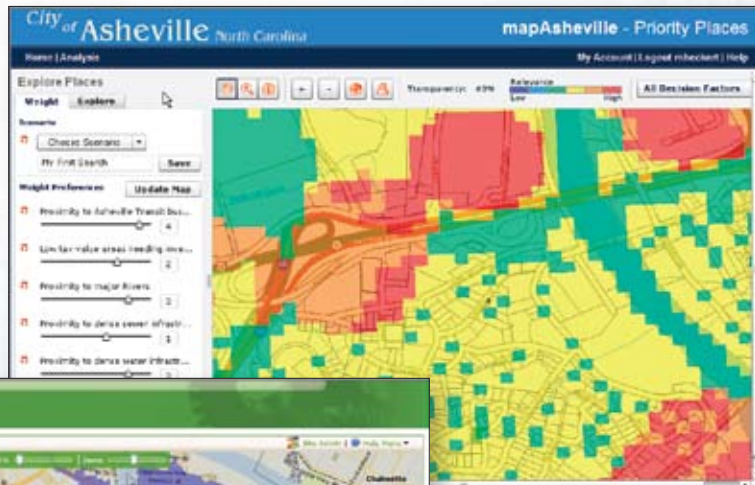


GIS for Economic Development

Modernize Your Approach to Attracting and Retaining Business



Advance Economic Growth with GIS

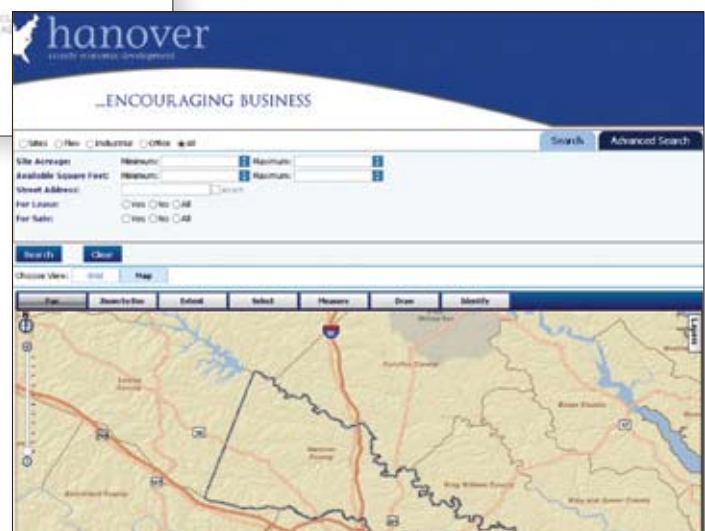
Competition for customers and tax dollars is high. To attract and retain businesses in your area, you need up-to-date, reliable information to pursue smart development strategies.

For years, ArcGIS®, ESRI's geographic information system (GIS) software, has helped community and business leaders build healthy and sustainable futures. Initial work was focused on simple site selection viewers, but today, GIS is increasingly used for fast, intelligent business analysis with tools that everyone involved in economic development can use.

ESRI also provides business intelligence data to help you understand the factors contributing to development patterns. With sound data and GIS, you can visualize information such as customer and business clusters and target markets.



On ThinkVermont.com, visitors can query and view properties by site characteristics and review local demographic and business information within a user-defined distance from a selected property. Registered users in the real estate community can securely submit new properties and update listings. Applied Geographics, Inc., developed the application.

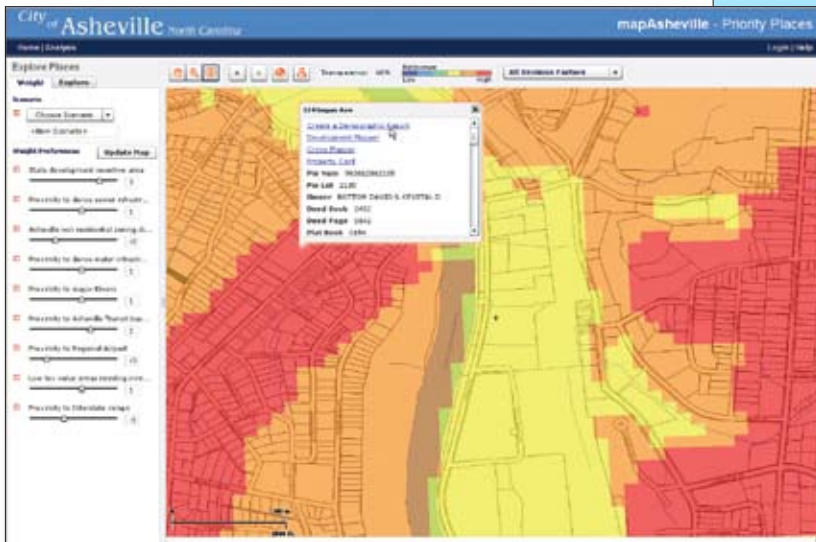
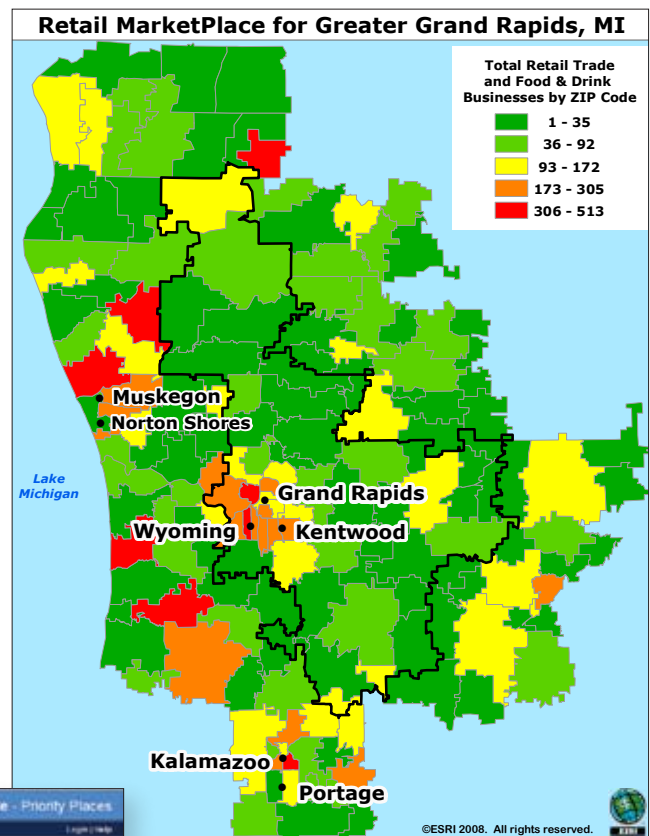


