

**LANDER COUNTY, NEVADA COMMUNITY  
BUSINESS MATCHING ANALYSIS RESULT  
UPDATE SUMMARY**

**March 14, 2012**

Report Prepared by

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This report presents updated results of Community Business Matching (CBM) analysis since TECHNICAL REPORT UCED 2010/11-06 titled “Lander County, Nevada: Demographic/Economic Trends, Industrial and Occupational Targeting Analysis, and Community Business Matching Model Analysis.” The updated results use improved business data inputs and includes sectors that exist currently in Lander County.

***What has been changed since the version of November 7, 2011?***

- More up-to-date business data were used in this version.

***What’s in this package:***

Table 1: Community Development Goal Rankings

The data from Survey of Community Priorities for Quality of Life are used to perform AHP (Analytic Hierarchy Process). This table reports the AHP results for the three community development goals: Economic Quality, Environmental Quality, and Social Quality. The results reported here represent community averages. That is, an average community member would place a highest weight (importance) on Environmental Quality goal (40.1%), next highest on Economic Quality goal (35.8%), and place a lowest weight on Social Quality goal (24.1%).

Table 2: Community Development Indicator Rankings

This table reports the AHP results for 15 community development indicators. Again community averages of the indicator weights are presented. The corresponding graph is found in Figure 1.

Figure 2: Community Development Indicator Weights

See notes on Table 2.

Table 3: 2007 North American Industry Classification System (NAICS) 4-Digit Aggregation

This table lists the 4-digit NAICS codes and their brief description. CBM results reported in the subsequent tables and figures indicate industry sectors in terms of 4-digit NAICS codes. This table is to be used as a reference for interpreting the CBM results.

Figure 2: CBM Results (All Sectors)

This graph shows the direct output of CBM: desirability index (DI) and compatibility index (CI) for all industry sectors included in the study.

- A higher DI score implies that the industry has more traits that an average community member values (with respect to the 15 community development indicators).
- A higher CI score implies that the community possesses more asset items (e.g. land, building space, infrastructure) that are important for the industry.

The purpose of this “crowded” graph is to show the distribution (concentration and

dispersion) of the DI and CI scores. From this graph, DI is concentrated between 0.4 and 0.8 whereas CI is distributed anywhere between 0 and 1.

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The purpose of this “crowded” graph is to show the distribution (concentration and dispersion) of the DI and CI scores. From this graph, DI is concentrated between 0.4 and 0.8 whereas CI is distributed anywhere between 0 and 1.

### Figure 4: CBM Results (All Sectors, Zoomed)

This graph zooms in the northeast (upper right) quadrant of Figure 3. It shows the industries that have both DI and CI greater than 0.6. The graph identifies 14 such industries for Lander County. The list of these industries is found in Table 4.

### Table 4: Industries with High Desirability and Compatibility Index Scores

This table lists the industries that have high scores for both DI and CI identified in Figure 4 (i.e.  $DI > 0.6$  and  $CI > 0.6$ . Along with DI and CI scores, this table also indicates whether each industry already exists in Lander County.)

- For an existing sector, CI indicates compatibility of the industry if it were to expand.
- For a non-existing sector, CI indicates compatibility of the industry if it were to be recruited to the community.

NOTE: The list is sorted by NAICS code.

### Figure 5: Explanation of Compatibility

This graph indicates the reasons for high or low CI scores in a tri-color scale. CBM considers five space items and 41 asset items and compare their availability in Lander County against each industry’s requirements and importance. For each space or asset item, a “green light” indicates that the requirement of an industry is more or less met by its availability in the community, while a “red light” implies the need is not met by availability.

### Figure 6: Explanation of Desirability

This graph indicates the reasons for high or low DI scores in a tri-color scale. CBM considers 15 community development indicators (5 for each community development goal) and compare their importance to Lander County community members against

the traits of each industry. For each indicator, a “green light” indicates that the industry possesses the trait in question, while a “red light” indicates that such trait is not present in the industry.

NOTE1: Information about community preference about each indicator (i.e. information in Table 2 and Figure 1) is not used in this graph.

NOTE2: Currently indicator G3.I5 is not used in the analysis due to lack of data from the business side. That is why all industries are indicated with a green light.

