



**EDDI**<sup>®</sup>  
ECONOMIC DEVELOPMENT DATA & INFORMATION  
*for Connecticut & Western Massachusetts*

# E.D.D.I. Getting Started Guide

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# E.D.D.I. Getting Started Guide

*Instructions and suggestions for completing the E.D.D.I. data entry spreadsheet.*

**T**his guide is intended to quickly get you started with completing and uploading your community's profile to E.D.D.I.. E.D.D.I. is an online searchable database for Connecticut and its metro areas, counties and towns. It contains hundreds of data points representing labor force, wages, leading employers, business growth and more. Users can also access maps, links and create printable flyers that can be used for promotional purposes. The data contained in E.D.D.I. is compliant with International Economic Council guidelines (IEDC) developed by nationally recognized site selection professionals. Each property in CERC's SiteFinder™ database is linked to the E.D.D.I. data for the respective town.

In today's highly competitive environment, site selection consultants as well as corporate real estate executives for companies of all sizes continue to require extensive information at their fingertips. Communities without the proper tools to satisfy their needs are at a disadvantage. CERC wants to work with you to keep E.D.D.I. populated and current with Connecticut data, which in turn will allow you to more competitively represent your town to the world.

If you have not already downloaded a blank template, you can do so at [www.cerc.com/eddijoin.html](http://www.cerc.com/eddijoin.html), along with other resources such as a sample template and data dictionary (an extensive definition of E.D.D.I. fields). CERC recommends reading through this guide and consulting the online resources before you begin.

Still have questions? Contact us at 1-800-392-2122, or online at [www.cerc.com/contact.html](http://www.cerc.com/contact.html).

## About the Template

CERC created the EDDI data entry template in Microsoft Excel to assist in uploading and importing data to EDDI. All data submissions must be in this Excel template format. **There are two versions of the template – one for regions, and one for towns. Please ensure you have downloaded the correct template before proceeding.**

This template may be used with Excel 97 through the most recent version shipped with Office 2003. Office 2007 versions of Excel are expected to be fully compatible.

*Please do not add rows or columns to this template, as it will prevent CERC from properly importing your data.*

## Getting Started

Use local and regional resources to assist you in completing the datasheet. Below is a list of tips for where to begin.

- If you are the Mayor or First Selectman, designate someone on your staff to coordinate the effort, and ask for the cooperation of all town departments.
- Collect all available marketing materials, including brochures and links to websites. Your local chamber of commerce or economic development commission may be able to provide information.
- Collect recent studies and reports, including tax information, education statistics, and town news of interest to business.
- Consult your city/town website, as some information may already be collected and posted, or there may be narrative you can use.
- Consult town directories for contact information.
- Seek out state resources, such as the websites for Department of Labor, Department of Education and Office of Policy and Management Municipal Data.
- Contact your regional economic development organization, council of government, or regional planning agency for assistance.
- Contact municipal departments for assistance with different sections.
- Contact utility providers, including electric, natural gas, water, sewer and telecommunications.
- View data already submitted by other municipalities and regions on the E.D.D.I. site at <http://www.cerc.com/eddi>

## Entering Data in the Spreadsheets

The spreadsheet is laid out from left to right, with five columns:

Column 1: Description of data item

Column 2: Notes and instructions for data input

Column 3: Data type and field size

Column 4: Data is entered here

Column 5: Data type and field size checking (see below).

Data is typed into column 4, which has a white background. Once data is entered, the result of data type and field size checking appears in the column to its right, indicating if the data entered fits the required format and field length.

The table below describes the possible results of data type and field size checking. If you see anything other than BLANK or OK in the Column 5, it means there is a problem with something you have typed into Column 4.