With www.HanoverSites.com, quick access to critical data attracts potential development projects. Timmons Group created the application for Hanover County, Virginia, to deliver current geospatial, demographic, and business information to prospective clients.

A Modern Approach

How far do people travel for a particular service? How many businesses of a given type are serving a region? The answers to these questions are crucial to decision making. Business owners, investors, and developers need to see more than a static map and tables of data. They need a complete view of your area and its resources to see opportunities and challenges. With GIS, you can deliver the spatial analysis, reports, and customized maps they want.

Whether you have an in-house GIS analyst to support your efforts or are working independently without any GIS experience, there are GIS solutions to suit your business needs and level of expertise. For example, you can subscribe to an online service to receive custom maps and reports on demand, or you could build a GIS-based Web portal to deliver your own data online.



Using ESRI software and data, this map shows that large numbers of retail businesses are concentrated in the cities of Grand Rapids, Kentwood, and Wyoming, Michigan. Retail business density on the outskirts of Greater Grand Rapids is relatively low but within reach of nearby metro areas. Some leakage of retail sales to nearby Muskegon-Norton Shores and Kalamazoo-Portage metropolitan areas is likely to occur.

On Asheville, North Carolina's Priority Places Web site, users can interactively assign weights to business-siting criteria to get hot spot maps highlighting locations that best meet their needs. From any parcel, they can then access ESRI® Business Analyst Online™ to create a demographic or economic report on the surrounding area. This site leverages Avencia's DecisionTree software framework.

Attract New Business

To attract new businesses to an area, you need to clearly show how the community can meet an investor's needs and set a foundation for success. Accomplishing that means delivering current and precise economic development data to stakeholders.

With ESRI GIS technology, you can give business owners a detailed look at property and demographic data as well as information on existing businesses. For example, show how infrastructure can give them an advantage, whether that includes rail lines, interstate highways, or available office space. Use GIS to effectively market your resources.

Rhode Island

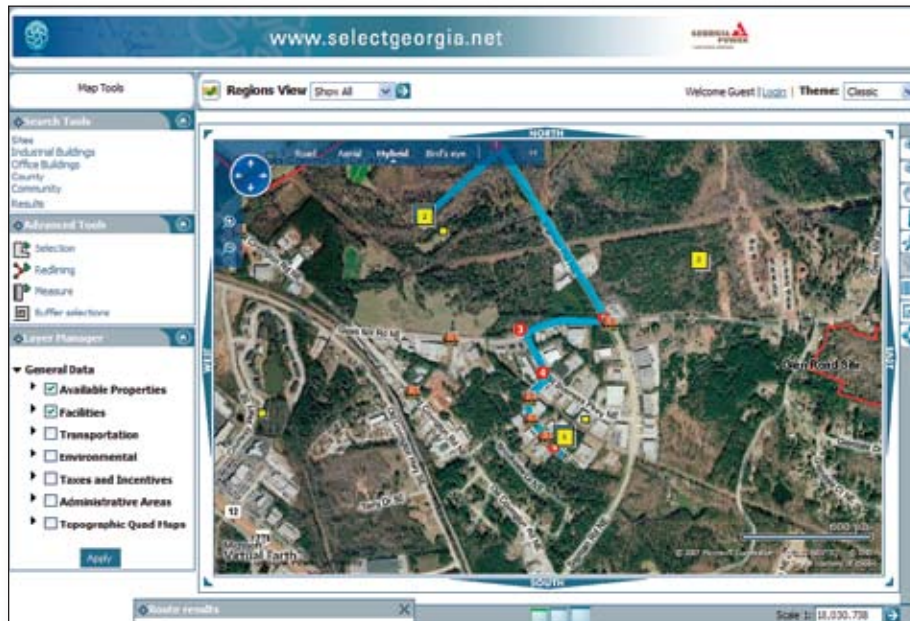
The Rhode Island Economic Development Corporation's statewide Internet map server allows visitors to evaluate properties throughout the state. Applied Geographics, Inc., created the application, which enables four types of site assessment:

- Property location and key land or building characteristics
- Site suitability including transportation, regulatory, and environmental geographic data layers
- Workforce, education, and population characteristics within a user-defined distance from a site
- Local business environment including the types and locations of surrounding businesses



Georgia

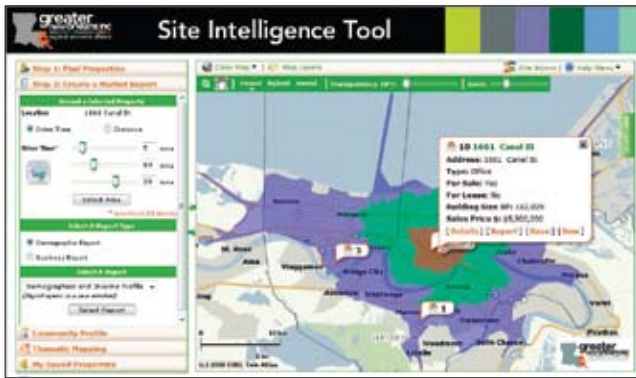
Georgia Power's community and economic development organization, Georgia Resource Center, helps industries recognize the advantages of establishing themselves in Georgia with a Web-based GIS application from Orion. The custom application accommodates site and building searches of available land sites, industrial buildings, and office buildings.



Retain and Grow Existing Businesses

Retaining and expanding existing businesses are important aspects of a community's economic development. Increasingly, communities are adopting the tenets of economic gardening, which focus on growing local businesses that are rooted in a community.

With GIS, you can give business leaders the analysis they need to accurately evaluate trade areas and competitors, identify new store locations, find new customers, target direct mail, and reveal untapped markets.



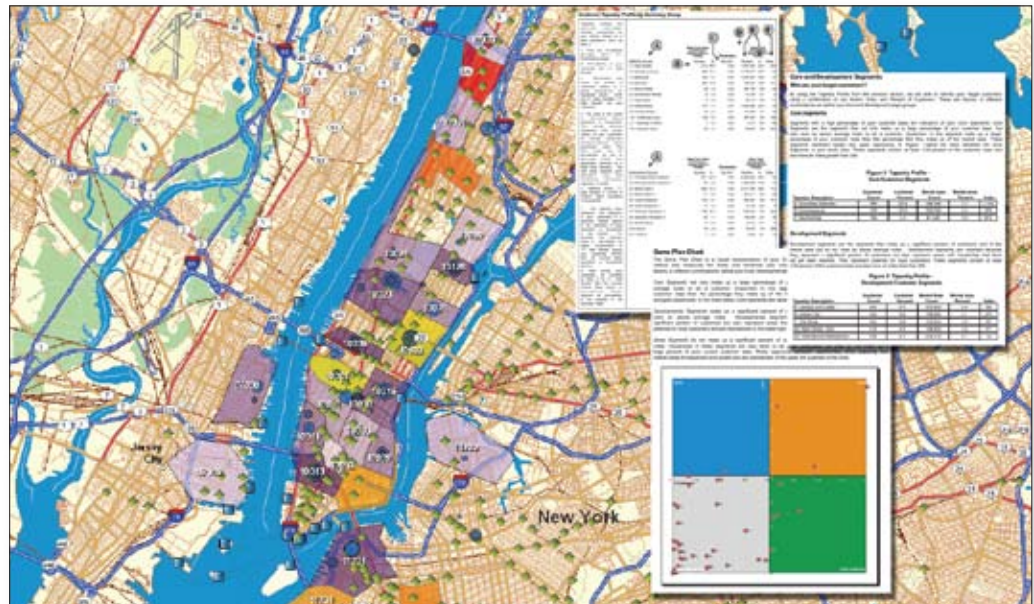
New Orleans, Louisiana

Greater New Orleans, Inc.'s Site Intelligence Tool provides dynamic drive-time and ring analyses that help businesses determine trade areas when choosing new sites. The tool uses ESRI technology to deliver geospatial content. Users can access available commercial properties within the 10-parish region and perform basic site selection and market analysis. ESRI demographic and economic data is integrated seamlessly into the tool for reporting on population and economic data based on user-defined areas.

Pueblo County, Colorado

The County of Pueblo uses GIS software to help local business owners and nonprofit organizations become more successful. The GIS department delivers GIS-based reports to show stakeholders the best places to establish new locations, ways to direct their marketing, and how they can reach new customers.

In the image on the right, the Pueblo County GIS Department used GIS to identify customer information in and around specific markets to improve nationwide penetration. This area in and around New York City shows market penetration in darkening shades of purple, customer prospecting from yellow to red, and the amount New York City customers spent in small to large blue circles.