**Table 1: Community Development Goal Rankings**

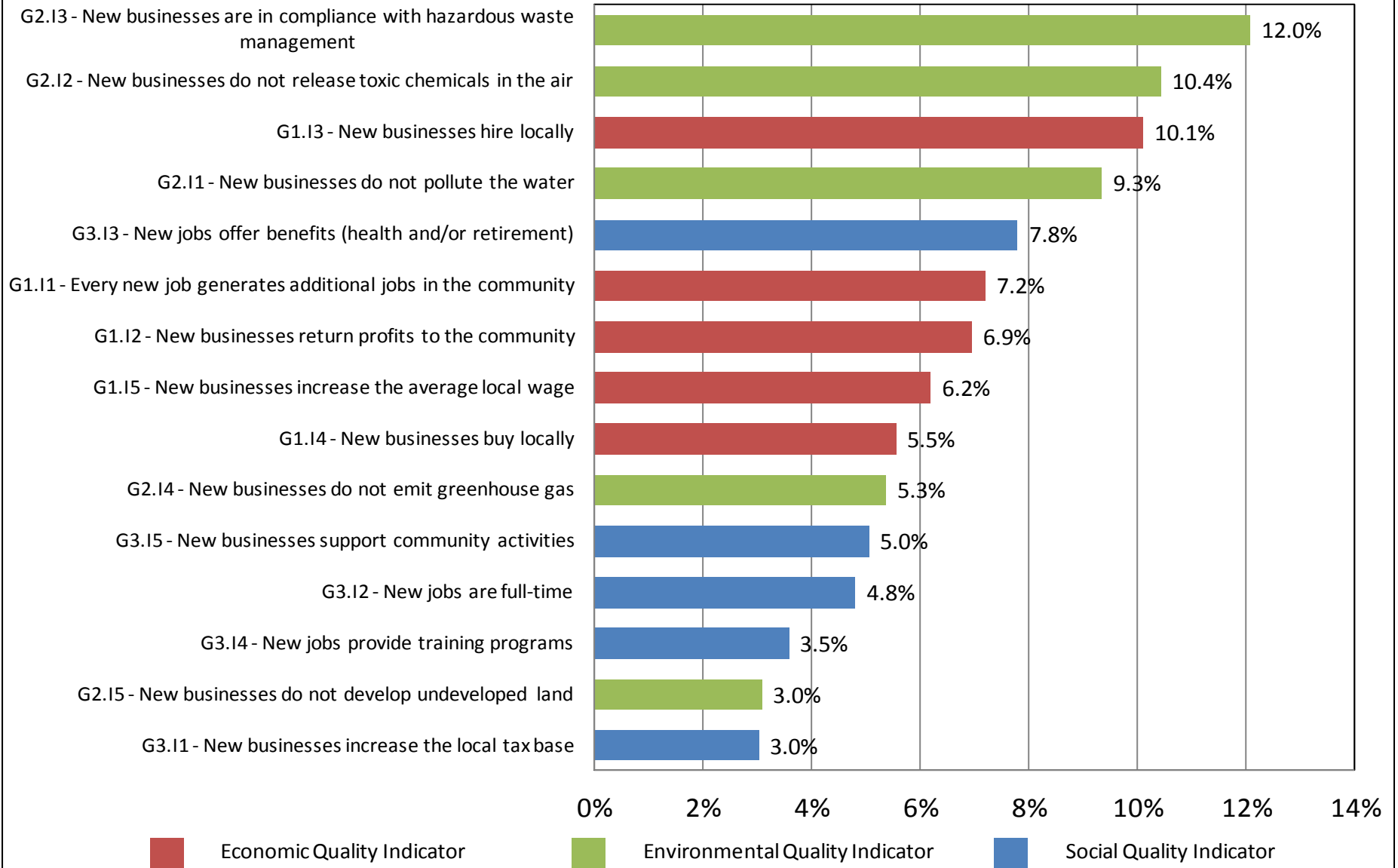
<i>Goal</i>	<i>Weight</i>	<i>Rank</i>
Economic Quality	35.8%	2
Environmental Quality	40.1%	<b>1</b>
Social Quality	24.1%	3

**Table 2: Community Development Indicator Rankings**

<i>Indicator</i>	<i>Weight</i>	<i>Rank</i>
G1.I1 - Every new job generates additional jobs in the community	7.2%	6
G1.I2 - New businesses return profits to the community	6.9%	7
G1.I3 - New businesses hire locally	10.1%	3
G1.I4 - New businesses buy locally	5.5%	9
G1.I5 - New businesses increase the average local wage	6.2%	8
G2.I1 - New businesses do not pollute the water	9.3%	4
G2.I2 - New businesses do not release toxic chemicals in the air	10.4%	2
G2.I3 - New businesses are in compliance with hazardous waste management	12.0%	<b>1</b>
G2.I4 - New businesses do not emit greenhouse gas	5.3%	10
G2.I5 - New businesses do not develop undeveloped land	3.0%	14
G3.I1 - New businesses increase the local tax base	3.0%	15
G3.I2 - New jobs are full-time	4.8%	12
G3.I3 - New jobs offer benefits (health and/or retirement)	7.8%	5
G3.I4 - New jobs provide training programs	3.5%	13
G3.I5 - New businesses support community activities	5.0%	11

Number of observations	59
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## Figure 2: Community Development Indicator Weights



