

# Planned Growth

May 8, 2018

Development Stage	Seed	A new, pre-revenue, pre-opening firm, currently planning their launch
	Expansion	An existing firm, currently planning to expand
Growth Format	Add establishment	Currently planning to add an establishment
	Add second establishment	Currently planning to add a second establishment
	Add multiple establishments	Currently planning to add multiple establishments at once
	Funded	Recently closed a substantial outside funding round
	New firm	A new firm
	New firm - encore	A new firm, owned by an entrepreneur with previous experience
	Relocation	Currently planning to relocate this firm or establishment
Prime Growth Segment	Seed-NewFirm	These are new, seed stage firms, currently planning their launch
	Seed-Encore	These are new, seed stage firms, currently planning their launch, owned by an entrepreneur with previous experience
	Seed-Funded	These are new, seed stage firms, currently planning their launch, who have recently closed a substantial outside funding round
	Exp-Initial	These are existing single establishment firms, who are currently planning to expand into a small chain, by adding a second establishment
	Exp-Emerge	These are existing, emerging small chain firms with 3-10 establishments, that are currently planning to add another establishment.
	Exp-Advance	These are existing, advanced small chain firms, with 11-20 establishments, that are currently planning to add another establishment.
	Exp-Velocity	These are existing firms, that are currently planning rapid growth by adding multiple establishments at once.
	Exp-Funded	These are existing firms, who have recently raised closed a substantial outside funding round.
	Exp-Relocation	These are existing firms, currently planning to relocate the firm or an establishment.
Growth Priority	Varied	The big picture context of an owner's current growth plans - what they are currently working to accomplish.
Growth Timing	Year / Quarter / Month	This is the expected timing of the firm's planned growth
Growth Scale	1 to 20	Total number of establishments the firm has, including current planned expansion establishments
Job Creation	Current	This firm is currently creating new jobs
	Near Future	This firm will be creating new jobs in the near future
	Undetermined	We can't determine the current job creation status of this firm

# Social Impact

Minority owned	Yes	This firm is minority owned
Women owned	Yes	This firm is women owned
Low income area	Yes	This firm / establishment is located in a low income census tract
	No	This firm / establishment is not located in a low income census tract
	Undetermined	Data was not available
Tract minority %	Varied	The % of the population that is a minority in the census district the firm / establishment is located in
Minority tract	Yes	The firm / establishment is located in a census tract that is low income and with over 30% minority population
	No	The firm / establishment is not located in a census tract that is low income and with over 30% minority population
Tract median income	Varied	The median household income of the census tract the firm / establishment is located in
Metro median income	Varied	The median household income of the Metro Statistical Area the firm / establishment is located in
Area Economic Index	Varied %	The degree to which the community (census tract) that the firm / establishment is located in is economically advantaged or disadvantaged, in relation to the surrounding metro area. The lower the percentage, the less advantaged.
	Under 80%	This tract is economically distressed
	Over 100%	This tract is economically advantaged
Disaster area	Yes	The firm / establishment is located in a county designated as a FEMA disaster zone in the last three years.
Sustainability	Varied	Whether or not we can determine if they have a stated sustainability program



# Digital Engagement

Website	Varied	Whether or not the firm currently has a website
Linkedin	Varied	Whether or not the firm currently has a Linkedin profile
Facebook	Varied	Whether or not the firm currently has a Facebook profile
Twitter	Varied	Whether or not the firm currently has a Twitter profile
OpenTable	Yes	This firm has a listing on OpenTable
Digital Advertising	Varied	Whether or not this firm currently uses digital advertising, and which provider they use. Multi means more than one provider.
Ecommerce	Varied	Whether or not this firm currently has an ecommerce storefront, and which provider they use. Multi means more than one provider.
Yelp Rating	Varied	The current star rating of this firm
Yelp Claimed	Yes	This firm has claimed their Yelp listing
	No	This firm has not claimed their Yelp Listing
YP Claimed	Yes	This firm has claimed their YP listing
	No	This firm has not claimed their YP listing

# Political Districts

Congress	Varied	The congressional district the firm / establishment is located in
Senate	Varied	The senate district the firm / establishment is located in
House	Varied	The house district the firm / establishment is located in

# Firmographics

Firm name	Varied	The name of the firm or establishment
Firm Format	Independent	A single establishment firm
	Small Chain	A small chain firm with less than 20 establishments
Employer Status	Current	This firm is currently an employer
	Near Future	This firm will be an employer in the near future (these are seed stage firms who will be launching in the near future)
Date Added	Varied	The date this firm / establishment profile was added
Industry	Varied	The industry classification of the firm
Category	Varied	The category classification of the firm
City	Varied	The city the firm / establishment is located in
State	Varied	The state the firm / establishment is located in
County	Varied	The county the firm / establishment is located in
Zip	Varied	The zip code the firm / establishment is located in
Country	USA	This firm / establishment is located in Canada
	Canada	This firm / establishment is located in the US
Metro	Varied	The Metro Statistical code the firm / establishment is located in
Co Age	Varied	The age of the firm
QSR	Varied	For foodservice firms / establishments - whether the firm is a quick serve restaurant

# Spatial

Latitude	Varied	The latitude of the firm / establishment
Longitude	Varied	The longitude of the firm / establishment
Accuracy Type	Rooftop	Exact building
	Range interpolation	Within a block
	Street Center	Street centroid accurate within a few blocks

# Contact

Address	Varied	The street address of the firm / establishment
Mail status	Valid-Mailable	We were able to USPS validate this address is currently deliverable
	Valid-Vacant	We were able to USPS validate this address is currently deliverable, however USPS has marked it as vacant
	Valid-Inactive	We were able to USPS validate this address is currently deliverable, however USPS has marked it as inactive
	Not Maillable	We were not able to USPS validate this address (usually because it is not a complete address)
Email	Varied	Whethere or not we have an email for this firm
Email status	Valid	This email is valid and deliverable
	Accepts All	This email came back as valid, but the server has been configured to respond positive to all validation requests
	Unknown	We can't validate this email one way or the other
Phone	Varied	Whether or not we have a phone number for this firm
Phone status	Valid-Fixed	This is a validated landline
	Valid-Mobile	This is a validated mobile line
	Valid-Digital	This is a validated VOIP line
	Valid-Toll Free	This is a validated toll free line
Context	Varied	This is a description of the firm / establishment
Call Context	Varied	Additional context for the phone number provided
First	Varied	Whether or not we have the first name of the owner
Last	Varied	Whether or not we have the last name of the owner
Title	Varied	Whether or not we have the specific title of the owner