Small Business Promotion Through Web Development

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Abstract:

I am currently enrolled in a CIS 1350 (Web Development – HTML & CSS) and I would like to develop a website that would work in a way similar to GasBuddy, but instead refer people to locally-owned businesses and non-profits. The City of Dayton uses CityBOTS to update their information daily. CityBOTS™ is a software service which tracks minority utilization, contract compliance, and vendor certifications for entities maintaining DBE, MBE/WBE, SBE, or other business enterprise programs in Excel format. I started to develop a website and learned how to portray the data in digital map form.
Project Objectives:
My objective in this research was to connect data from reliable resources into a website for the promotion of locally-owned businesses and non-profits in the City of Dayton. The City uses the Procurement Enhancement Program to promote diverse businesses: “The City establishes aspirational and annual diversity goals that are placed on construction and goods and services bids. Minority-owned, women-owned and small disadvantaged businesses can certify with the City’s PEP program to assist the City with accomplishing [those] goals. When the City seeks diversity in the procurement process, PEP certified companies are contacted by the city or contractors interested in bidding.” (Dayton HRC)
I found a platform interface that I thought would be a good model for the website. (Fig 2) It is a JavaScript Google Analytics module inside an HTML page.

(Fig 2) [Richmond, Virginia Minority Business Directory Search Interface]
Results

I obtained the CityBOTS data for Dayton-local / minority-owned women-owned / small-business enterprises in Excel (Fig 1).

(Fig 1) [Current City of Dayton Database for PEP Program]
I also learned how to integrate an address database into Google Maps.

(Fig 3) [Screenshot of proposed output using Google Maps]
Conclusion:
I need to continue to learn CSS, HTML and JavaScript in order to further develop the website. I hope to keep the website up to date with the most recent information on the locally-owned businesses and non-profits in Dayton, Ohio.

Acknowledgments and References:
https://citybots.com/Home/Links - database from the City of Dayton for SBE / MBE / LBE
http://daytonhrc.org/business-technical-assistance/certification/ - The City of Dayton HRC (Human Relations Council), Certification