**Table 3: 2007 North American Industry Classification System (NAICS) 4-Digit Aggregation**

NAICS Code	NAICS Description
1111	Oilseed and Grain Farming
1112	Vegetable and Melon Farming
1113	Fruit and Tree Nut Farming
1114	Greenhouse, Nursery, and Floriculture Production
1119	Other Crop Farming
1121	Cattle Ranching and Farming
1122	Hog and Pig Farming
1123	Poultry and Egg Production
1124	Sheep and Goat Farming
1125	Aquaculture
1129	Other Animal Production
1131	Timber Tract Operations
1132	Forest Nurseries and Gathering of Forest Products
1133	Logging
1141	Fishing
1142	Hunting and Trapping
1151	Support Activities for Crop Production
1152	Support Activities for Animal Production
1153	Support Activities for Forestry
2111	Oil and Gas Extraction
2121	Coal Mining
2122	Metal Ore Mining
2123	Nonmetallic Mineral Mining and Quarrying
2131	Support Activities for Mining
2211	Electric Power Generation, Transmission and Distribution
2212	Natural Gas Distribution
2213	Water, Sewage and Other Systems
2361	Residential Building Construction
2362	Nonresidential Building Construction
2371	Utility System Construction
2372	Land Subdivision
2373	Highway, Street, and Bridge Construction
2379	Other Heavy and Civil Engineering Construction
2381	Foundation, Structure, and Building Exterior Contractors
2382	Building Equipment Contractors
2383	Building Finishing Contractors
2389	Other Specialty Trade Contractors
3111	Animal Food Manufacturing
3112	Grain and Oilseed Milling
3113	Sugar and Confectionery Product Manufacturing
3114	Fruit and Vegetable Preserving and Specialty Food Manufacturing
3115	Dairy Product Manufacturing
3116	Animal Slaughtering and Processing
3117	Seafood Product Preparation and Packaging
3118	Bakeries and Tortilla Manufacturing
3119	Other Food Manufacturing
3121	Beverage Manufacturing
3122	Tobacco Manufacturing
3131	Fiber, Yarn, and Thread Mills
3132	Fabric Mills
3133	Textile and Fabric Finishing and Fabric Coating Mills
3141	Textile Furnishings Mills
3149	Other Textile Product Mills
3151	Apparel Knitting Mills
3152	Cut and Sew Apparel Manufacturing
3159	Apparel Accessories and Other Apparel Manufacturing
3161	Leather and Hide Tanning and Finishing
3162	Footwear Manufacturing
3169	Other Leather and Allied Product Manufacturing
3211	Sawmills and Wood Preservation
3212	Veneer, Plywood, and Engineered Wood Product Manufacturing
3219	Other Wood Product Manufacturing
3221	Pulp, Paper, and Paperboard Mills
3222	Converted Paper Product Manufacturing
3231	Printing and Related Support Activities
3241	Petroleum and Coal Products Manufacturing
3251	Basic Chemical Manufacturing
3252	Resin, Synthetic Rubber, and Artificial Synthetic Fibers and Filaments Manufacturing
3253	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing
3254	Pharmaceutical and Medicine Manufacturing
3255	Paint, Coating, and Adhesive Manufacturing
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing
3259	Other Chemical Product and Preparation Manufacturing
3261	Plastics Product Manufacturing
3262	Rubber Product Manufacturing
3271	Clay Product and Refractory Manufacturing
3272	Glass and Glass Product Manufacturing
3273	Cement and Concrete Product Manufacturing
3274	Lime and Gypsum Product Manufacturing

