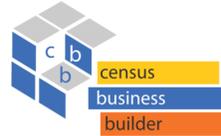


Census Business Builder

Small Business and Regional Analyst Editions

cbb.census.gov/sbe/# or cbb.census.gov/rae/#



Census Business Builder: provides easy access to information about the residents and businesses to help open or expand a business. The tool presents key information that entrepreneurs and small business owners need to better understand their market.

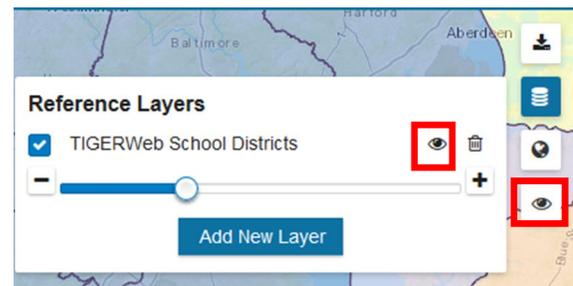
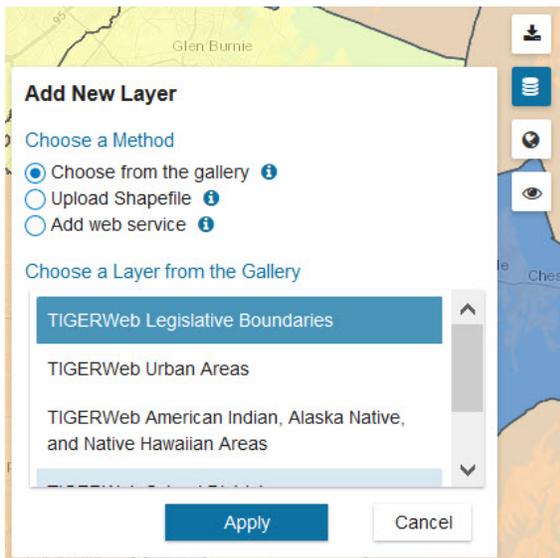
REFERENCE LAYERS

In CBB you can add a Reference Layer to the map. This layer does not interact with the data displayed in CBB (e.g. an imported shape - file can not automatically define the parts of a region in CBB). It is shown for reference purposes only and to aid the user in the analysis and use of CBB and the data in CBB.

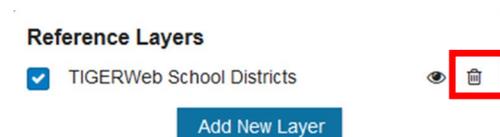
The layer is displayed on top of the base map and under the CBB data.

To ensure privacy of CBB users, the reference layer is only loaded to the local instance of CBB and is visible only to the user who loaded it... no other CBB users can view this loaded reference layer.

1. The layer can be added by using one of the following options: From a Gallery, From a Shapefile, and From a Web Service.
2. Transparency of the layer can be adjusted using the Reference Layer Transparency slider tool. (The layer is displayed at 50% transparency by default.) Or by using the Data Transparency slider tool.



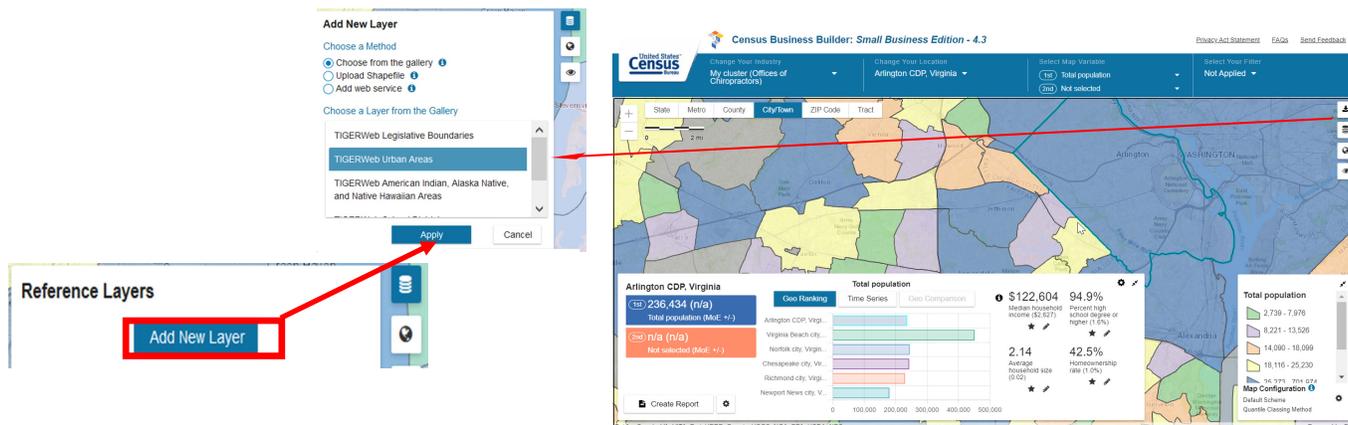
3. The layer can be removed by clicking on the Trashcan icon.



