

Orange County Business Census Project

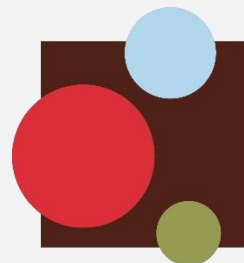
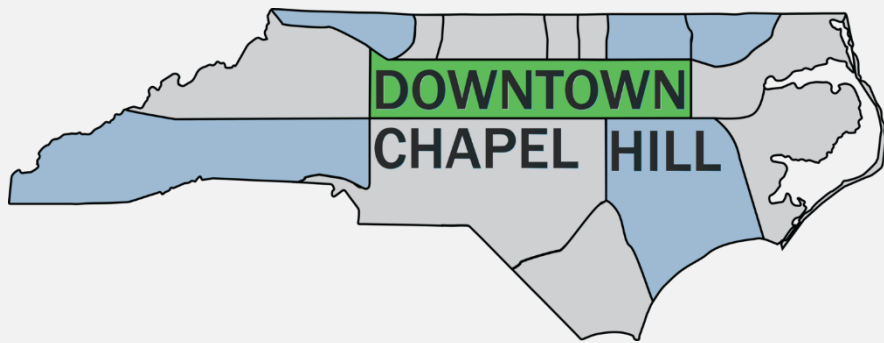
March 3, 2017



Outline



Collaboration of Orange County Economic Development Partners



CHAPEL HILL
CARRBORO
Chamber of Commerce

Where we've been

- Inspired by Boulder, CO InterCity Advance Trip
- Planning meeting with economic development partners May 2016
- Data collection began June 2016
- 2 Staff and 4 Interns
- Initial data provided from Chamber and Town of Chapel Hill businesses lists
- Over 830 businesses visited/surveyed
- Total data records currently on hand: 3068
- 400+ hours of time on project to date

Data Collection Visits

- Mostly in Chapel Hill/Carrboro
- Focus on Retail Centers and Office Parks

RETAIL CENTERS

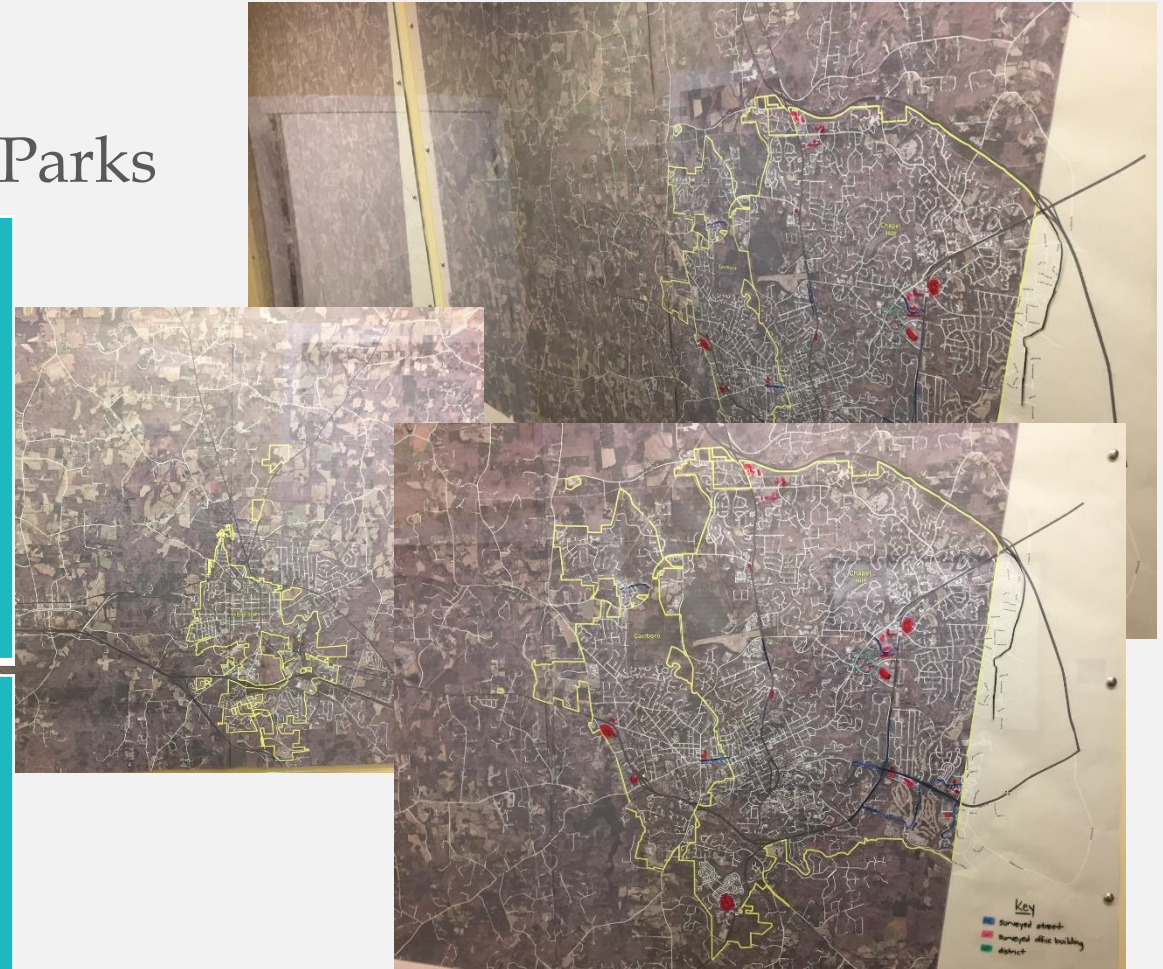
- Carr Mill Mall
- Eastgate
- Village Plaza
- Gateway Commons
- Timberlyne
- University Place
- Midtown Market
- Southern Village
- The Station
- Galleria