**Table 3: 2007 North American Industry Classification System (NAICS) 4-Digit Aggregation**

NAICS Code	NAICS Description
3279	Other Nonmetallic Mineral Product Manufacturing
3311	Iron and Steel Mills and Ferroalloy Manufacturing
3312	Steel Product Manufacturing from Purchased Steel
3313	Alumina and Aluminum Production and Processing
3314	Nonferrous Metal (except Aluminum) Production and Processing
3315	Foundries
3321	Forging and Stamping
3322	Cutlery and Handtool Manufacturing
3323	Architectural and Structural Metals Manufacturing
3324	Boiler, Tank, and Shipping Container Manufacturing
3325	Hardware Manufacturing
3326	Spring and Wire Product Manufacturing
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing
3328	Coating, Engraving, Heat Treating, and Allied Activities
3329	Other Fabricated Metal Product Manufacturing
3331	Agriculture, Construction, and Mining Machinery Manufacturing
3332	Industrial Machinery Manufacturing
3333	Commercial and Service Industry Machinery Manufacturing
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing
3335	Metalworking Machinery Manufacturing
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing
3339	Other General Purpose Machinery Manufacturing
3341	Computer and Peripheral Equipment Manufacturing
3342	Communications Equipment Manufacturing
3343	Audio and Video Equipment Manufacturing
3344	Semiconductor and Other Electronic Component Manufacturing
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing
3346	Manufacturing and Reproducing Magnetic and Optical Media
3351	Electric Lighting Equipment Manufacturing
3352	Household Appliance Manufacturing
3353	Electrical Equipment Manufacturing
3359	Other Electrical Equipment and Component Manufacturing
3361	Motor Vehicle Manufacturing
3362	Motor Vehicle Body and Trailer Manufacturing
3363	Motor Vehicle Parts Manufacturing
3364	Aerospace Product and Parts Manufacturing
3365	Railroad Rolling Stock Manufacturing
3366	Ship and Boat Building
3369	Other Transportation Equipment Manufacturing
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing
3372	Office Furniture (including Fixtures) Manufacturing
3379	Other Furniture Related Product Manufacturing
3391	Medical Equipment and Supplies Manufacturing
3399	Other Miscellaneous Manufacturing
4231	Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers
4232	Furniture and Home Furnishing Merchant Wholesalers
4233	Lumber and Other Construction Materials Merchant Wholesalers
4234	Professional and Commercial Equipment and Supplies Merchant Wholesalers
4235	Metal and Mineral (except Petroleum) Merchant Wholesalers
4236	Electrical and Electronic Goods Merchant Wholesalers
4237	Hardware, and Plumbing and Heating Equipment and Supplies Merchant Wholesalers
4238	Machinery, Equipment, and Supplies Merchant Wholesalers
4239	Miscellaneous Durable Goods Merchant Wholesalers
4241	Paper and Paper Product Merchant Wholesalers
4242	Drugs and Druggists' Sundries Merchant Wholesalers
4243	Apparel, Piece Goods, and Notions Merchant Wholesalers
4244	Grocery and Related Product Merchant Wholesalers
4245	Farm Product Raw Material Merchant Wholesalers
4246	Chemical and Allied Products Merchant Wholesalers
4247	Petroleum and Petroleum Products Merchant Wholesalers
4248	Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers
4249	Miscellaneous Nondurable Goods Merchant Wholesalers
4251	Wholesale Electronic Markets and Agents and Brokers
4411	Automobile Dealers
4412	Other Motor Vehicle Dealers
4413	Automotive Parts, Accessories, and Tire Stores
4421	Furniture Stores
4422	Home Furnishings Stores
4431	Electronics and Appliance Stores
4441	Building Material and Supplies Dealers
4442	Lawn and Garden Equipment and Supplies Stores
4451	Grocery Stores
4452	Specialty Food Stores
4453	Beer, Wine, and Liquor Stores
4461	Health and Personal Care Stores
4471	Gasoline Stations
4481	Clothing Stores
4482	Shoe Stores
4483	Jewelry, Luggage, and Leather Goods Stores
4511	Sporting Goods, Hobby, and Musical Instrument Stores



**Table 3: 2007 North American Industry Classification System (NAICS) 4-Digit Aggregation**

NAICS Code	NAICS Description
4512	Book, Periodical, and Music Stores
4521	Department Stores
4529	Other General Merchandise Stores
4531	Florists
4532	Office Supplies, Stationery, and Gift Stores
4533	Used Merchandise Stores
4539	Other Miscellaneous Store Retailers
4541	Electronic Shopping and Mail-Order Houses
4542	Vending Machine Operators
4543	Direct Selling Establishments
4811	Scheduled Air Transportation
4812	Nonscheduled Air Transportation
4821	Rail Transportation
4831	Deep Sea, Coastal, and Great Lakes Water Transportation
4832	Inland Water Transportation
4841	General Freight Trucking
4842	Specialized Freight Trucking
4851	Urban Transit Systems
4852	Interurban and Rural Bus Transportation
4853	Taxi and Limousine Service
4854	School and Employee Bus Transportation
4855	Charter Bus Industry
4859	Other Transit and Ground Passenger Transportation
4861	Pipeline Transportation of Crude Oil
4862	Pipeline Transportation of Natural Gas
4869	Other Pipeline Transportation
4871	Scenic and Sightseeing Transportation, Land
4872	Scenic and Sightseeing Transportation, Water
4879	Scenic and Sightseeing Transportation, Other
4881	Support Activities for Air Transportation
4882	Support Activities for Rail Transportation
4883	Support Activities for Water Transportation
4884	Support Activities for Road Transportation
4885	Freight Transportation Arrangement
4889	Other Support Activities for Transportation
4911	Postal Service
4921	Couriers and Express Delivery Services
4922	Local Messengers and Local Delivery
4931	Warehousing and Storage
5111	Newspaper, Periodical, Book, and Directory Publishers
5112	Software Publishers
5121	Motion Picture and Video Industries
5122	Sound Recording Industries
5151	Radio and Television Broadcasting
5152	Cable and Other Subscription Programming
5171	Wired Telecommunications Carriers
5172	Wireless Telecommunications Carriers (except Satellite)
5174	Satellite Telecommunications
5179	Other Telecommunications
5182	Data Processing, Hosting, and Related Services
5191	Other Information Services
5211	Monetary Authorities-Central Bank
5221	Depository Credit Intermediation
5222	Nondepository Credit Intermediation
5223	Activities Related to Credit Intermediation
5231	Securities and Commodity Contracts Intermediation and Brokerage
5232	Securities and Commodity Exchanges
5239	Other Financial Investment Activities
5241	Insurance Carriers
5242	Agencies, Brokerages, and Other Insurance Related Activities
5251	Insurance and Employee Benefit Funds
5259	Other Investment Pools and Funds
5311	Lessors of Real Estate
5312	Offices of Real Estate Agents and Brokers
5313	Activities Related to Real Estate
5321	Automotive Equipment Rental and Leasing
5322	Consumer Goods Rental
5323	General Rental Centers
5324	Commercial and Industrial Machinery and Equipment Rental and Leasing
5331	Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)
5411	Legal Services
5412	Accounting, Tax Preparation, Bookkeeping, and Payroll Services
5413	Architectural, Engineering, and Related Services
5414	Specialized Design Services
5415	Computer Systems Design and Related Services
5416	Management, Scientific, and Technical Consulting Services
5417	Scientific Research and Development Services
5418	Advertising, Public Relations, and Related Services
5419	Other Professional, Scientific, and Technical Services
5511	Management of Companies and Enterprises

