reach potential employees. “We have one of the highest levels of employment in Canada,” Donna says. “We want to give local employers an opportunity to profile their businesses, list employment opportunities and attract talented people.” Job seekers can visit sidneybia.ca/jobs to find their next opportunity.

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The Sidney BIA is a non-profit organization whose mandate is to increase footsteps, potential customers, clients and event attendees in all sectors within the SBIAS district through the development, implementation and evaluation of marketing, promotion and other communication and collaborative efforts.

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