

EconoVue™ Insights

FEBRUARY 2023

Case Study

Competitive Micro-Grant Program Case Study

The Workforce Alliance of the North Bay (WANB) spans California's Lake, Marin, Mendocino, and Napa counties. All counties offered micro-business COVID-19 Relief Grants through the local small business development centers (SBDCs) and economic development organizations. The grant provided \$2,500 to eligible businesses regardless of the size of the office.

The challenge was to quickly narrow down a target list for a competitive COVID-19 micro-grant program outreach based on the rigorous eligibility requirements for micro-businesses.

Read more about their challenges, the grant program, and early outcomes. [> READ CASE STUDY](#)

Product Vue

Diversity, Equity, & Inclusion (DEI) Programs

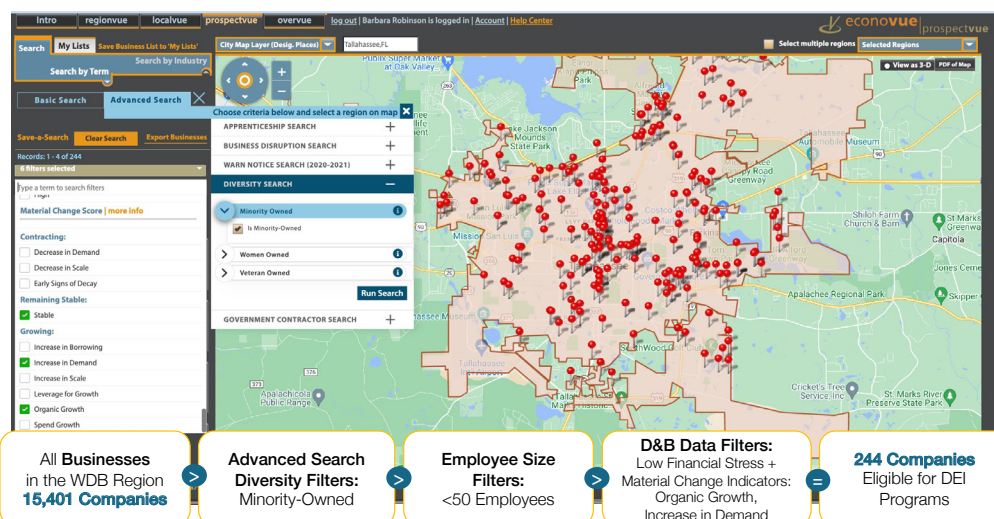
Workforce development professionals can use the powerful filtering capabilities in EconoVue to determine the eligibility of minority-owned, women-owned, and veteran-owned businesses for grant, micro-loan and job skills training opportunities in seconds.

Start your search by filtering companies with less than 50 employees with low risk of business failure and showing signs of stability, organic growth or increase in demand.

For example, Business Services teams in Tallahassee, Florida can quickly narrow their minority outreach efforts from the **15,401** companies in the area to the **244 minority-owned** businesses likely to be eligible for grants, micro-loans or job training programs.

It is important to conduct separate searches for each diversity classification (minority-, women- or veteran-owned), export individual lists, merge and sort results in Excel.

D&B Financial Stress	Low Risk		
D&B Material Change	Stable	Organic Growth	Increase in



Vue Points

>Case Study: Case Study: Montana's Campaign in a Box Strategy

All across Montana, local offices struggled to create individual business engagement outreach strategies effectively. In response, the Business Strategy Team designed and implemented a quarterly, statewide Campaign in a Box program for targeted outreach to specific industries and workforce sectors.

> [READ CASE STUDY](#)

>Case Study: Proactive Business Engagement Success Story

A Workforce Development Board located in a geographically diverse County in Northern California needed to create a systematic way to engage proactively with the 13,000 businesses across all districts.

> [READ CASE STUDY](#)

>Customer Roundtable: Lessons from your Peers




Listen to fascinating use cases and insights shared by your peers from Montana and California in our recent roundtable. > [DOWNLOAD RECORDING](#)

Training Vue

Sign up for the EconoVue Skills Series

Register today for our monthly series of 30-minute coaching sessions – each designed to meet a key Workforce data need with a specific set of EconoVue skills and Practices.

The live, online sessions follow three core Workforce tracks:

-  Business Outreach
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-  Occupations and Career Pathways

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