

Business Database

Economic Development Committee

June 2016

What We Are Doing

- Build and populate a business database that contains a small but useful amount of information about each business in Acton

Why We Are Doing This

- Selby and EDC can better assess the current state of business development in town.
- We can answer “How many ...?” and How much ...?” questions.
- Town staff can notify some or all businesses about upcoming events (public hearings, proposed zoning changes, etc) that might affect them.

Primary Users of This System

- Selby
- Economic Development Committee
- Town staff
 - For communication with businesses about public hearings, proposed zoning changes, etc
- Other boards, committees, and town departments
 - Planning Board
 - Planning Department

What We Are NOT Doing

- This is not a general business locator.
 - “Please tell me the location of the closest gluten-free pizza shop.”
 - Such systems already exist
- We are not collecting any financial information about businesses.
- We will not sell the list(s).

Add Businesses in Steps

- Retail (food, services, dry goods)
- Healthcare and Professional
- Remaining Multi-Person Businesses
- Single-Person Businesses
 - Requires different approach than personal visits

Information from Each Business

| Address and Contact Information | |
|--|---|
| Business name | Local Contact Information |
| Street Address (1) | Contact Name |
| Street Address (2) | Contact Phone |
| Acton, MA 01720 | Contact email |
| Web address | |
| Business Information | |
| Business type | Business Start Date in Acton |
| Business subtype | Rent or own? |
| Number of Employees <input type="checkbox"/> Just me (single person business) <input type="checkbox"/> Employee Count LEQ 5 <input type="checkbox"/> 6 LEQ Employee Count LEQ 10 <input type="checkbox"/> 11 LEQ Employee Count LEQ 20 <input type="checkbox"/> 21 LEQ Employee Count LEQ 50 <input type="checkbox"/> Employee Count GTR 50 | Owner or landlord name and address |
| | Number of square feet (to nearest 100 ft ²) |
| Business notes | |

How We Are Collecting ...

- Personal visits by volunteers
 - Brief description of what we are doing
 - Fill out questionnaire
- Three geographic passes by volunteers throughout the town
 - Retail
 - Healthcare and Professional
 - Remaining Multi-Person Businesses

Data Maintenance

- We need to keep the business information relatively current.
 - Add new businesses when they arrive
 - Modify contact and other information when it changes
 - Remove businesses after they leave town

Requests from Town of Acton

- Continued overall support
 - Selby, Steve L, Mark H, BoS
- Limited but continued advice and support from IT department
- Ongoing data maintenance support from town clerical staff
 - No more than two person hours per week

Thank you

- ... very much
- Any questions?