**Table 3: 2007 North American Industry Classification System (NAICS) 4-Digit Aggregation**

NAICS Code	NAICS Description
5611	Office Administrative Services
5612	Facilities Support Services
5613	Employment Services
5614	Business Support Services
5615	Travel Arrangement and Reservation Services
5616	Investigation and Security Services
5617	Services to Buildings and Dwellings
5619	Other Support Services
5621	Waste Collection
5622	Waste Treatment and Disposal
5629	Remediation and Other Waste Management Services
6111	Elementary and Secondary Schools
6112	Junior Colleges
6113	Colleges, Universities, and Professional Schools
6114	Business Schools and Computer and Management Training
6115	Technical and Trade Schools
6116	Other Schools and Instruction
6117	Educational Support Services
6211	Offices of Physicians
6212	Offices of Dentists
6213	Offices of Other Health Practitioners
6214	Outpatient Care Centers
6215	Medical and Diagnostic Laboratories
6216	Home Health Care Services
6219	Other Ambulatory Health Care Services
6221	General Medical and Surgical Hospitals
6222	Psychiatric and Substance Abuse Hospitals
6223	Specialty (except Psychiatric and Substance Abuse) Hospitals
6231	Nursing Care Facilities
6232	Residential Mental Retardation, Mental Health and Substance Abuse Facilities
6233	Community Care Facilities for the Elderly
6239	Other Residential Care Facilities
6241	Individual and Family Services
6242	Community Food and Housing, and Emergency and Other Relief Services
6243	Vocational Rehabilitation Services
6244	Child Day Care Services
7111	Performing Arts Companies
7112	Spectator Sports
7113	Promoters of Performing Arts, Sports, and Similar Events
7114	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
7115	Independent Artists, Writers, and Performers
7121	Museums, Historical Sites, and Similar Institutions
7131	Amusement Parks and Arcades
7132	Gambling Industries
7139	Other Amusement and Recreation Industries
7211	Traveler Accommodation
7212	RV (Recreational Vehicle) Parks and Recreational Camps
7213	Rooming and Boarding Houses
7221	Full-Service Restaurants
7222	Limited-Service Eating Places
7223	Special Food Services
7224	Drinking Places (Alcoholic Beverages)
8111	Automotive Repair and Maintenance
8112	Electronic and Precision Equipment Repair and Maintenance
8113	Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance
8114	Personal and Household Goods Repair and Maintenance
8121	Personal Care Services
8122	Death Care Services
8123	Drycleaning and Laundry Services
8129	Other Personal Services
8131	Religious Organizations
8132	Grantmaking and Giving Services
8133	Social Advocacy Organizations
8134	Civic and Social Organizations
8139	Business, Professional, Labor, Political, and Similar Organizations
8141	Private Households
9211	Executive, Legislative, and Other General Government Support
9221	Justice, Public Order, and Safety Activities
9231	Administration of Human Resource Programs
9241	Administration of Environmental Quality Programs
9251	Administration of Housing Programs, Urban Planning, and Community Development
9261	Administration of Economic Program
9271	Space Research and Technology
9281	National Security and International Affairs

Figure 3: CBM Results (All Sectors)

