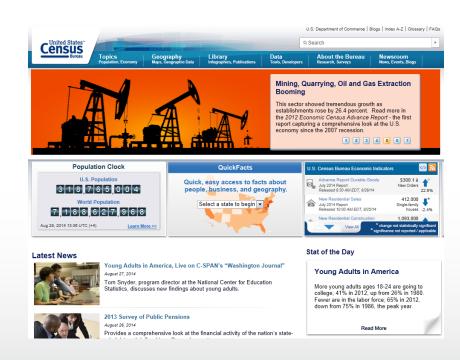
Promoting Economic Development – Introducing Census Business Builder: Small Business Edition

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A Change in Customer Focus

- Serving our customers
 - "Power Users" vs Others
- Underserved customers
 - Small businesses and entrepreneurs
 - Regional Planning groups
- Ongoing tool changes



Census Business Builder Guiding Principles

- Easy to use
- Customer focused
- Census data and more



Free



CBB Home Page

http://www.census.gov/data/data -tools/cbb.html

https:/cbb.census.gov/sbe/ https:/cbb.census.gov/rae/

Key Features:

- Tool Links
- Flyers, Fact Sheets, FAQs, Help, Tutorial and Promo Videos

Census Business Builder



Are you looking for data to help you start or grow a business or understand the business landscape for a region?



The Census Business Builder is a suite of services that provides selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.

This suite currently includes:

Small Business Edition

Regional Analyst Edition (Beta Release: Jan 7, 2016)

In the future, this suite may include other tailored editions

- Easy to use menus to select your type of business and location
- An interactive map that allows selection of the area to explore for business opportunities, including comparisons to neighboring
- Dynamically generated, downloadable and printable business county- and city-level reports (including trend charts) that can be easily incorporated into your business plan and research

Sample Reports

- Small Business Edition: Physicians in Phoenix City, Arizona [<1.0 MB]</p>
- Small Business Edition: Physicians in Maricopa County, Arizona [<1.0 MB]</p>
- Regional Analyst Edition: Southern Maryland Region [<1.0 MB]

Which edition is right for you?

- The Small Business Edition presents data for a single type of business and geography at a time
- The Regional Analyst Edition presents data for all sectors of the economy and for one or more counties









Determine the Best Location for Your Business

1. What type of business do you want to start or research?

Select your type of business first from the broad categories below and then from the













Don't see your type of business listed? Click here to request that your industry be

2. Where are you considering locating the business?

Select the proposed location for your business by button or by searching for it



Click "Go to Map" to browse the information about your potential customers and competitors for your

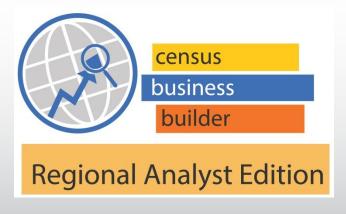
Go to Map

Create Report

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial videos and FAQs), see the CBB Home Page Learn more about other Census Bureau data that can help grow your business or understand your region by visiting Census Home Page

Leveraging CBB: Introducing the Regional Analyst Edition

- Very similar demographic and economic data as SBE
- Differences:
 - Economic data for an industry sector (instead of by individual industry)
 - Data for a user-defined region with data aggregation (not a single geographic area)
- County and City/Town Reports
- Released: January 2016



SBE Next Steps - Quarterly Updates

- Audience expansion
 - More "Most Popular" industries
 - Full NAICS search
- Content expansion
 - Additional demo and econ characteristics (from Census)
 - Additional 3rd party data
- Functionality expansion
 - Expanded Dashboard, time series
 - "Add your own data" and mobile support





Closing

- Census Demo and Economic data can be extremely useful to planners
 - Easy access is key...
- Use CBB and help us promote it
 - Pass the word to your colleagues
- Send us Feedback!
 - What should we add?



Questions?



Thank You!

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