- Chapel Hill North
- East Main St. Carrboro
- Cedar Ridge
- Meadowmont
- Glen Lennox
- Glennwood Square
- East 54
- Willow Creek
- Carrboro Plaza
- Rams Plaza

OFFICE PARKS

- Boyd Hall
- Dawson Hall
- McClammock Hall
- Winmore
- The Exchange at Meadowmont

- Castalia
- Estes Office Park
- The Center Offices
- Kitewire
- Terrace Buildings



About the Data

- Each record has been assigned a NAICS Code
 - The North American Industry Classification System (**NAICS**) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.
 - Six digit code used by the US Census Bureau in business classification, replacing the former SIC (Standard Industrial Classification).
- Example:

721110

Broad Category:	Traveler	Specific Category:
Accommodations	Accommodations	Hotel/Motel (no
and Food Service		casino)

About the Data

- All data now housed in a database built by Bobby Funk at the Chapel Hill Downtown Partnership
- Downtown Partnership data recently added (NAICS Codes Needed)
- Data can be queried for specific reporting purposes
 - Types of Business
 - Number of Employees
 - Location

Searchable Fields

- Company name: 100%
- Physical and/or mailing address: 100%
- Phone number: 95%
- Primary contact: 83%
- Primary contact email: 37%
- NAICS code: 90% (excludes vacancies)
- Move in date: 20%
- Own/Lease: 52%
- Employee count: 74%

