

Press Release

DOING BUSINESS IN ORO VALLEY GETS EASIER

January 11, 2007

On Thursday, January 18, the Town of Oro Valley will launch its web-based *Business Navigator* program that will assist local residents in finding businesses. At the same time, it also assists commercial interests in getting their messages out.

The new program will feature 44 separate categories of businesses and will be located on the Town's home page, www.townoforovalley.com.

Once a viewer has clicked on the appropriate business category, he or she will see all of the businesses in Oro Valley that fit that category. From their, viewers can click on links that will take them to another site that will feature the business name, phone number, fax number, website, location map, photo of the business, Google-based driving directions, approximate square footage and parcel number.

The Town's Economic Development Division has sent letters to all Oro Valley businesses advising them of the new *Business Navigator*. That letter went out along with the Business License Renewal forms in December, 2006.

According to Economic Development Administrator David Welsh, another letter to the businesses will follow in February. At that time, the businesses will have the opportunity to submit their own business description that will be included in the *Business Navigator*.

“We are very excited about the *Business Navigator* and believe this will be a useful tool for business retention and business attraction,” said Welsh.

A presentation regarding the *Business Navigator* will be made to the Town Council at its regular meeting on January 17 at 7:00 p.m. in the Town Council Chambers. In February, the new program will be presented to the Government Affairs Committee of the Northern Pima County Chamber of Commerce, and to the Chamber membership as a whole its March monthly breakfast meeting.

Local citizens can also get a look at the *Business Navigator* at the Oro Valley Public Library’s Business Expo that will take place on Saturday, March 24.

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FOR IMMEDIATE RELEASE

FOR FURTHER INFORMATION, CONTACT AMANDA JACOBS AT 229-4735.