<b>Result</b>	<b>Explanation</b>	<b>How to Correct</b>
<b>OK</b>	Data fits the required format.	No correction is needed.
<b>Default</b>	Data has been entered for you.	No correction is needed.
<b>Blank</b>	No data has been entered.	No correction is needed. Add data if desired.
<b>Number Only</b>	Data that was entered contains characters other than numbers, such as text, special characters (/ * & and others – commas are allowed)	Remove any text or special characters
<b>Too Long</b>	The text entered into the cell is too large.	Refer to column 3 for the allowed number of characters and shorten the text accordingly.
<b>Use Y or N</b>	The field requires an entry of y (for yes), or n (for no).	Shorten “yes” and “no” entries to y or n, or change the data to fit.
<b>MM/DD/YYYY</b>	This field requires a date that fits the specific format mm/dd/yyyy. Entering a year only will produce this error.	Change all dates to the mm/dd/yyyy format (such as 01/01/2007).

If you enter data that does not match the data type, whatever you type into the field will not appear on the E.D.D.I. website.

If your data exceeds the size of the field (e.g., text is too long), your online data will be cut off at the point where the text matches the maximum field size.

## Prioritizing Data Entry - Municipalities

Before entering data, please ensure you are using the municipal data entry spreadsheet. The municipality data entry sheet is entitled “EDDI Town Template” and can be downloaded at <http://www.cerc.com/eddijoin.html>.

There are many fields on the E.D.D.I. spreadsheet. You do not need to enter them all, particularly at first. CERC suggests that you include the following fields, but the more you can fill out, the better. The section name is bolded, and recommended fields to complete are listed below each section name. Row numbers matching the E.D.D.I. data entry sheet are listed along with the field name.

CERC provides demographic, industry and occupational data for every municipality, county, labor market area, regional entity (such as economic development organizations, planning agencies and councils of government) and for the state as a whole. The data entry sheet therefore does not reflect any of the data CERC provides for your locality.

### **Overview** (beginning on row 4)

- Locality Name
- Location Description
- Business Climate
- Location Description – Printable Flyer (shortened version of Location Description field)
- Business Climate – Printable Flyer (shortened version of Business Climate field)

### **Main Contact for Economic Development** (beginning on row 13)

- Complete all contact information

### **Leading Employers** (beginning on row 35)

*Complete as much information as possible on leading employers in your town. You may enter up to 10 employers but perhaps begin with entering just the top 5.*

- Company
- Web page
- Product or Service
- Number of Employees

### **Local Manufacturing and Leading Employer Comments** (beginning on row 155)

*Describe the manufacturing environment in your town. Use the Leading Employers comments form to give more detail on employers, or to highlight what is attractive in your town to prospective companies.*

- Number of manufacturing plants
- Number of manufacturing employees
- Leading Employers Comments

**Taxation Information**

Contact the Tax Assessor for the city/town to acquire taxation information. In the comments section, the description could include your bond rating, tax collection rates, grand list growth, assessment/valuation or other tax-related information.

**Utility Information**

CERC provides electric utility information for all Connecticut towns. There are several additional sections for the town to complete, including water, sewer, telephone and cable utility information.

- Provider Name
- City
- County
- State
- System capacity

**Municipal Officials** (beginning on row 293)

Provide the names and contact information for key contacts in your municipality, particularly those involved with economic development, planning and zoning, building health, and tax assessment.

- Name
- Service (title or department can be typed in this field)
- Address

**General Comment – Economic Development Activity** (row 409)

Summarize economic development activity in your city or town, including development projects and business expansions and relocations.

**Infrastructure** (beginning on row 419)

Describe connections between your locality and the region. This includes highways and interstates, railroads, airports and waterways. At a minimum, complete the fields listed below.

- Road/Highway Name/Description
- Local Airport
- Waterway Name/Description

**Web Addresses** (beginning on row 515)

Provide links for up to 5 websites where users can get more information on your locality, Connecticut and the region. Suggestions: town website, regional economic development website, CERC website, DECD website.

- Weblinks
- Description of Link

## Prioritizing Data Entry – Regions

Before entering data, please ensure you are using the regional data entry spreadsheet. The regional entry sheet is entitled “EDDI Region Template” and can be downloaded at <http://www.cerc.com/eddijoin.html>.

There are many fields on the E.D.D.I. spreadsheet. You do not need to enter them all, particularly at first. CERC suggests that you include the following fields, but the more you can fill out, the better. The section name is bolded, and recommended fields to complete are listed below each section name. Row numbers matching the E.D.D.I. data entry sheet are listed along with the field name.