Redevelop Brownfields

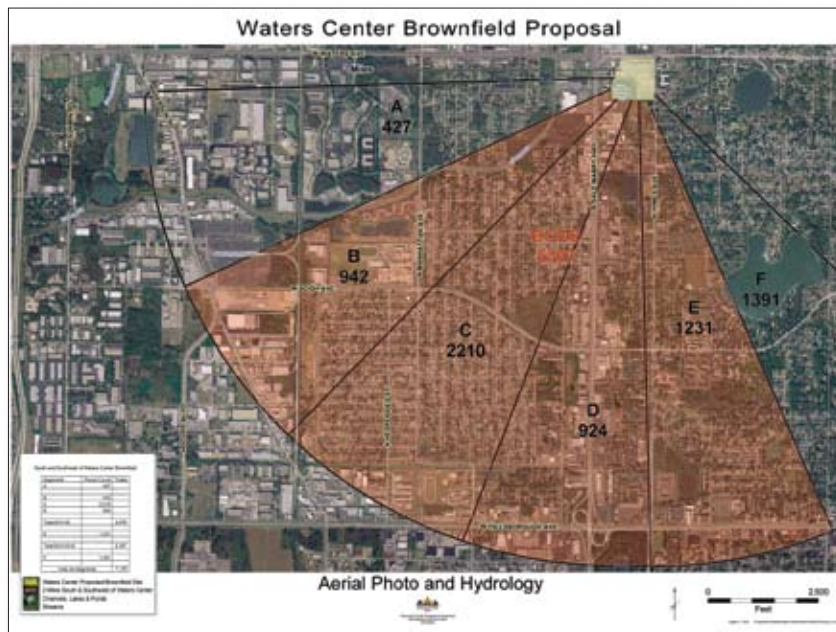
Communities use GIS as a management, decision support, and outreach tool to turn brownfields into assets and revitalize the economic and environmental health of an area.

GIS helps stakeholders assess a property, consider possibilities for future uses, and develop and implement a plan for remediation. It can integrate historic, social, economic, and environmental data and show the life span of a project. Then brownfield data can be integrated with other land-use and property management records. With GIS, stakeholders can easily access, share, collect, and distribute data to all participants.

Florida

The Florida Department of Environmental Protection's Brownfields GeoViewer locates and displays state-designated brownfield areas and sites with brownfield rehabilitation agreements. Users can find contact information and learn about economic incentives.

The GeoViewer is part of MapDirect (www.dep.state.fl.us/gis/), an agency-wide GIS application. MapDirect provides a single point of entry to the geospatial data and capabilities in the agency GIS such as hazardous waste sites, solid waste sites, institutional controls, and permits.



Hillsborough County, Florida

The Hillsborough County brownfields review team uses a standard series of five maps—vicinity, aerial, parcel, zoning, and future land use—to begin assessing each site. The maps also help the county board of commissioners and residents better understand the impact of redevelopment plans.

Here, the aerial photo and hydrology map show neighborhoods surrounding a brownfield and properties that could be impacted by a polluted groundwater plume.

Promote Long-Range Planning

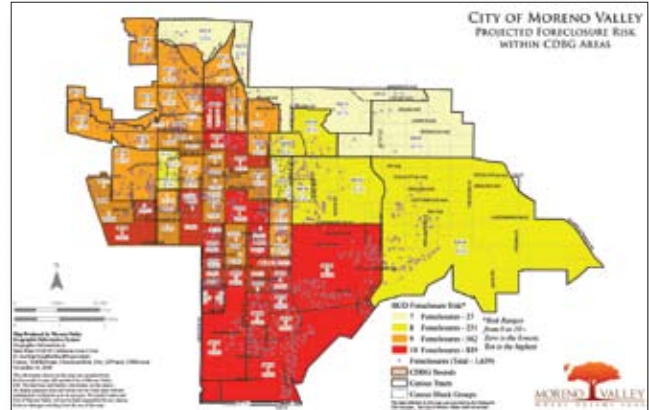
Economic development professionals working to develop long-range plans use GIS technology to access timely and comprehensive information. Parcel records, street networks, infrastructure data, photographs, and other pertinent property information can be linked to locations, and analysts can see relationships to designated redevelopment areas or political districts.

GIS software capabilities are well suited for tasks such as examining information about building age, valuation, and income levels for planning projects. GIS can help you accurately assess the best ways to plan for the future.

Moreno Valley, California

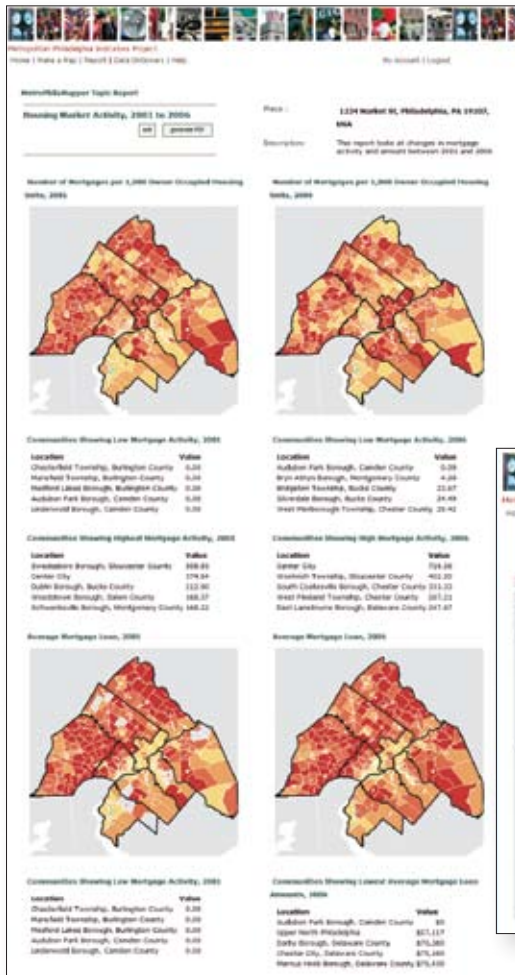
In 2008, the federal government provided local governments with Community Development Block Grants (CDBG) to address the foreclosure crisis. The City of Moreno Valley received \$11,390,116 to implement an 18-month Neighborhood Stabilization Program (NSP) aimed at assisting the city areas most affected by abandoned and foreclosed homes.

