

BiG

Business Industry Growth Map

A program of the Office of West Virginia Secretary of State Natalie E. Tennant



State Office: West Virginia Secretary of State Natalie E. Tennant

Contact: Briana Wilson, Communications Director (304) 558-6000 bwilson@wvsos.com

Title of Program: Business Industry Growth (BIG) Map

Project lead: Penney Barker, Business & Licensing Manager and Briana Wilson, Communications Director

Description of the program: The BIG Map is available on the Secretary of State's website, and compiles business filing and formation data in an easy-to-use and understand format. Users can compare business filing data from all of West Virginia's counties over any date range. A user can also search by business purpose such as "Coal Mining", "Software Publishers" or "Grocery Stores" and see how many have registered in a particular county or city and their growth or decline. This allows a prospective entrepreneur to research a particular region to decide where to open their business.

Subject area of nomination: Business Services

Executive Summary

HISTORY

Overview of the Office's Business and Licensing Division

[The West Virginia Secretary of State's Office Business and Licensing Division](#) is responsible for many filings that are essential to commerce. Many entities file annual reports with our office including corporations, LLC's, nonprofits, limited partnerships, voluntary associations, and business trusts. The Business and Licensing Division also handles Uniform Commercial Code, apostilles, notaries public, service of process, and charities. Our Business and Licensing Specialists offer unmatched one-on-one customer service for entrepreneurs through extended hours on holidays and online features like our interactive online chat feature. Our [online annual report filings](#) have skyrocketed from just 14,000 in 2009 to more than 75,000 in 2015, saving the state money and the entrepreneur time.

BIG Map History

In February of 2014, the Secretary of State launched the **Business Industry Growth (BIG) Map**. [The office held a press conference](#) at the Princeton-Mercer County Chamber of Commerce Office and invited Chamber leaders and members, civic leaders, and media. Secretary of State Natalie E. Tennant personally displayed the **BIG Map** and detailed its functionality. The **BIG Map** uses data entered into our database of businesses and displays it on our website, displaying the number of new businesses and closed businesses in any county over any date range. The **BIG Map** also displays the business sector. The **BIG Map** is available on the [Secretary of State's website](#) free of charge and the office sends out a report monthly to economic development authorities, local officials and the media.

The map was developed in response to constituent questions that were coming related to WV-specific businesses and economic development, such as: *"How many businesses have opened and closed in _____ County over the last _____ months or years, and in which business sector are they operating?"*

The **BIG Map** directly answers this question and allows economists, citizens, business owners, civic leaders, and media to know exactly how many businesses have opened and closed and the business sector in which those entities have opened or closed.

Initial program goals were to address constituent questions and business development needs in an easy and transparent way.

SIGNIFICANCE

Unique, innovative and cost-effective

The **BIG Map** was contemplated, designed, programmed, developed, and unveiled by the West Virginia Secretary of State's Office. Several office divisions – Administration, Information Technology, Business and Licensing, and Communications – worked together over the course of several months to take the **BIG Map** from blueprint to implementation. **The platform was developed in-house by IT staff, so there was no cost for development. Updates are also done in-house.**

The **BIG Map** also represents a quantum leap forward in the availability of data to consumers. The Business Entity Database from which the **BIG Map** pulls its data is massive and the data is valuable in the development of the state of commerce in West Virginia – and yet before the **BIG Map** this data was not easily accessible and many did not know the data even existed.

The **BIG Map's** technology is a new service concept from the Secretary of State's Office that continues our goal to respond to changing trends in customer demands by offering more information online free of charge.

The **BIG Map** has also enhanced the visibility of the Business and Licensing Division through increased contact with Chamber of Commerce, Economic Development officials, Mainstreet program directors, and media.

The **BIG Map** Report, generated monthly, is sent to business group officials and media is alerted to counties who were high up on the list. The **BIG Map** monthly report ranks West Virginia counties 1-55 based on their percentage growth. The lead county is also shared through social media monthly.

The **BIG Map** fully supports our office goals of government transparency and customer service.



The **Business Industry Growth (BIG) Map** interface on February 24, 2015 showing the last 12 months of business filing activity for Kanawha County. **NOTE:** The spike in closed businesses in December is due to the administrative dissolution of entities that failed to file annual reports. Users can click on any county in West Virginia on the map, and that county's data will instantly display.

IMPACT/RESULTS

Benefits to Citizens and Stakeholders

Productivity of all parties involved has been increased. The **BIG Map** is available 24/7, so all of its valuable data is available any time it is needed. Not only is the data always available, the data is pertinent to the business community. It is exactly what they need to do their jobs.

