**Project Title:** Business Location Success Project  
**Created by:** Mary Beth Farrer  
**Class:** Box Elder, July 2008

| **Project Description** | Correlation of business location and success rate in Brigham City. Students will determine if geographic location has a significant effect on whether or not a business will succeed in Brigham City. Because of the enormity of the task data will only be evaluated for the last five years. Students will identify businesses that have started up or were already existing in Brigham city in the previous five years. Students will then review the status of those businesses now. GPS coordinates for all businesses will be mapped. The map will be examined for correlation of success rate and location. Results can be reported to Brigham City Council. |
| **Community Issue or Problem Selected** | Better city planning for retail areas and longevity of businesses. |
| **Community Partner(s)** | City Recorder and GIS office  
Chamber of Commerce |
| **Project Objectives** | Students locate records of businesses over the last 5 years. Business locations are mapped. Data is correlated to identify businesses that have failed or left the area and stores that are still in business. Correlation of business success and location.

Utah Core Standards/Objectives

1:2:e, 2:3:a,b, 3:1:a,b,c, 3:2:a,b,c

Essential Question(s)-Spatial Issue

Does the location of retail businesses in Brigham City affect their success?

Assessments (rubrics, scoring guides)

*Business Location Success Rubric*
<table>
<thead>
<tr>
<th><strong>Project Products</strong></th>
<th>Maps; Chart of Business locations and success rates</th>
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| **Project Timeline (include a step by step Procedures)** | 1 week--GPS training  
1 week--GIS training  
3 weeks—ArcMap/GNRGarmin training  
1—Gather data of business licenses issued in last five years  
2—GPS locations of business licensees in last five years  
3—Create map, label, attach identifying information, attach pictures of locations  
4—Establish chart of business still in existence & defunct businesses  
5—Create layer for existing map identifying defunct business  
6—Create presentation identifying any effect location has on business viability |
| **Resources Needed** | Map layering software.  
GPS unit.  
Business License records for five years.  
Digital Camera  
DNR Garmin |
| **Skills Required** | Map reading.  
GPS operation.  
DNRGarmin utilization.  
ArcMap creation and publishing.  
ESSENTIAL: Group planning, cooperation, delegation. |
| **Project Team Member Roles** | Teacher(s): Locate Data Bases  
Identify and Coordinate with Community Partners  
Modeling, demonstrating, teaching group working skills, technology, and application of technology.  
Students: Identification, mapping, organizing and reporting data  
Partner(s): Make records available; instruct students in reading records and identifying pertinent information; demonstration of map construction and labeling |
| **Celebration/Presentation** | City Council Meeting |
| **Project Evaluation** | Are maps readable—do they have adequate keys, legends, titles, labels, etc.  
Is data accurate? |
| **Project Bibliography** | [http://brighamcity.utah.gov/](http://brighamcity.utah.gov/)  
ArcMap  
DNRGarmin  
Box Elder_Color link CD  
Google Earth |
| Plans for Future CMaP Activities | Does the playing field at our school need to be divided into more specifically identified areas for activities?

What do I know about my community? Students read existing maps of Brigham City, or their community, and then visit areas of interest they have never been to before. GPS is used to log their visits as they construct and label maps of their visits, and as they create a presentation. |

Optional:  
- Lesson Plans  
- Student Artifacts  
  Maps, Pictures, Charts  
- Publicity