The city used its GIS to analyze data from various sources and compare existing foreclosure problem areas with the established low-income target areas and those where federal data indicated the problems were likely to occur.



Philadelphia, Pennsylvania

The MetroPhilaMapper Web site gives planners access to detailed economic and demographic information for the Philadelphia region. The site allows users to develop maps, charts, and reports for aggregated data including land-use patterns, SAT scores, population characteristics, health statistics, business and job locations, housing information, voter registrations, and income and wage data. The site is part of Temple University's Metropolitan Philadelphia Indicators Project and is powered by Avenia's Kaleidocode Indicators framework.

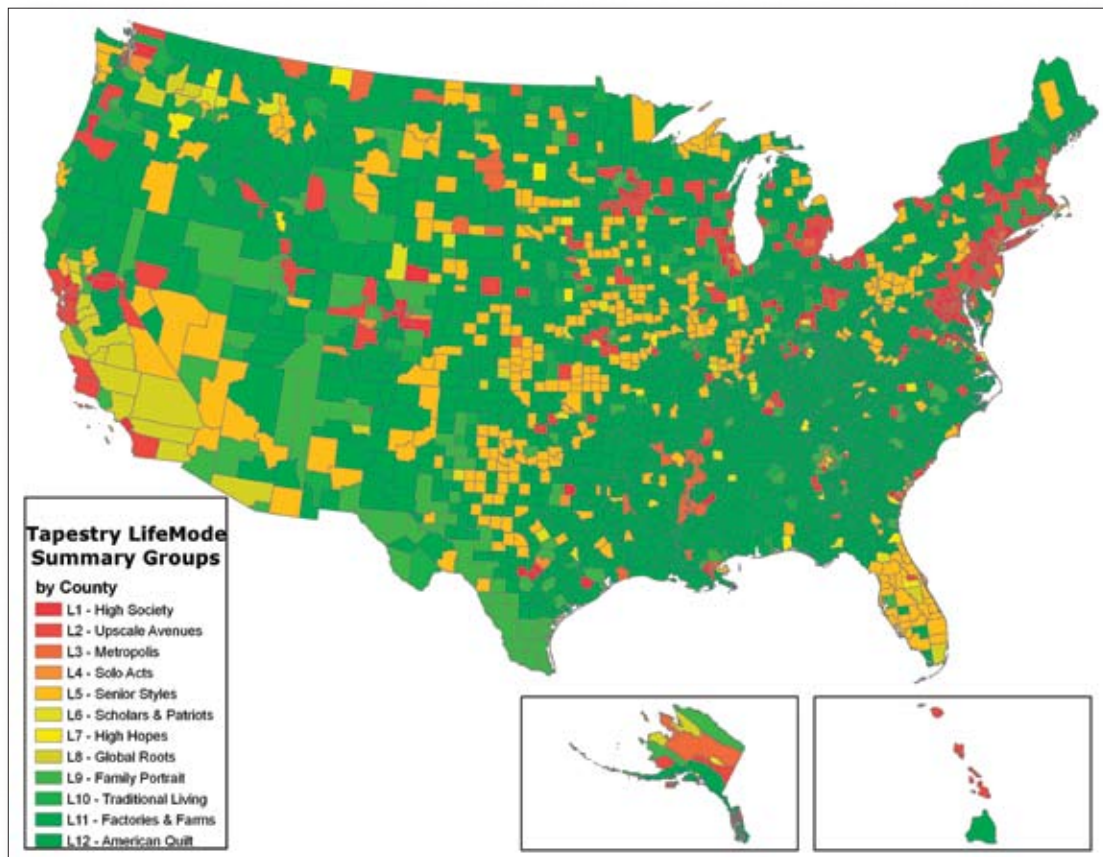


GIS Solutions for Economic Development

Get Started with Up-to-Date Data

Successful economic development begins with accurate, timely, comprehensive data. To help agencies, businesses, and nonprofit organizations understand customers, analyze site locations, and identify untapped potential, ESRI offers data including streets, imagery, demographics, consumer spending patterns, and lifestyle segmentation. ESRI data covers jurisdictions across the United States, from the smallest towns to the largest cities, and can stand alone or supplement existing datasets.

Among ESRI's many data offerings, Tapestry™ Segmentation, Retail MarketPlace, and Updated Demographics are particularly useful in economic development.



This map shows locations of market segments identified by lifestyle such as High Society, Factories & Farms, and Metropolis.