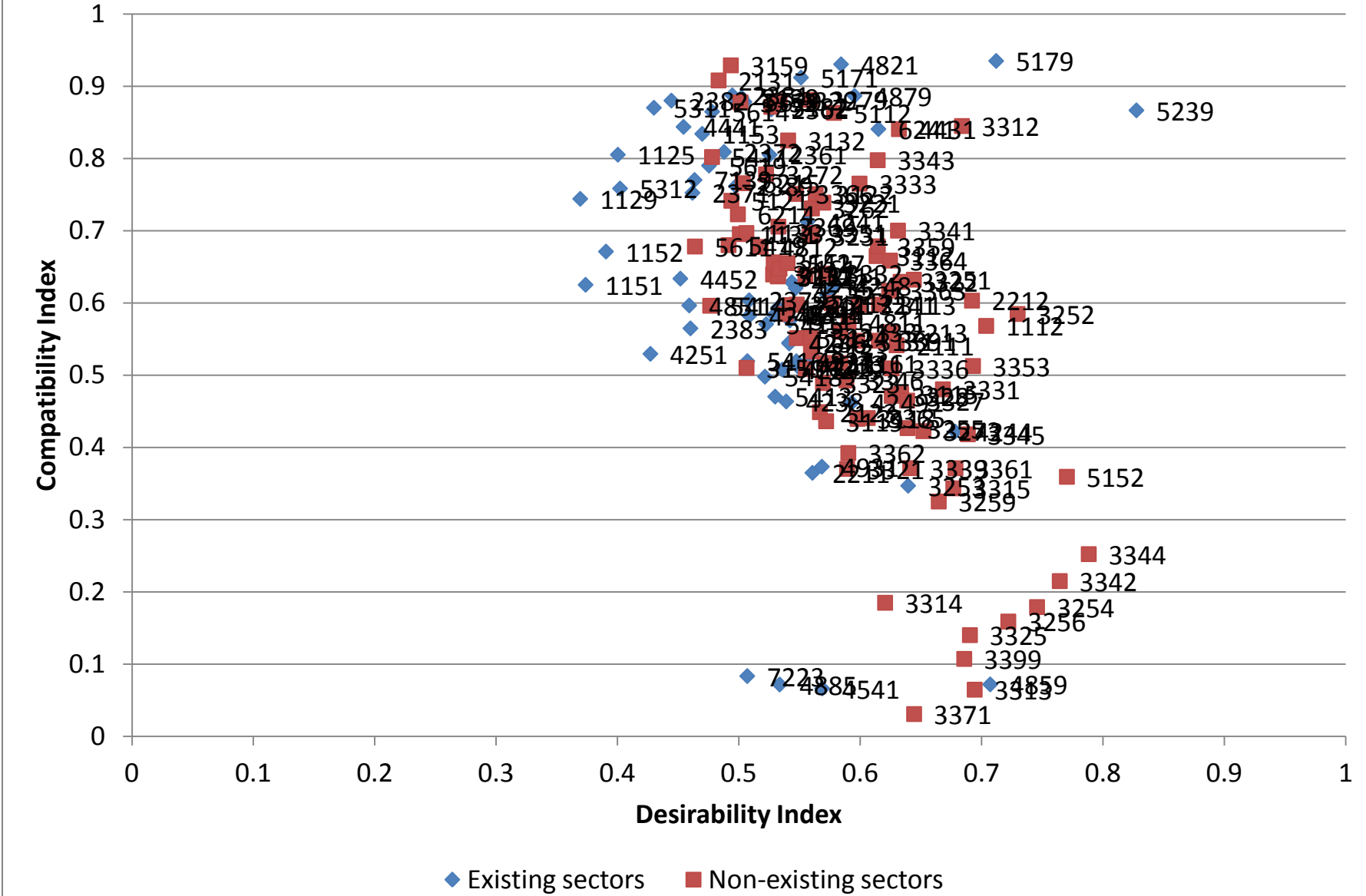
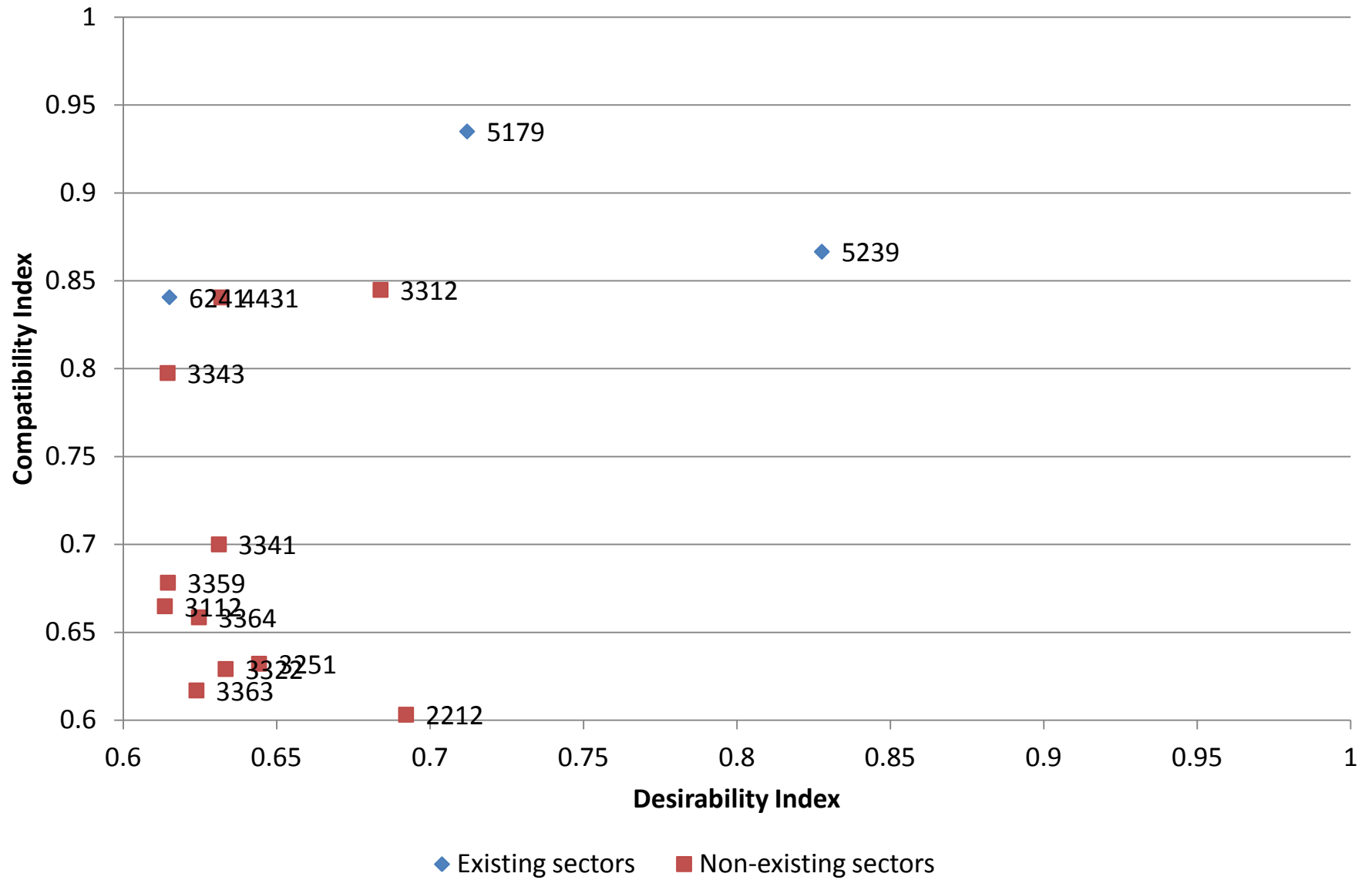