Date Range: 2/1/2015 through 2/24/2015

Begin Date

02/01/2015

End Date

02/24/2015

Submit

Business Industry Growth Statistics by County

Rankings based on number of New Businesses

Ranking	County	Start of Period Businesses	New Businesses	Closed Businesses	Total Businesses	Growth/Decline
1	KANAWHA	8581	58	12	8627	0.54% Growth
2	MONROE	1217	47	1	1263	3.78% Growth
3	CABELL	3560	36	6	3590	0.84% Growth
4	BERKELEY	3350	27	7	3370	0.60% Growth
5	HARRISON	2918	25	2	2941	0.79% Growth
6	JEFFERSON	2219	25	5	2239	0.90% Growth
7	MONONGALIA	4438	24	7	4455	0.38% Growth
8	MARION	2026	17	1	2042	0.79% Growth
9	PUTNAM	2348	17	4	2361	0.55% Growth
10	RALEIGH	2763	17	4	2776	0.47% Growth
11	WOOD	3024	12	6	3030	0.20% Growth
12	PRESTON	1246	10	4	1252	0.48% Growth

The **BIG Map's** effectiveness is enhanced by its ease of use and its clean display of data. The **BIG Map** ranks counties 1-55 and can be customized to rank the counties on several criteria: "Start of Period Businesses," "New Businesses," "Closed Businesses," "Total Businesses," and "Growth/Decline." The dates required can be easily changed using the "Begin Date" and "End Date" search boxes.

The **BIG Map** can also do comparisons based on "business industry codes" to see what type of businesses are opening and closing in the counties.

The **BIG Map** can be viewed on mobile devices.

The monthly report has become a desired resource for County officials as they use the data to tout their economic development progress. The reports are used to show month-over-month and year-over-year changes. Many counties have received positive news coverage as a result of the monthly reports.

Benefits to Other Government Agencies/Units

The solution provided by the **BIG Map** can be transferred to other state agencies and offices in other states. The data regarding the number of businesses and in which sector they are offering exists, but sadly is not utilized to its fullest. Even in West Virginia, the Secretary of State's Office does not house data on sole proprietorships (the state Tax Department handles this data), which is a large percentage of businesses in the state. When promoting the **BIG Map**, we are sure to make this point clear. However, it is possible that in the future, through data sharing, that data regarding sole proprietorships can be integrated into the **BIG Map**.

Because the **BIG Map** is constantly updated and offers data on all 55 counties, it will always be relevant. It is the solution to a question that can change in an instant.

The **BIG Map** has shown that it is possible to have a very useful solution to a very large question developed for a very small amount of money. Utilizing the expertise and imagination of our staff, we were able to develop and implement this program.

We would advise other agencies considering a similar service to partner with their State's Chamber of Commerce to plan a larger unveiling than what we did. We were pleased with the media coverage and the response from the local chamber. However, this service is important to people around the state. We potentially could have reached more people if we had partnered with the State Chamber of Commerce during the initial phases of this process.