Address Number

Address Street Name

Suite

City

State

Zip

Building Complex Name

General Email

Website

Contact 1 First Name

Contact 1 Last Name

Contact 1 Phone

Contact 1 Email

Contact 1 Title

Contact 2 First Name

Contact 2 Last Name

Contact 2 Title

Contact 3 First Name

Contact 3 Last Name

Contact 3 Title

Contact 4 First Name

Contact 4 Last Name

Contact 4 Title

SIC Code

SIC Description

NAICS Code

NAICS Description

Sector Prefix

Square footage

Employee Range

Employee Count

Total Overall Employees

Adding staff decreasing staff

Own Lease

Lease Expiration

HQ Branch

Publicly Traded

Sales Volume

Year Founded

Move In Date

Closed Date

Looking to move in the next year

International HQ where HQ located

Modified Date

ID

Alternate Address

Alternate Suite

Alternate CityStateZip

Alternate City

Business Category

Hampton Inn & Suites Chapel Hill/Carrboro

Address Number	370-A
Address Street Name	East Main Street
Suite	100
City	Carrboro
State	NC
Zip	27510
Building Complex Name	East Main Carrboro
General Email	RDUCO_Hampton_Suites@Hilton.com
Website	http://www.chapelhillcarrborosuites.hamptoni
Contact 1 First Name	Patrick
Contact 1 Last Name	Dewberry
Contact 1 Phone	(919) 969-6988
Contact 1 Email	patrick.dewberry@hilton.com
Contact 1 Title	General Manager
Contact 2 First Name	
Contact 2 Last Name	
Contact 2 Title	
Contact 3 First Name	
Contact 3 Last Name	
Contact 3 Title	
Contact 4 First Name	
Contact 4 Last Name	
Contact 4 Title	

SIC Code	
SIC Description	
NAICS Code	721110
NAICS Description	Accommodation and Food Services
Sector Prefix	72
Square footage	
Employee Range	20 to 49
Employee Count	36
Total Overall Employees	
Adding staff decreasing staff	
Own Lease	Leases
Lease Expiration	
HQ Branch	Branches
Publicly Traded	
Sales Volume	
Year Founded	
Move In Date	
Closed Date	
Looking to move in the next year	
International HQ where HQ located	
Modified Date	
ID	
Alternate Address	370-A East Main Street
Alternate Suite	
Alternate CityStateZip	
Alternate City	Carrboro
Business Category	
Alternate State	NC

Address Number

Address Street Name

Suite

City

State

Zip

Building Complex Name

General Email

Website

Contact 1 First Name

Contact 1 Last Name

Contact 1 Phone

Contact 1 Email

Contact 1 Title

Contact 2 First Name

Contact 2 Last Name

Contact 2 Title

Contact 3 First Name

Contact 3 Last Name

Contact 3 Title

Contact 4 First Name

Contact 4 Last Name

Contact 4 Title

SIC Code

SIC Description

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Square footage

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Business Category

Searchable Fields

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- Phone number: 95%
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Company Count Summary 15

Employee Summary 727

Home

Sheraton Chapel Hill Hotel

Address Number: 1

Address Street Name: Europa Drive

Suite:

City: Chapel Hill

State: NC

Zip: 27517

Building Complex Name:

General Email: sheratonchapelhill@sheratonchapelhill.com

Website: http://www.sheratonchapelhill.com

Contact 1 First Name: Nitin

Contact 1 Last Name: Khanna

Contact 1 Phone: (919) 968-4900

Contact 1 Email: nkhanna@sheratonchapelhill.com

Contact 1 Title: General Manager

Contact 2 First Name:

Contact 2 Last Name:

Contact 2 Title:

Contact 3 First Name:

Contact 3 Last Name:

Contact 3 Title:

Contact 4 First Name:

Contact 4 Last Name:

Contact 4 Title:

SIC Code:

SIC Description:

NAICS Code: 721110

NAICS Description: Accommodation and Food Services

Sector Prefix: 72

Square footage:

Employee Range: 100 to 249

Employee Count: 135

Total Overall Employees:

Adding staff decreasing staff:

Own Lease:

Lease Expiration:

HQ Branch:

Publicly Traded:

Sales Volume:

Year Founded:

Move In Date:

Closed Date:

Looking to move in the next year:

International HQ where HQ located:

Modified Date:

ID:

Alternate Address: One Europa Drive

Alternate Suite:

Alternate CityStateZip:

Alternate City: Chapel Hill

Business Category:

Alternate State: NC

Address Number

Address Street Name

Suite

City

State

Zip

Building Complex Name

General Email

Website

Contact 1 First Name

Contact 1 Last Name

Contact 1 Phone

Contact 1 Email

Contact 1 Title

Contact 2 First Name

Contact 2 Last Name

Contact 2 Title

Contact 3 First Name

Contact 3 Last Name

Contact 3 Title

Contact 4 First Name

Contact 4 Last Name

Contact 4 Title

SIC Code

SIC Description

NAICS Code

NAICS Description

Sector Prefix

Square footage

Employee Range

Employee Count

Total Overall Employees

Adding staff decreasing staff

Own Lease

Lease Expiration

HQ Branch

Publicly Traded

Sales Volume

Year Founded

Move In Date

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Alternate Address

Alternate Suite

Alternate CityStateZip

Alternate City

Business Category

Searchable Fields

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16



Found 46 / 3068



Quick Find



Company Count Summary 46

Employee Summary 17020

Home

Silverspot Cinema

Address Number

Address Street Name

Suite

City

State

Zip

Building Complex Name

General Email

Website

Contact 1 First Name

Contact 1 Last Name

Contact 1 Phone

Contact 1 Email

Contact 1 Title

Contact 2 First Name

Contact 2 Last Name

Contact 2 Title

Contact 3 First Name

Contact 3 Last Name

Contact 3 Title

Contact 4 First Name

Contact 4 Last Name

Contact 4 Title

SIC Code

SIC Description

NAICS Code

NAICS Description

Sector Prefix

Square footage

Employee Range

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Lease Expiration

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Modified Date

ID

Alternate Address

Alternate Suite

Alternate CityStateZip

Alternate City

Business Category

Alternate State

Sector Prefix Code 5121

Summary Report – Type of Business

Navigation bar containing: a folder icon, left and right arrow buttons, a text input field with '2808', a blue circle icon with 'Total 3068', plus and minus buttons, a bar chart icon, a magnifying glass icon, and a 'Quick Find' search box with a dropdown arrow.

Company Name	Address	Home	Employee Range
Sector Prefix	NAICS Description		Company Count
62	Health Care and Social Assistance		512
Sector Prefix	NAICS Description		Company Count
54	Professional, Scientific, and Technical Services		415
Sector Prefix	NAICS Description		Company Count
			354
Sector Prefix	NAICS Description		Company Count
72	Accommodation and Food Services		309
Sector Prefix	NAICS Description		Company Count
81	Other Services (except Public Administration)		251
Sector Prefix	NAICS Description		Company Count
44	Retail Trade		233
Sector Prefix	NAICS Description		Company Count
53	Real Estate and Rental and Leasing		173
Sector Prefix	NAICS Description		Company Count
52	Finance and Insurance		154



Drilling Down to Deeper Data



Total 3068

Company Name	Address	Employee Range
Sector Prefix	NAICS Description	Company Count
62	Health Care and Social Assistance	512
Sector Prefix	NAICS Description	Company Count
54	Professional, Scientific, and Technical Services	415
Sector Prefix	NAICS Description	Company Count
		354
Sector Prefix	NAICS Description	Company Count
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Sector Prefix	NAICS Description	Company Count
52	Finance and Insurance	154

Company Count Summary
Employee Summary

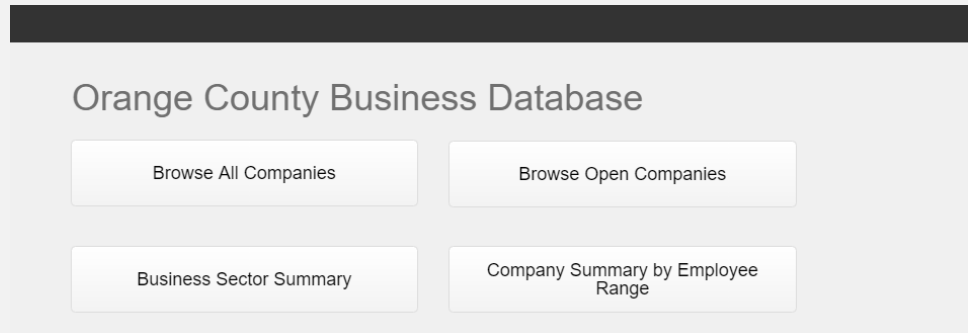
Company Count Summary
Employee Summary

What's helpful?

- Better understand the business community composition and needs
- Creating possible avenues for better business communication
- Collaborative information between economic development partners
- Overall helpful for recruiting and retaining employers

What's next?

- The data set is incomplete and needs additional collection and management, creating ability to add information via mobile device – additional Summer intern support
- Potential data additions from Carrboro and Orange County
- Building a communication/visitation tracking component to the database where economic development partners can enter shared information about recent communications
- Making the database even more user friendly
- Long-range: GIS Mapping data



- Determining other helpful information to gather and uses for data output

Outline



What information might be helpful for you?
Questions?