Figure 4: CBM Results (Zoomed)



**Table 4: Industries with High Desirability and Compatibility Index Scores**

NAICS4	Description	Existing	DI	CI
2212	Natural Gas Distribution		0.6922	0.6031
3112	Grain and Oilseed Milling		0.6136	0.6648
3251	Basic Chemical Manufacturing		0.6443	0.6321
3312	Steel Product Manufacturing from Purchased Steel		0.6839	0.8448
3322	Cutlery and Handtool Manufacturing		0.6334	0.6291
3341	Computer and Peripheral Equipment Manufacturing		0.6312	0.7
3343	Audio and Video Equipment Manufacturing		0.6145	0.7975
3359	Other Electrical Equipment and Component Manufacturing		0.6146	0.6782
3363	Motor Vehicle Parts Manufacturing		0.6239	0.6169
3364	Aerospace Product and Parts Manufacturing		0.6247	0.6585
4431	Electronics and Appliance Stores		0.632	0.8405
5179	Other Telecommunications	X	0.7121	0.9349
5239	Other Financial Investment Activities	X	0.8277	0.8665
6241	Individual and Family Services	X	0.6151	0.8406









Figure 6: Explanation of Desirability

<b>4-digit NAICS Code</b>	1	1	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	3	3	3	3	3	
	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	3	3	3	3	3	3	3	3	3	3	3	1	1	1	1	1	1	
	1	2	2	3	3	5	5	5	1	2	2	3	1	1	1	6	6	7	7	7	7	8	8	8	8	1	1	1	1	1	1		
	2	5	9	1	3	1	2	3	1	1	3	1	1	2	3	1	2	1	2	9	1	2	3	9	1	2	3	4	5	6			
<b>Desirability Index</b>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
<b>Compatibility Index</b>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Desirability Indicator</b>																																	
G1.I1 - Every new job generates additional jobs in the community	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G1.I2 - New businesses return profits to the community	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G1.I3 - New businesses hire locally	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G1.I4 - New businesses buy locally	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G1.I5 - New businesses increase the average local wage	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.I1 - New businesses do not pollute the water	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.I2 - New businesses do not release toxic chemicals in the air	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.I3 - New businesses are in compliance with hazardous waste management	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.I4 - New businesses do not emit greenhouse gas	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.I5 - New businesses do not develop undeveloped land	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.I1 - New businesses increase the local tax base	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.I2 - New jobs are full-time	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.I3 - New jobs offer benefits (health and/or retirement)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.I4 - New jobs provide training programs	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.I5 - New businesses support community activities	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