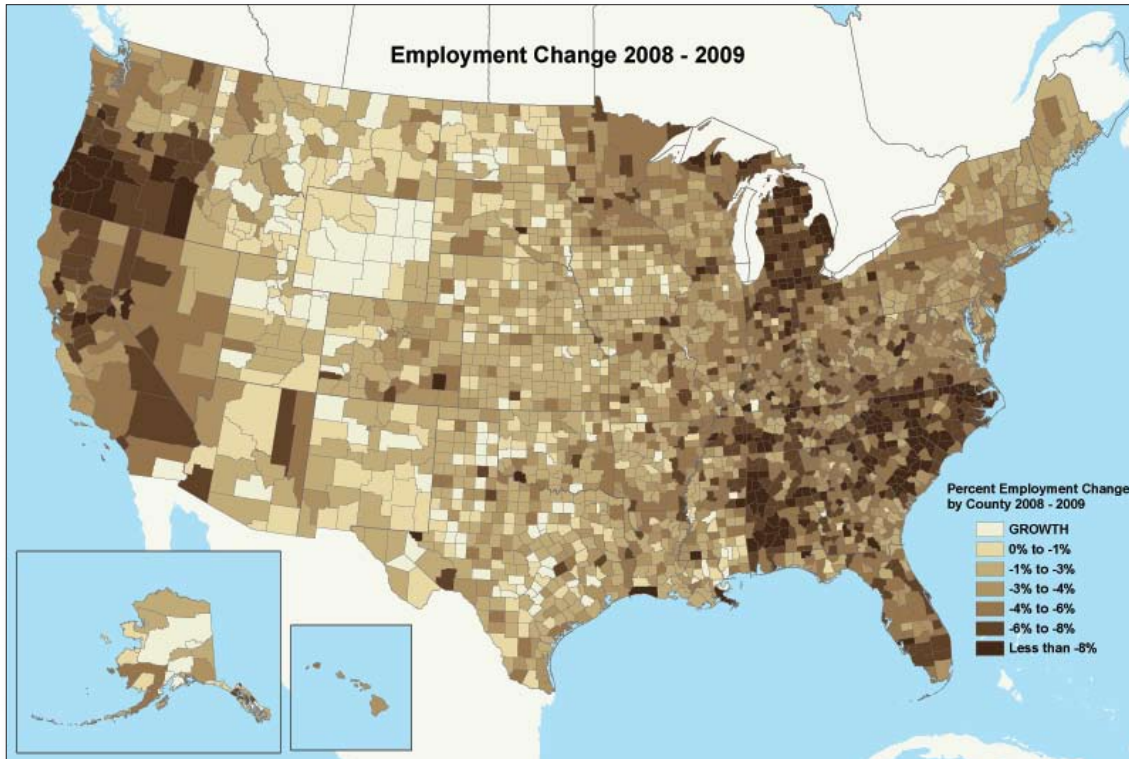
Tapestry Segmentation

Tapestry Segmentation data provides an accurate, detailed description of U.S. neighborhoods. Residential areas are divided into 65 distinctive clusters based on more than 60 demographic and socioeconomic characteristics.

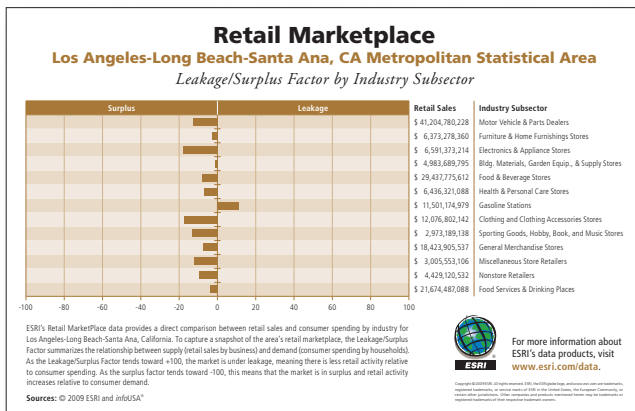
Tapestry reports deliver powerful information about consumers so you can tailor messages to diverse markets, identify and target the best markets, and define products and services that customers prefer.

Updated Demographics

ESRI's Updated Demographics provides the most accurate current-year estimates and five-year forecasts for U.S. demographics. The annual updates include information about population, households, housing, occupancy, income, age, and race. This data supports countless initiatives including defining government services, pinpointing changes in housing markets and household formations, and researching new population segments.



Updated Demographics data shows employment change across the United States. Although most of the country—particularly Michigan, North Carolina, and Oregon—showed loss of employment from 2008 to 2009, counties in Texas and other areas showed some growth.



Retail Marketplace data reveals that gas stations in this area show less retail activity relative to consumer spending. For all other listed industries, the market is in surplus, meaning retail activity is higher relative to consumer demand.

Retail Marketplace

ESRI's Retail Marketplace data measures retail activity for a specified trade area and provides a direct comparison between retail sales and consumer spending by industry sector.

Use this data to identify opportunities by retail sector, define optimal locations for new sites, and promote retail sectors with the largest demand. It will also help you answer questions such as, Are consumers leaving this area to shop? and, What is the local demand for specific goods and services?

