



## Center for Economic Development – Technical Assistance for Businesses

- **Basic Wix website creation with account transfer to client**
  - Includes an About page, Product page (if information is provided) Contact/Location page, and links to social media accounts
  - Required: business name, address, phone number, email and social media account handles (if applicable)
  - Recommended: client provide paragraph about business history/background, provide photos and product descriptions if a product page is desired, client provide label and/or photos/videos -- for a more custom/unique website, it is suggested client provides as much content as possible.
  - Expanded features and services are at expense of client (domain name, shopping cart/e-commerce).
  
- **Social media sample packet**
  - Includes best practices report on social media platforms at the client's request. Available platforms include Facebook, Instagram, LinkedIn, TikTok and YouTube.
  - Includes 8 sample posts and suggested posting schedule
    - Choose from: Facebook, Instagram or Twitter sample posts (mix/match available)
  - Recommended: client provide 8 – 10 photos, 1 video
    - If photos/video are not provided by client – industry stock photos will be used
  
- **ESRI Business Analyst Market Region Profiles**
  - Business Market variable assessment – consumer spending (filtered by demographics – spending patterns, age, location), product pricing and income distribution
  - Competitive analysis – assessing similar businesses within a determined geography
  - Demographic profile – includes population, median age, number of households, median disposable income, educational attainment, unemployment rate, median household income, per capita income, median net worth, and household income.
  - Employment Overview – includes population, median age, number of households, median disposable income, educational attainment, unemployment rate, median household income, per capita income, median net worth, total businesses, total employees, and commuter data.
  - Key Facts – includes population, median age, average household size, median household income, educational attainment, total businesses, total employees, unemployment rate, per capita income, median net worth, and households by income.
  - Population Trends – includes total population, number of households, average household size, median age, median household income, median home value, wealth index, housing affordability, diversity index, population by age, mortgage indicators, historical population trends, home values, housing year built, and population by generation.
  
- **Employee Recruitment Research**
  - Job posting analytics – job posting trends based on region and occupation
  - Skills assessment – in-demand skills and certifications in a specific region and occupation

- **Policy and Regulatory Research**
  - Provide information regarding policy and regulation for businesses to operate legally and within specific parameters for industry sectors. Research may include food regulations, manufacturing requirements, labeling and packaging specifications, etc.
- **Grant and Loan Funding Research**
  - Research potential loans and/or grant opportunities for small businesses (COVID relief, small business development, USDA grants/loans).
    - Based on business needs and eligibility
- **Market Research**
  - Consumer spending patterns – customer profiles, spending trends and patterns data analysis.
  - Targeted marketing – spatial assessment of potential customers, suggested geographic areas for concentrated marketing (zip code or county level).
  - New product research – investigate potential for new products and/or processes.
- **Survey Research**
  - Primary data gathering – survey/interviews of potential or existing clients, and staff.

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