**Figure 6: Explanation of Desirability**

<b>4-digit NAICS Code</b>	3 1 1 7	3 1 1 8	3 1 1 9	3 1 2 1	3 1 2 1	3 1 3 2	3 1 3 3	3 1 5 1	3 1 5 2	3 1 5 9	3 1 6 1	3 2 1 1	3 2 1 1	3 2 2 2	3 2 2 2	3 2 3 4	3 2 4 5	3 2 5 5	3 2 5 5	3 2 5 5	3 2 5 6	3 2 6 9	3 2 7 2	3 2 7 1	3 2 7 2	3 2 7 3	3 2 7 9	3 3 1 1		
<b>Desirability Index</b>	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Green	Yellow	Green	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
<b>Compatibility Index</b>	Yellow	Yellow	Yellow	Yellow	Green	Yellow	Green	Yellow	Yellow	Yellow	Green	Yellow	Yellow	Green	Green	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
<b>Desirability Indicator</b>																														
G1.11 - Every new job generates additional jobs in the community	Yellow	Green	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
G1.12 - New businesses return profits to the community	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
G1.13 - New businesses hire locally	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
G1.14 - New businesses buy locally	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
G1.15 - New businesses increase the average local wage	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
G2.11 - New businesses do not pollute the water	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
G2.12 - New businesses do not release toxic chemicals in the air	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
G2.13 - New businesses are in compliance with hazardous waste management	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
G2.14 - New businesses do not emit greenhouse gas	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
G2.15 - New businesses do not develop undeveloped land	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
G3.11 - New businesses increase the local tax base	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
G3.12 - New jobs are full-time	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
G3.13 - New jobs offer benefits (health and/or retirement)	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
G3.14 - New jobs provide training programs	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
G3.15 - New businesses support community activities	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow

**Figure 6: Explanation of Desirability**

<b>4-digit NAICS Code</b>	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3		
	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3		
	1	1	1	1	2	2	2	2	2	2	2	2	3	3	3	3	3	3	3	4	4	4	4	4	4	5	5	5	5	6	6	6	6	6	6	6		
	2	3	4	5	1	2	3	4	5	7	8	9	1	2	3	4	6	9	1	2	3	4	5	6	1	2	3	9	1	2								
<b>Desirability Index</b>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
<b>Compatibility Index</b>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
<b>Desirability Indicator</b>																																						
G1.11 - Every new job generates additional jobs in the community	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
G1.12 - New businesses return profits to the community	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
G1.13 - New businesses hire locally	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G1.14 - New businesses buy locally	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G1.15 - New businesses increase the average local wage	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.11 - New businesses do not pollute the water	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.12 - New businesses do not release toxic chemicals in the air	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.13 - New businesses are in compliance with hazardous waste management	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.14 - New businesses do not emit greenhouse gas	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.15 - New businesses do not develop undeveloped land	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.11 - New businesses increase the local tax base	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.12 - New jobs are full-time	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.13 - New jobs offer benefits (health and/or retirement)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.14 - New jobs provide training programs	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.15 - New businesses support community activities	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

**Figure 6: Explanation of Desirability**

<b>4-digit NAICS Code</b>	3 3 3 3 3 3 3 3 4
	3 3 3 3 3 3 3 3 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 4 4 4 4 5 8
	6 6 6 6 6 7 9 9 3 3 3 3 3 3 3 3 3 4 4 4 4 4 4 4 4 4 4 4 4 5 3 4 5 4 1
	3 4 5 6 9 1 1 9 1 3 4 5 6 7 8 9 1 2 3 4 5 6 8 9 1 1 1 1 2 1 1
<b>Desirability Index</b>	
<b>Compatibility Index</b>	
<b>Desirability Indicator</b>	
G1.I1 - Every new job generates additional jobs in the community	
G1.I2 - New businesses return profits to the community	
G1.I3 - New businesses hire locally	
G1.I4 - New businesses buy locally	
G1.I5 - New businesses increase the average local wage	
G2.I1 - New businesses do not pollute the water	
G2.I2 - New businesses do not release toxic chemicals in the air	
G2.I3 - New businesses are in compliance with hazardous waste management	
G2.I4 - New businesses do not emit greenhouse gas	
G2.I5 - New businesses do not develop undeveloped land	
G3.I1 - New businesses increase the local tax base	
G3.I2 - New jobs are full-time	
G3.I3 - New jobs offer benefits (health and/or retirement)	
G3.I4 - New jobs provide training programs	
G3.I5 - New businesses support community activities	



**Figure 6: Explanation of Desirability**

4-digit NAICS Code	5	5	6	6	6	7	7	8	8
	6	6	2	2	2	1	2	1	1
	1	2	1	1	4	3	2	3	3
	9	9	4	5	1	9	3	3	9
<b>Desirability Index</b>									
<b>Compatibility Index</b>									
<b>Desirability Indicator</b>									
G1.11 - Every new job generates additional jobs in the community									
G1.12 - New businesses return profits to the community									
G1.13 - New businesses hire locally									
G1.14 - New businesses buy locally									
G1.15 - New businesses increase the average local wage									
G2.11 - New businesses do not pollute the water									
G2.12 - New businesses do not release toxic chemicals in the air									
G2.13 - New businesses are in compliance with hazardous waste management									
G2.14 - New businesses do not emit greenhouse gas									
G2.15 - New businesses do not develop undeveloped land									
G3.11 - New businesses increase the local tax base									
G3.12 - New jobs are full-time									
G3.13 - New jobs offer benefits (health and/or retirement)									
G3.14 - New jobs provide training programs									
G3.15 - New businesses support community activities									

Buttons    DI: Green ≥ 0.70    CI: Green ≥ 0.67  
 DI: Red < 0.50    CI: Red < 0.33  
 Background is in gradation (percentile)