CERC provides demographic, industry and occupational data for every municipality, county, labor market area, regional entity (such as economic development organizations, planning agencies and councils of government) and for the state as a whole. The data entry sheet therefore does not reflect any of the data CERC provides for your region.

### **Overview** (beginning on row 4)

- Region/Metro Name
- Description

### **Demographics Comment** (row 9)

*General comments on the population, workforce and overall educational attainment, or any other comments.*

### **Labor Force Comment** (row 11)

*General comments on employment rates, employment by industry, labor force participation and college enrollments.*

### **Leading Employers** (beginning on row 15)

*Complete as much information as possible on leading employers in your town. It is recommended that you enter the top 10 leading employers.*

- Company
- Web page
- Product or Service
- Number of Employees

### **Leading Employer Comment** (beginning on row 135)

*Use the Leading Employers comments form to give more detail on employers, or to highlight what is attractive in your town to prospective companies.*

**Economic Development Activity** (beginning on row 139)

*This section lists economic development activity in your city or town, including development projects and business expansions and relocations. Up to 10 projects can be listed.*

- Company Name
- City
- Date of Action
- Action (Location, Expansion, Downsizing, Closing)
- Product or Service
- Function (e.g. Headquarters, Plant)

**General Comment – Economic Development Activity** (row 279)

*Summarize economic development in your city or town, including development projects and business expansions and relocations.*

**Research Centers** (beginning on row 324)

*List research centers, centers of excellence, and other specialty centers. Research focus might be in any area, from technology to health to education.*

- Center Name
- City
- Affiliation
- Research Specialty

**Interstates and Highways** (*beginning on row 378*)

*Enter the names of up to three interstates and four highways.*

- Name
- Type (of highway)

**Railroads** (beginning on row 402)

*Enter up to five railroads*

- Carrier Name
- Classification Railroad/Affiliation
- Classification Local Line

**Commercial and General Aviation Airports** (beginning on row 430)

*Enter up to two commercial and two general aviation airports.*

- Airport Name
- City
- County
- Longest Runway Length
- Number of runways

**Commercial Carriers** (beginning on row 500)

*List up to 5 commercial carriers, indicating whether each carrier offers passenger, charter or cargo services.*

- Airport Name
- Carrier Name
- Passenger Service (Yes/No)
- Charter Service (Yes/No)
- Cargo Service (Yes/No)

**Ports** (beginning on row 563)

*Enter up to 3 ports and their facilities.*

- Port Name
- City
- County
- Barge Facilities (Yes/No)
- Storage Facilities (Yes/No)
- General Cargo Facilities (Yes/No)
- Containerized Facilities (Yes/No)

**Shipping Services** (beginning on row 605)

- Number of Freight Forwarders
- Number of Import/Export Brokers
- Number of International Couriers

**Foreign Trade Zones** (beginning on row 611)

*Connecticut has 4 foreign trade zones, all of which are listed on E.D.D.I. for reference. To see which ones are in your region, go to <http://www.cerc.com/eddi>, click on the link for Connecticut information, and then select Transportation from the drop-down list to see foreign trade zones.*

- Foreign Trade Zone name
- City
- County

**Environmental Contacts** (beginning on row 810)

*Two environmental contacts may be entered. Consult the Connecticut Department of Environmental Protection at <http://www.ct.gov/dep>.*

- Agency Name
- Address
- City
- Telephone Number

**Quality of Life – Housing** (beginning on row 986)

*There are a number of fields to reflect average selling costs and rents. Enter as much information as possible. The housing comment field can be used for general information on the housing market.*

**Public and Private Elementary and Secondary Education** (beginning on row 1007)

*Comment on the quality and features of public and private elementary and secondary education in your region.*

- Comment

**Higher Education Comment** (row 1015)

*Describe area colleges, universities and trade/ technical schools and available programs.*

**Crime Rates** (beginning on row 1029)

- Property Crime Rate
- Violent Crime Rate
- Total Crime Rate
- Comment

**Quality of Life Comments** (row 1106)

*Describe that contributes to a high quality of life in the region.*

**Culture Event/Amenity Summary** (beginning on row 1147)

*This section is an overview of the number of available cultural events and amenities. Be sure to include comments (row 1152).*

