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Subject: Business Listing
Date: February 25, 2021 at 12:24 PM
To: Iyer, Prasad Prasad.Iyer@WILTONCT.ORG, EconomicDevelopmentCommissionMailingList
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MA

All,

This is information gathering.

I wanted to provide an update on our business list and contact information gathering. I received the list Dom Musilli gathered from the Secretary of State's office. It includes active and inactive companies based here and does not segment by size or have much contact info. I've sorted it by active but do not feel its a good tool for us. The Wilton Chamber could only provide their membership company names (not in excel) which I've asked Peter to cross-check. Rightfully, they and the library do not share member contact info.

The attached list was sorted/pulled by me from ReferenceUSA database which the library provided access to (many thanks to Library team). It segments Wilton businesses by employee and revenue size and includes general phone info. I believe a segmented list like this is more beneficial to us and demonstrates the incredible diversity (size and type) of business here in Wilton.

66% of Wilton businesses (2500+) have less than 4 employees and I did not include those names here. We can pull those from the database if needed. Most likely operate from their home.

@30 companies have > 100 employees and I believe we should consider some outreach directly with them to survey/poll which we should discuss at the next meeting. We can expand to >50 employees but that almost doubles the list and I'll need help cleaning deeper.

There are more small (1-4) businesses and associated employees than larger combined. Many more of those have immediate urgent needs to, particularly in retail/restaurant - see the SIC code. In addition, most new businesses starting up will likely be small.

The list is not perfect or clean - for example, Blue Buffalo shows 5-9 employees - and clearly is bigger. There are duplicate firms (Dorel and Cycle Sports are one and the same), some firms that are now gone and many of the contacts are incorrect. There may be firms not listed - anyone?? I am using LinkedIn, ZoomInfo and the web in an effort to clean the list/names and gather contact info of firms >100 employees and keeping that as a separate file. This is a fair amount of work.

I hope the list provides better insight on our "customers" and help guide where we should focus our EDC efforts and how we might direct/gauge our future actions and performance. Look forward to further discussion at our next meeting.

(P.S. Please do not try to print this attached list as I have not formatted it for printing.)

Thanks.

Marty Avallone
Wilton EDC





EDC Wilton
Busine...txt.xlsx