



# Economic Gardening



## Economic Gardening Online Databases and Information Resources

The term ***Economic Gardening*** means “growing our economy from within,” instead of always “hunting” for new business from the outside. The growing and nurturing of local businesses is accomplished by providing access to technology and business expertise so they can thrive and grow.

***Economic Gardening*** works by finding new sales opportunities and expanding upon old ones through the provision of *free* or *low-cost* tools and information to small businesses. Assistance is also provided in other areas such as marketing and general business management support.

The ***outcome*** is to assist businesses early on in their development so they can remain viable and are prepared to overcome common obstacles.

To assist these new businesses, city governments, Small Business Development Centers, and local libraries team up to subscribe to high-powered databases such as Dun & Bradstreet, Dodge Construction Reports, Claritas, and more, in order to produce information that provides immediate tactical and strategic help to increase business sales, improve market share, and find new markets and vendors. This is all done in an effort to provide a level playing field for local small business as compared to their larger counterparts.

### Recommended Databases for an ***Economic Gardening*** program:

**10Kwizard:** Provides expanded coverage and advanced search capabilities of the SEC’s EDGAR database. It allows you to perform keyword searches on up-to-the-minute SEC filings and set up alerts for companies you want to track. The database includes all 418 electronically filed forms, EDGAR archives through 1994, pre-EDGAR Historical Index (listing) of all SEC filings to 1966, and foreign filers. **This information is also available through <http://www.sec.gov/edgar/searchedgar/webusers.htm> The Federal SEC Edgar site. Most of this information is also available through [www.finance.yahoo.com](http://www.finance.yahoo.com) (use the link to Edgar filings).**

- 800-365-4608
- <http://www.10kwizard.com>
- Subscriptions start as low as \$185/year

**ArcGIS (ArcView & ArcInfo) and Site Targeter and Business Analyst:** Geographic Information Systems (GIS) software products produced by Environmental Systems Research Institute (ESRI) & Tactician corporation, respectively. They are desktop geographic information systems (GIS) used in analyzing demographic, expenditure, and lifestyle information. Output comes in the form of maps, tables and reports.

- 303-449-7779 (ESRI); 978-475-4475 (Tactician)
- <http://www.esri.com>; <http://www.tactician.com>
- ESRI: \$3,000 to \$15,000 one time fee plus yearly update changes; Tactician can run \$4,000 to \$9,000

**\*Business Source Premier:** (Available through Fort Collins Regional Library District: <http://fcgov.com/library>) -- databases -- business and industry) Business research database providing full text for more than 2,300 journals, including 1,100 peer-review business publications; full-text coverage in all disciplines of business, including marketing, management, MIS, POM, accounting, finance and economics. Top management and marketing journals include *Harvard Business Review*, *California Management Review*, *Administrative Science Quarterly*, *Academy of Management Journal*, *Academy of Management Review*, *Industrial & Labor Relations Review*, *Journal of Management Studies*, *Journal of Marketing Research (JMR)*, *Journal of Marketing*, *Journal of International Marketing*, etc. The database also includes other sources of full text information such as country economic reports from the EIU, Global Insight, ICON Group and CountryWatch and detailed company profiles for the world's 10,000 largest companies. Additional full-text, non-journal content includes market research reports, industry reports, country reports, company profiles and SWOT analyses.

- 800-653-2728
- <http://support.ebsco.com>
- Various Library and private company pricing

**Choicepoint:** Provides online access to a variety of nationwide public records, legal, and credit information. It contains more than 14 billion records on individuals and businesses, and must be used for permissible purposes such as official government business

- 800-427-3747
- <http://www.choicepoint.com>
- Transactional pricing

**DIALOG:** Provides an interface to more than 500,000 sources of scientific, technical, medical, business, news and intellectual property information. Its 900 databases contain in excess of 800 million records. DIALOG provides company and industry intelligence covering nearly a half-million companies worldwide as well as market share and sales figures, business directories and financials on 14 million U.S. and international companies.