Supporting Materials

A. BIG Map PDF



Business Industry Growth Map

Provided by the West Virginia Secretary of State's Office - www.wvsos.com

West Virginia Business Industry Growth Report For 11/1/15 - 11/30/15

Ranking	County	Start of Period Businesses	New Businesses	Closed Businesses	Total Businesses	Growth/Decline
1	SUMMERS	279	8	29	287	2.87% Growth
2	TAYLOR	364	5	51	368	1.10% Growth
3	BOONE	378	5	60	382	1.06% Growth
4	HARDY	569	6	39	575	1.05% Growth
5	DODDRIDGE	192	2	23	194	1.04% Growth
6	RANDOLPH	1071	11	96	1082	1.03% Growth
7	POCAHONTAS	496	5	38	501	1.01% Growth
8	TYLER	202	2	27	204	0.99% Growth
9	MERCER	1532	17	185	1547	0.98% Growth
10	WETZEL	413	4	38	417	0.97% Growth
11	BERKELEY	3579	41	409	3613	0.95% Growth
12	GREENBRIER	1707	15	131	1722	0.88% Growth
13	JEFFERSON	2238	22	269	2256	0.80% Growth
14	WYOMING	433	3	62	436	0.69% Growth
15	MONONGALIA	4565	48	537	4595	0.66% Growth
16	PUTNAM	2353	20	254	2368	0.64% Growth
17	LOGAN	809	6	119	814	0.62% Growth
18	WAYNE	659	5	86	663	0.61% Growth
19	JACKSON	824	5	77	829	0.61% Growth
20	RALEIGH	2780	24	263	2796	0.58% Growth
21	OHIO	2248	13	145	2261	0.58% Growth
22	PLEASANTS	180	1	14	181	0.56% Growth
23	UPSHUR	915	6	91	920	0.55% Growth
24	FAYETTE	1302	9	157	1309	0.54% Growth
25	HAMPSHIRE	808	7	84	812	0.50% Growth
26	NICHOLAS	994	6	106	999	0.50% Growth
27	WOOD	3062	19	309	3077	0.49% Growth
28	MINERAL	813	6	76	817	0.49% Growth
29	PRESTON	1268	9	118	1272	0.47% Growth
30	GRANT	430	3	28	432	0.47% Growth
31	BARBOUR	434	2	45	436	0.46% Growth
32	MARION	2010	12	211	2019	0.45% Growth
33	GILMER	221	1	16	222	0.45% Growth
34	MARSHALL	716	4	56	719	0.42% Growth
35	KANAWHA	9109	57	857	9145	0.40% Growth
36	BROOKE	571	4	42	573	0.35% Growth
37	CABELL	3578	19	394	3588	0.34% Growth
38	MONROE	1220	4	61	1224	0.33% Growth
39	LEWIS	608	3	70	610	0.33% Growth
40	LINCOLN	304	1	45	305	0.33% Growth
41	HARRISON	2980	19	288	2989	0.30% Growth
42	TUCKER	344	1	29	345	0.29% Growth
43	BRAXTON	359	2	40	360	0.28% Growth
44	PENDLETON	352	2	17	353	0.28% Growth
45	HANCOCK	835	4	85	837	0.24% Growth
46	RITCHIE	416	1	21	417	0.24% Growth
47	CLAY	160	2	22	160	0% Growth
48	MASON	566	2	47	566	0% Growth
49	MCDOWELL	443	2	37	443	0% Growth
50	ROANE	466	1	43	466	0% Growth
51	MORGAN	581	1	41	581	0% Growth
52	WIRT	118	0	11	118	0% Growth
53	WEBSTER	226	0	27	226	0% Growth
54	MINGO	698	3	114	697	-0.14% Decline
55	CALHOUN	160	0	20	158	-1.25% Decline



- B. **Monthly BIG Map Report E-mail** – Each month, a county comparison report is emailed to county chambers of commerce and local tourism groups. The counties are ranked in order depending on what county has seen the strongest month of percentage of businesses opened to what county has seen the weakest month of businesses opened. The formula for percentage of businesses opened is calculated by the net businesses opened divided by total businesses in the county. To locate the names of these new businesses, one can go to

<http://apps.sos.wv.gov/business/corporations/>

and select show advanced search options→county→effective date for the report month.

EXAMPLE OF MONTHLY BIG MAP REPORT EMAIL:

From: Amber Epling [<mailto:AEpling@wvsos.com>]

Sent: Wednesday, December 02, 2015 10:41 AM

Subject: November BIG Map Report: Summers County is #1!

Good afternoon,

For the month of November, **Summers County** saw the strongest month of percentage of businesses opened* than any other county in the state, according to the West Virginia Secretary of State's [Business Industry Growth \(BIG\) Map](#). **Summers County** had 4 new businesses open between November 1 and November 30. **Summers County** added more businesses than any other county by percentage, increasing their total businesses by 2.87%.

The top five West Virginia counties in percentage of businesses opened for the month of November are:

1. **Summers – 2.87%**
2. Taylor – 1.10%
3. Boone – 1.06%
4. Hardy – 1.05%
5. Doddridge – 1.04%

To locate the names of these new businesses go to <http://apps.sos.wv.gov/business/corporations/> select show advanced search options□county□effective date for the report month.

Formula for percentage of businesses opened is calculated by the net businesses opened divided by total businesses in the county. **These numbers are for informational purposes only.*

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<u>Ranking</u>	<u>County</u>	<u>Start of Period Businesses</u>	<u>New Businesses</u>	<u>Closed Businesses</u>	<u>Total Businesses</u>	<u>Growth/Decline</u>
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C. Media Clippings

- a. State Journal: [Secretary of State unveils BIG Map](#)
- b. WVVA: [Tennant unveils new business tracking tool](#)
- c. Princeton Times: [Tennant unveils new tool to help W.Va. businesses](#)
- d. Bluefield Daily Telegraph: ['BIG' map tracks W.Va. business development](#)
- e. Herald Mail: [West Virginia Secretary of State demonstrates BIG Map site to entrepreneurs](#)
- f. The Jackson Star-News: [Jackson County leads state in new business growth](#)
- g. WVNS: [WV SOS: Wyoming County sees highest increase in business growth for June](#)
- h. WBOY: [Gilmer County leads business growth in state](#)
- i. WBOY: [Taylor County Experiences Large Business Growth in November](#)