GIS Solutions for Economic Development

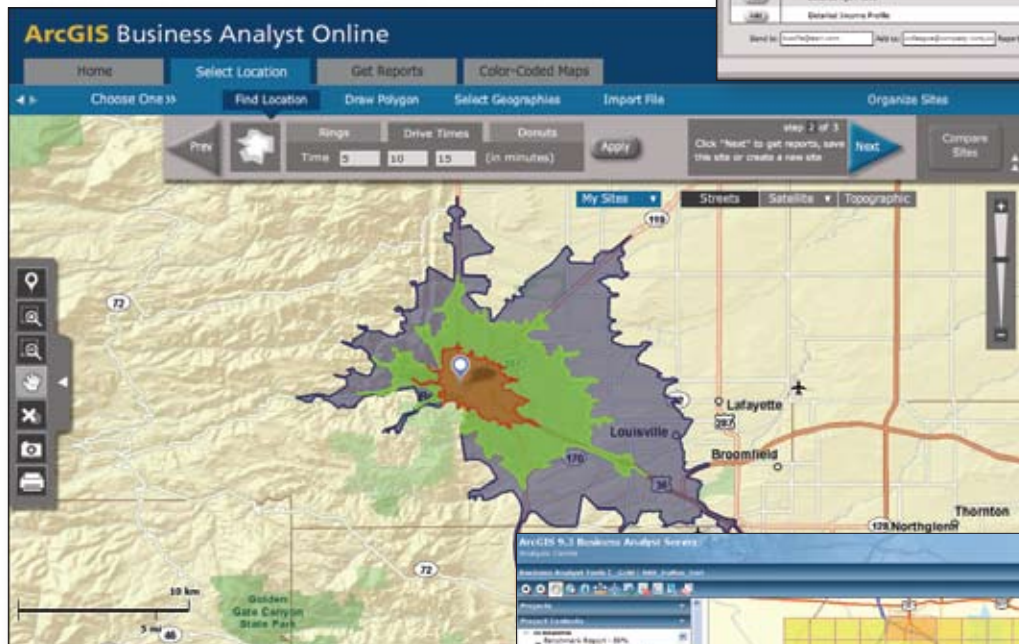
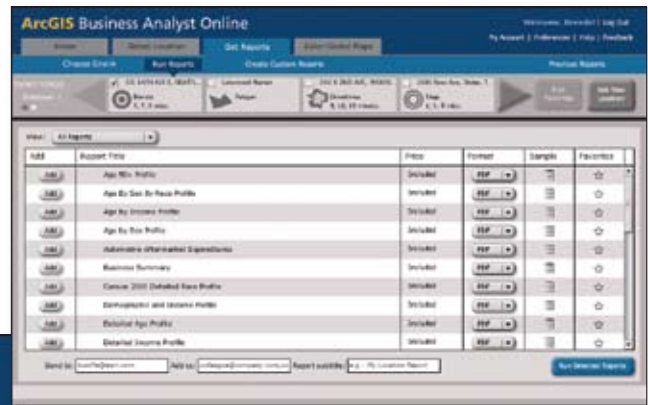
Combine Data and GIS

ESRI's GIS software integrates data, mapping, and analysis to help you visualize customers, target markets, and formulate development plans. Create maps and reports for site selection, territory analysis, retail comparison, merchandise mix evaluations, and customer targeting and profiling. Use GIS to show stakeholders a clear way forward.

ESRI Business Analyst

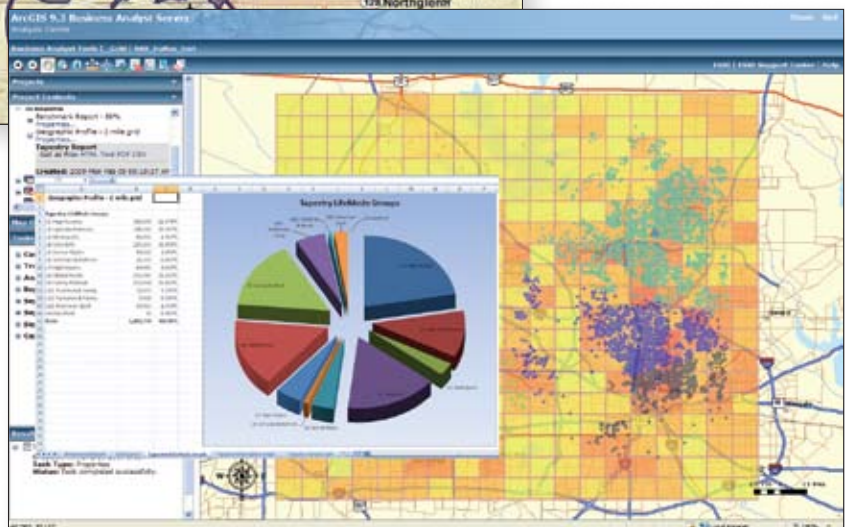
The ESRI Business Analyst™ suite was developed with economic development professionals in mind. Each Business Analyst product delivers GIS technology combined with ESRI data and self-guided programs to help you create maps and reports.

Choose from desktop, server, and Web-only options to meet your specific needs. The latter, ESRI Business Analyst Online, is available as a subscription or on demand.