- 800-334-2564
- <http://www.dialog.com>
- One-time setup fee plus monthly service fee; individual database prices vary greatly. DialogPRO Competitive Intelligence unlimited subscription (includes a select set of databases) \$650/month

**Dodge Construction Reports:** A comprehensive source of information on commercial construction and planning activity. Businesses such as general or sub-contractors, architects, engineers, building products manufacturers, and material suppliers can target bids to projects that meet exact criteria.

- 303-683-8693
- <http://dodge.construction.com/Default.asp>

- Data is sold for each state and varies in price: Colorado data is approximately \$4,500/year in CD-ROM format. Online access is available for a higher fee.

**Factiva.com:** Provides single point access to over 8,000 local, national and international newspapers, leading business magazines, trade publications and newswires in 22 languages. Businesses can monitor competitors, customers, and industry, while also conducting in-depth research and gathering company financial data.

- 800-369-8474
- <http://www.factiva.com>
- Flat fee subscriptions are available for organizations; transactional pricing for individual users is also available.

\* **Gallup Poll** Contains links to various polls, reports, trends and audits of public opinion conducted by The Gallup Organization. Users can search for poll analyses and questionnaires by keyword, for example, healthcare or global warming. Free information includes articles, graphs and charts, video clips and specific questions on a variety of topics. You can subscribe to the full content of the site for \$95 a year.

- <http://www.gallup.com>
- Free for various information; \$95/year full content

\* **GuideStar:** A national database of U.S. charitable organizations that gathers and distributes data on more than 850,000 IRS-recognized nonprofits. You can search the nonprofit organization database at no cost by doing a Quick Search. Fee-based services include full-featured searches of the GuideStar database, and access to the Grant Explorer, a database of funders that contains information on more than 34,000 of the nation's largest private foundations.

- 757-229-4631
- <http://www.guidestar.org/>
- Free search of nonprofit organizations; GuideStar Select \$300/year; GuideStar Premium \$1,000/year; Grant Explorer \$499/year single user.

**Harris InfoSource:** Provides complete coverage of all 14 million U.S. businesses along with significant Canadian firms. The database includes Harris profiles on every U.S. manufacturing company, regardless of size; D&B information on U.S. firms in all other industries; and D&B information on Canadian firms with 20 or more employees or \$500,00 in sales. It includes products such as the Selectory online, which allows you to create targeted lists of prospects using employment, SIC or NAICS codes, geography, D&B Credit Class Ratings and other factors. The database is segmented into an array of information products available on CD-ROM, online, and in print by geography and employment size.

- 800-888-5900
- <http://www.harrisinfo.com>
- Pricing is based on size of companies and geographic segments selected, and ranges from \$200 to \$14,600/year for single user unlimited access.

**Hoover's: (Access through Colorado State University Libraries—onsite use only)** A research database that includes 12 million companies, with in-depth coverage of 40,000 major companies. Hoover's allows you to create targeted contact lists and custom company

reports, and to locate hard to reach small businesses. You can search for business information by company name or keyword, industry, news reports or press releases, ticker, stock quote, or executive name.

- 866-281-9177
- <http://www.hoovers.com>
- \$1996/year for Hoover's Pro; \$2996/year for Hoover's Pro Plus, which includes downloading capabilities.

**IBIS World:** Publisher of U.S. industry market research reports. There are currently reports for 700 industries, analyzed at the 5<sup>th</sup> digit level of the North American Industry Classification System (NAICS). IBISWorld reports are regularly updated by a team of industry economists and range in size from a minimum of 20 pages to over 30 pages each. All the reports are formatted the same way, with the same table of contents. Each report contains data on key statistics, industry structure including market size, supply/demand chain, market segmentation, major players and market share, industry analysis including current and historical performance, 5-year forecasts, key management and industry success factors, and other facts.

- 212-626-6794
- <http://www.ibisworld.com>
- Annual subscription fees start at \$5,000 for 25 downloads (individual reports).

