

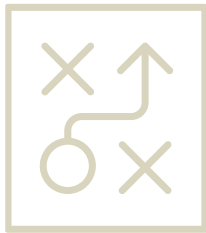
Building Clustered Business Outreach Strategies





Program

A Local Workforce Board was launching a “business walk program” to physically walk the streets of its business corridors (Main Street, Manufacturing Corridor) and meet with businesses to build relationships and inform employers about available program resources.



Challenge

The WDB wanted to avoid manual mapping but lacked a clear way to cluster businesses around a specific address or corridor, or to identify industry-specific groups. The WDB also wanted to be armed with “pre-meeting research” on their local businesses.



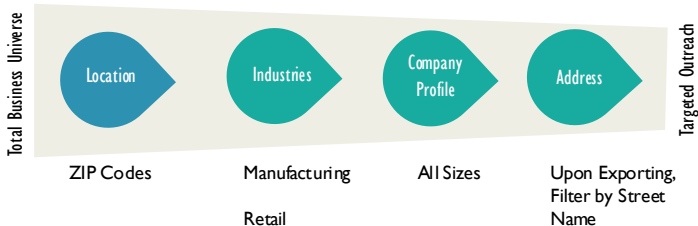
Solution

Using EconoVue, the WDB first combined NAICS + geocoding searches by ZIP code, then applied street-name filtering to develop targeted, business-clustered engagement strategies for their business services teams to hit the streets.



Solution

EconoVue filters used in this analysis:





Results

The WDB streamlined its outreach efforts for the in-person campaign by quickly identifying industry-specific business clusters by targeted ZIP codes – 115 manufacturing businesses within city limits and 193 retail businesses on Main Street.



Bottom Line

For programs that are statewide, or “Main Street Local”, EconoVue provides the data for strategic planning and focused employer engagement, and gives BSRs employer-specific information for engagement pre-prep.