The layer can be added by using one of 3 options: From a Gallery, from a Shapefile, and from a Map Service.

Option 1: Choose from the Gallery

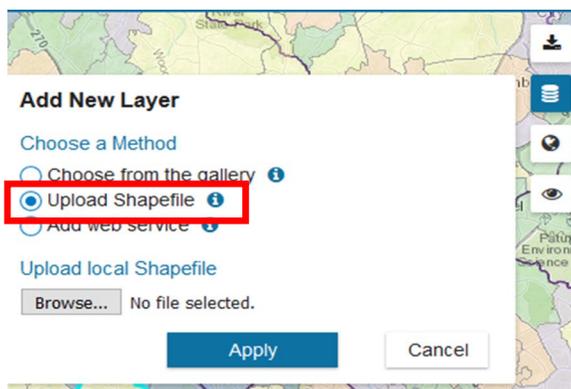
You can choose a layer to display in CBB from a predefined list. To add a layer from the gallery to the map, select the layer you wish to add and click Apply.



Option 2: Upload a Shapefile

To add a Shapefile to the map, you must first put the several files that make up a Shapefile in a zip folder.

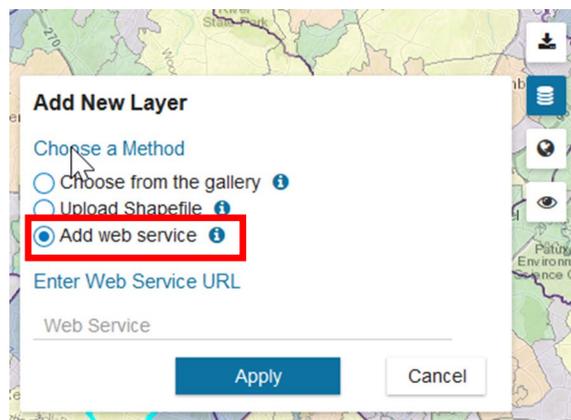
- To assure high performance of CBB, the zip file must be under 10 MBs and there is a limit of 3,500 features in the Shapefile.
- CBB requires that at least 1 .dbf, .prj, and .shp file is included in the zip file; other Shapefiles component files are optional.
- CBB will return an error message if there is a problem with the Shapefile.
- Only one Shapefile can be added to the map at a time. To add a different Shapefile, you must first remove the one already on the map and then add the new Shapefile.



Option 3: Add a Web Service

Web services can be added to the map by entering their https URL.

- Note that it must be a dynamic map service, and CBB currently only supports ArcGIS standard map services.
- Only one https web service can be added to the map at a time.
- To add a different web service, you must first remove the one already on the map and then add the new web service.



Thank you for your interest in the Census Business Builder. Please view the accompanying handouts that present step-by-step instructions on detailed features of the tool.

Contact Us

To learn more about CBB visit: census.gov/data/data-tools/cbb.html
 To access the current version of CBB: SBE, see: <https://cbb.census.gov/sbe/#>
 To access the current version of CBB: RAE, see: <https://cbb.census.gov/rae/#>

If you need help using CBB, would like to schedule a webinar or in person demonstration, please contact the Data User Outreach & Education Branch at 800-242-2184 or ewd.outreach@census.gov