**Lexis-Nexis** (Reed Elsevier, Inc.) (**Access through Colorado State University Libraries—onsite use only**): Access to over 14,000 news sources ranging from news or journal articles to intellectual information, financial reports, international and journalism reports, broadcast transcripts as well as 4,800 as legal material such as senate bills and house reports. Public records comprise 3.3 billion documents. State regulatory tracking is also available via the Lexis-Nexis services.

- 800-227-9597
- <http://www.lexisnexis.com>
- Flat rate pricing ranges from \$750 to \$1,080/month government rate. Several pay-as-you go or transactional options are also available.

**Marketplace Gold** (Dun & Bradstreet): A DVD list of more than 13 million U.S. businesses. Marketplace allows you to conduct targeted lead generation by type of business (to 8-digit SIC code), geography, number of employees, annual sales, ownership, type of site, and year started. It is also possible to profile customers and conduct in-depth analysis of a business's customer base and market penetration. A variety of reports as well as mailing labels can be created.

- 800-590-0065
- <http://www.imarketinc.com/products/index.asp>
- \$2,995 starter DVD subscription (includes 1,000 meter credits); \$2,995/year quarterly updates; meter credits in blocks of 1,000 \$0.10 ea.

**MarketPro** (Information Advantage, Inc.): A real estate research database that provides over 50 data categories relating to property and ownership. Data includes owner address, parcel number, lot size, building square footage, and sales information for the entire Denver metro area. The database is searchable in numerous ways and is updated monthly.

- 303-795-1904
- <http://www.iamarketpro.com/products.html>
- \$750 to \$1,000 per year

**Plunkett Research Online** (Plunkett Research, Ltd.): This database provides industry sector analysis and research, industry trends, and industry statistics. Industries covered include advertising and branding; airlines, hotels and travel; apparel and textiles; automobiles and trucks; biotechnology; computers and Internet; consulting; e-commerce; energy and utilities; engineering and research; entertainment and media; financial services; banking and insurance; food and beverages; health care and biotech; nanotechnology and MEMS; real estate and construction; retail; telecommunications and wireless; transportation, supply chain and logistics; and several others.

- 713-932-000
- <http://www.plunkettresearch.com>
- \$1,295/year for 1-5 user license

**PRO-net:** A free service provided by the U.S. Small Business Administration (SBA), now integrated with U.S. Central Contractor Registration, check under “dynamic small business search.” This is an Internet-based database of information on more than 195,000 small, disadvantaged, 8(a), HUBZone, and women-owned businesses. It serves as a search engine for contracting officers, a marketing tool for small firms and a “link” to procurement opportunities and important information. It is designed to be a “virtual” one-stop-procurement-shop. Business profiles on the Pro-net system can be search by NAIS+CS codes, keywords, location, quality certifications, business type, ownership race and gender, and other factors.

- <http://www.ccr.gov> go to: dynamic small business search
- free

\* **Reference USA (at home/office use)** (Available through Fort Collins Regional Library District <http://fcgov.com/library>) A database of 14 million U.S. and 1.5 million Canadian businesses. It is sold under a variety of formats and pricing structures depending on whether the subscriber is a library, government agency, or corporate entity. It is designed to search for company and create prospect or marketing lists. Data is gathered from a number of sources and verified by telephone. The database can be searched by location, type of business, business size, credit rating, phone/fax number, and executive name. You can also pay for individual prospect lists instead of subscribing to the service.

- 800-555-5211
- <http://www.infousagov.com>: <http://www.referenceusa.com>
- Pricing varies by product and type of entity subscribing

\***Regional Business News:** (Available through Fort Collins Regional Library District <http://fcgov.com/library>) This database incorporates 75 business journals, newspapers and newswires covering all metropolitan and rural areas within the United States. Included in this database are Arizona Business, Business North Carolina, Crain's New York Business (and other Crain Communications editions), Colorado Biz, Colorado Business Magazine, Colorado Springs Business Journal, Des Moines Business Record, Enterprise Salt Lake

City, Fort Worth Business Press, Orange County Business Journal, Westchester County Business Journal, etc.