**Occupancy and Supply** (beginning on row 1292)

*This section includes many different fields to indicate the availability and affordability of real estate. Enter as much information as possible, including comments (row 1340).*

**Contact Information** (beginning on row 1342)

*The primary contact should be a person who is involved in economic development for your region.*

- Contact Name
- Organization Name
- Phone
- Email

## Checking Data

*CERC does not verify data for content, truth or statistical veracity and takes no responsibility for errors in submissions. It is the responsibility of the municipality or region to verify any questionable submissions. CERC will only accept data submissions from authorized representatives of a municipality or region.*

As described in previously section, the data entry spreadsheet has a formula that checks your input to see if it matches the required field data type and size. Entries that do not match will either appear blank on E.D.D.I., or will be cut off if the text is too long.

Check the grammar and spelling of all text entries. Use proper case on all entries (do not enter text in all lower or all upper case). Run a spell-check, and read all descriptive paragraphs for content and grammar.

## Selecting Images

Images on your municipality or region overview page enhance the visual appeal of the page. CERC provides one image for every municipality, showing the approximate location on a map. You may submit up to two additional images to be displayed.

Image guidelines:

- Choose images that reflect the character of your town and demonstrate its assets.
- Images must be submitted in .jpg or .gif format.
- Minimum resolution for your images is 75 dpi.
- Please limit the file size of each image to be uploaded to 1 megabyte.

## Submitting the Template and Images

When you are ready to submit the template and have your data placed on the E.D.D.I. site, go to the E.D.D.I. upload page at [www.cerc.com/eddiupload.html](http://www.cerc.com/eddiupload.html).

Complete the form, attach your Excel spreadsheet and up to two images, type in any comments or questions, and click the submit button.

You will see a confirmation page, and will receive an email in 24 to 48 hours acknowledging your submission. CERC will contact you via email with an expected date on which your data will be available on the E.D.D.I. site.

You may submit the spreadsheet and images together or at separate times. You may submit questions regarding E.D.D.I. using this form, without attaching any documents.

## Linking to E.D.D.I.

CERC and its partners market E.D.D.I. to Connecticut, the region, and the nation. You can help drive additional traffic to E.D.D.I. by inserting a link (URL) to E.D.D.I. on your town's website. There are many ways to configure this URL, but the most common ways are to send website visitors directly to your locality or region's Overview page, link website visitors to CERC's E.D.D.I. entry page ([www.cerc.com/eddi](http://www.cerc.com/eddi)), or link to the Connecticut Overview page. Instructions for each option are below.

1. To link website visitors to the E.D.D.I. entry page on CERC's site, create a link to:

<http://www.cerc.com/eddi>

2. To link website visitors directly to a city/town Overview page on E.D.D.I., use the following template link. You will need to replace the placeholder <id> in this link with the specific ID for your locality or region. A list of locality IDs is an appendix in this document (see page 12). CERC will provide a link directly to regions once data has been submitted.

[http://www.locationone.com/lois/logon.do?username=CT-CERC&appsection=localities&community\\_id=<id>](http://www.locationone.com/lois/logon.do?username=CT-CERC&appsection=localities&community_id=<id>)

3. To link website visitors to the Connecticut Overview page on E.D.D.I., place the following link on your website:

[http://www.locationone.com/lois/logon.do?username=CT-CERC&appsection=states&state\\_cd=CT](http://www.locationone.com/lois/logon.do?username=CT-CERC&appsection=states&state_cd=CT)

## E.D.D.I. Logo

CERC will provide an E.D.D.I. logo for your website upon request. When you submit your template and images, use the comments fields on the submission page to request the logo.

## Updating E.D.D.I. Data

You can submit updates or changes to your E.D.D.I. data at any time. Make any changes to your existing spreadsheet (do not use a blank spreadsheet if you have already submitted data), and resubmit the sheet online at [www.cerc.com/eddiupload.html](http://www.cerc.com/eddiupload.html).

