



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Meniffee's Office of Economic Development Launches Free Analytics Tool for Businesses *"SizeUp MENIFEE" provides market research to foster commercial growth*

MENIFEE, CA— The Office of Economic Development has launched "SizeUp MENIFEE," a free online market research tool for business owners who want to locate or expand operations in the city.

"The City of Meniffee is committed to helping our local businesses succeed and recover from the COVID-19 pandemic, while simultaneously fostering entrepreneurship," Mayor Bill Zimmerman said. "Our local businesses are the foundation of our local economy, employ our residents, create new jobs, and contribute to making our community a more prosperous place to live, work, play, and stay."



Local businesses and entrepreneurs can now access industry-specific and hyperlocal information to help them grow and make smarter decisions using big data analysis for free, rather than using expensive third-party data sources. "SizeUp MENIFEE" features information collected from hundreds of public and proprietary data sources on demographics, labor markets, wages, costs, consumer spending, transportation, and more.

The Office of Economic Development and Meniffee Valley Chamber of Commerce will hold a virtual workshop on how to use "SizeUp MENIFEE" on October 7, 2021, at 2:15 p.m. Business owners and entrepreneurs are invited to join via zoom: <https://us02web.zoom.us/j/89020096340>.

"In today's information economy, if you don't have access to information when making business decisions, then your business is at a significant disadvantage when choosing where to locate," Economic Development Director Gina Gonzalez said. "With the launch of "SizeUp MENIFEE" we are empowering businesses to make more data-driven decisions to better operate, succeed, grow, and recover from the devastating impacts of the COVID-19 pandemic."

Users of the [SizeUp MENIFEE website](#) have the ability to:

- Rank their business performance compared to industry competitors
- Discover potential customers and suppliers
- Better understand the competitive landscape
- Optimize advertising to target ideal customer segments



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To learn more about “SizeUp MENIFEE” or the City’s Economic Development Office, please visit www.menifeebusiness.com/sizeup-menifee.

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ABOUT MENIFEE: *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 100,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing, and convenient proximity to some of Southern California’s premiere attractions and employment centers. Within its 50 square miles, Menifee’s business, retail, and entertainment outlets are starting to shape the community’s character and this growing economic base is also contributing favorably to the city’s strong financial position. Menifee’s growing family-oriented population values the city’s ongoing commitment to public safety, community events, and smart growth for the future. All of these elements are working together to support the city’s strategic vision to make Menifee one of the state’s most promising new cities.*