- 800-653-2728
- <http://support.ebsco.com>
- Regional Business News:

**SkyMinder** (CRIBIS Corporation): This service aggregates information sources from many different international provider and locally-based sources, and supplies online credit and business information on over 50 million companies in 230 countries. You can search by company or industry (NAICS codes) to find and purchase company financial or credit reports.

- 1-877-586-0981
- <http://www.skyminder.com/>
- Reports sold individually through deposit account (minimum of \$1,000; discounts increase with size of deposit)

\***Small Business Resource Center:** (Available through Fort Collins Regional Library District <http://fcgov.com/library>) This database covers major areas of starting and operating a business. Search and browse topics including sample business plans, how-to articles, overviews, and directories, including the Encyclopedia of Business Information Sources, Encyclopedia of Management and Small Business Management, Consultant's and Consulting Organizations directory and more. Includes business books from John Wiley and over 200 business journals, including, Better Asset Management, Black Enterprise, Consumer Comments, Cosmetics International, and many more.

- 1-800 877-GALE
- <http://www.galegroup.com/SmallBusiness/find.htm>
- Annual subscription is \$4,200, but price varies with purchase agreements

**SpecialIssues.com** (Trip Wycoff): This database tracks "special issues" of trade and industry journals in dozens of industries. These publications include industry outlooks, overviews, or surveys; statistical issues; company ranking lists; buyers guides; salary surveys; product/industry focus issues; membership directories; who's who registers; and tradeshow specials. A link is included to the actual article or issue, when available on the web. Otherwise, you will need to obtain the issue through a library or obtain it for a fee from a document delivery service or the publisher.

- 281-469-6004
- <http://www.specialissues.com>
- Annual subscription fees start at \$300 and include a monthly newsletter and access to reference help from site founder Trip Wycoff.

**SRDS Direct Marketing List Source:** A print and online directory of marketing list rental information. The database contains sources, selects, costs and other information on targeted lists for use in direct marketing campaigns. A subscription includes both the print version, which is updated bimonthly, and an online database that you can search by market classification, list title, high-ticket mail order buyers, and demographic information. SRDS also publishes [The Lifestyle Market Analyst](#),\* (MAIN BUSINESS REFERENCE 658.834 Lifestyle 2005) an annual print-only publication that provides market analysis of potential

local, regional and national audiences using data compiled from more than 19 million households.

- 800-232-0772, ext. 8020
- <http://www.srds.com/>
- Annual unlimited single-user access is \$591; Lifestyle Market Analyst \$440.

**StatUSA:** A low-cost subscription service offered by the U.S. Department of Commerce. The GLOBUS & NTDB section of the website provides international trade resources, including the NTDB Global Trade Directory, country commercial Guides, International market Insight (IMI) reports, agricultural market research, and Industry Sector Analysis reports, all organized by country

- 800-782-8872
- <http://www.stat-usa.gov/>
- Annual subscription \$175

**State of Colorado Databases include for-profit, non-profit, and limited liability corporations registered with the Colorado Secretary of State's office (SOS); licensed professionals from the Colorado Department of Regulatory Agencies (DORA); and sole proprietors and partnerships registered with the Colorado Department of Revenue (CDR)**

- 303-894-2467 (DORA); 303-238-7378 (CDR); 303-894-2200 (SOS)
- <http://www.dora.state.co.us/registrations/MediaRequest.htm>;
- <http://www.sos.state.co.us/pubs/business/main.htm>
- DORA lists \$75/entire database; SOS list \$50/per parameter; CDR list free download

For more information or for online copies of the following Resource and Research Guides, email Anne Macdonald, Business Librarian [amacdonald@fcgov.com](mailto:amacdonald@fcgov.com):

Business Plans

Company Information

Economic Gardening

General Business Questions – “How Do I?”

General Investment Questions – “How Do I?”

Industry Information

Industry Information in Ten Steps

Information Sources for Business Startup

Information Sources for Nonprofits

Investment Research Online and Free

Legal Structure for a Business

Library and Online Resources to Help with Your Business Plan

Marketing Research and Resources

Marketing Research Online and Free