If you have lost your completed spreadsheet, request your sheet from CERC using the form at [www.cerc.com/eddiupload.html](http://www.cerc.com/eddiupload.html). CERC will email you the most recent spreadsheet on file for your community.

## Appendix A: Connecticut Locality ID Reference

Replace the <id> placeholder with the appropriate 4-digit number to direct website visitors to the Overview page for your community:

[http://www.locationone.com/lois/logon.do?username=CT-CERC&appsection=localities&community\\_id=<id>](http://www.locationone.com/lois/logon.do?username=CT-CERC&appsection=localities&community_id=<id>)

Andover	6332	East Windsor	6378	New Britain	6422	Sprague	6466
Ansonia	6333	Eastford	6370	New Canaan	6423	Stafford	6467
Ashford	6334	Easton	6377	New Fairfield	6424	Stamford	6468
Avon	6335	Ellington	6379	New Hartford	6425	Sterling	6469
Barkhamsted	6336	Enfield	6380	New Haven	6426	Stonington	6470
Beacon Falls	6337	Essex	6381	New London	6428	Stratford	6475
Berlin	6338	Fairfield	6382	New Milford	6429	Suffield	6476
Bethany	6339	Farmington	6383	Newington	6427	Thomaston	6477
Bethel	6340	Franklin	6384	Newtown	6430	Thompson	6478
Bethlehem	6342	Glastonbury	6385	Norfolk	6431	Tolland	6479
Bloomfield	6343	Goshen	6386	North Branford	6432	Torrington	6480
Bolton	6344	Granby	6387	North Canaan	6433	Trumbull	6481
Bozrah	6345	Greenwich	6388	North Haven	6434	Union	6482
Branford	6346	Griswold	6389	North Stonington	6435	Vernon	6483
Bridgeport	5117	Groton	6391	Norwalk	6436	Voluntown	6484
Bridgewater	6348	Guilford	6392	Norwich	6437	Wallingford	6485
Bristol	6349	Haddam	6393	Old Lyme	6438	Warren	6486
Brookfield	6350	Hamden	6394	Old Saybrook	6439	Washington	6487
Brooklyn	6351	Hampton	6395	Orange	6440	Waterbury	6488
Burlington	6352	Hartford	5116	Oxford	6441	Waterford	6505
Canaan	6353	Hartland	6396	Plainfield	6442	Watertown	6489
Canterbury	6354	Harwinton	6397	Plainville	6443	West Hartford	6506
Canton	6355	Hebron	6398	Plymouth	6444	West Haven	6490
Chaplin	6356	Kent	6399	Pomfret	6445	Westbrook	6491
Cheshire	6357	Killingly	6400	Portland	6446	Weston	6492
Chester	6390	Killingworth	6401	Preston	6447	Westport	6493
Clinton	6358	Lebanon	6402	Prospect	6448	Wethersfield	6494
Colchester	6359	Ledyard	6403	Putnam	6449	Willington	6495
Colebrook	6360	Lisbon	6405	Redding	6450	Wilton	6496
Columbia	6361	Litchfield	6406	Ridgefield	6451	Winchester	6497
Cornwall	6362	Lyme	6407	Rocky Hill	6452	Windham	6498
Coventry	6363	Madison	6408	Roxbury	6453	Windsor	6500
Cromwell	6364	Manchester	6409	Salem	6454	Windsor Locks	6499
Danbury	6365	Mansfield	6410	Salisbury	6455	Wolcott	6501
Darien	6366	Marlborough	6411	Scotland	6456	Woodbridge	6502
Deep River	6367	Meriden	6412	Seymour	6457	Woodbury	6503
Derby	6368	Middlebury	6413	Sharon	6458	Woodstock	6504
Durham	6369	Middlefield	6414	Shelton	6459		
East Granby	6371	Middletown	6415	Sherman	6460		
East Haddam	6372	Milford	6417	Simsbury	6461		
East Hampton	6373	Monroe	6418	Somers	6462		
East Hartford	6374	Montville	6419	South Windsor	6465		
East Haven	6375	Morris	6420	Southbury	6463		
East Lyme	6376	Naugatuck	6421	Southington	6464		