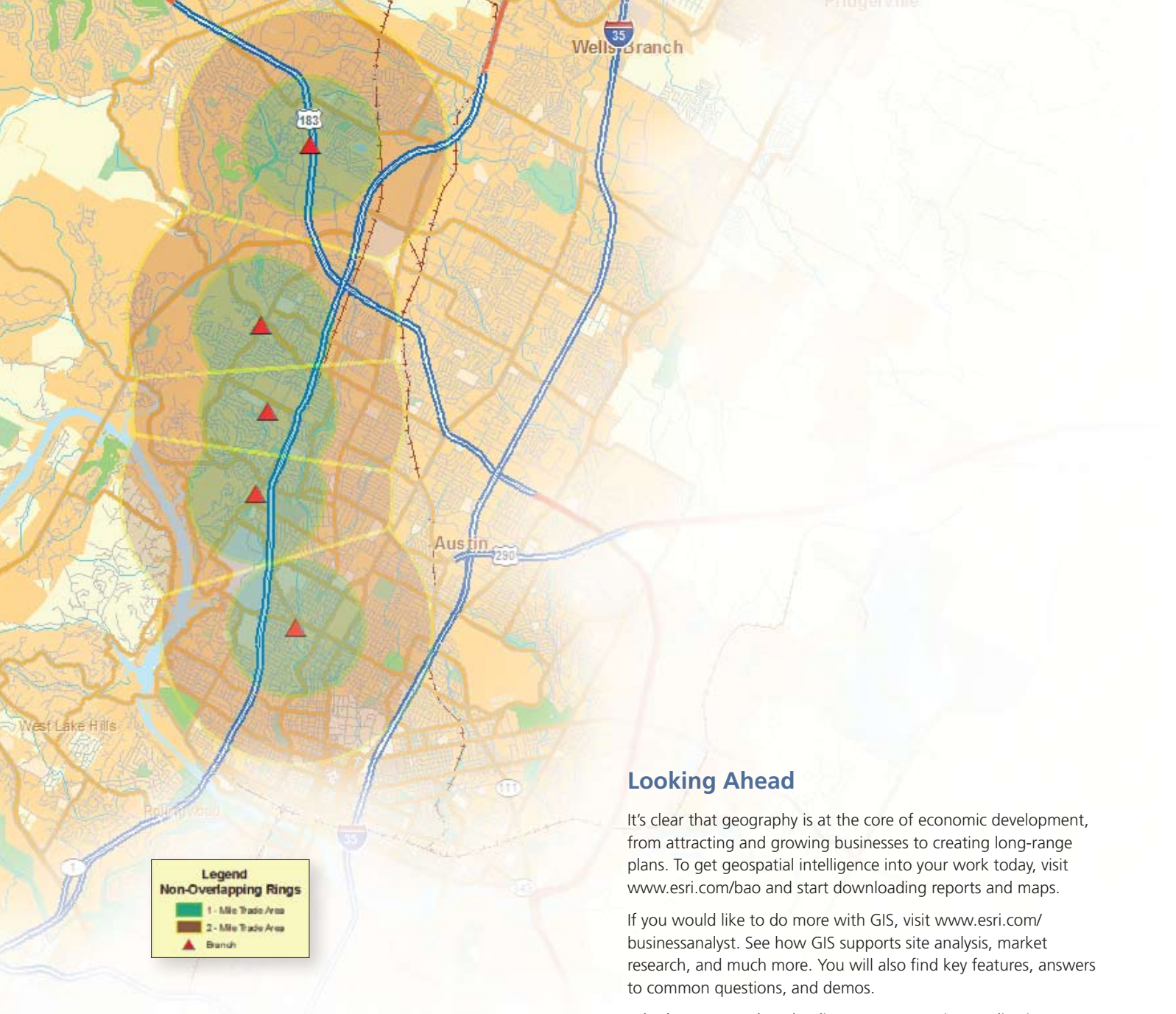


Run reports, such as Age 50+ profiles, or create custom reports.

Determine drive times and compare sites.



Map and analyze ESRI Tapestry Segmentation data to learn more about the demographic profiles of communities.



Looking Ahead

It's clear that geography is at the core of economic development, from attracting and growing businesses to creating long-range plans. To get geospatial intelligence into your work today, visit www.esri.com/bao and start downloading reports and maps.

If you would like to do more with GIS, visit www.esri.com/businessanalyst. See how GIS supports site analysis, market research, and much more. You will also find key features, answers to common questions, and demos.

Whether you are downloading reports, creating applications, or integrating all your data and applications, GIS provides the foundation for success. As you consider ways to improve workflows and enhance productivity, think about all the ways geographic information affects economic development. You can even use GIS to integrate financial data and create executive dashboards.

Get a competitive advantage now with GIS.



About ESRI

Since 1969, ESRI has been helping organizations map and model our world. ESRI's GIS software tools and methodologies enable these organizations to effectively analyze and manage their geographic information and make better decisions. They are supported by our experienced and knowledgeable staff and extensive network of business partners and international distributors.

A full-service GIS company, ESRI supports the implementation of GIS technology on desktops, servers, online services, and mobile devices. These GIS solutions are flexible, customizable, and easy to use.

Our Focus

ESRI software is used by hundreds of thousands of organizations that apply GIS to solve problems and make our world a better place to live. We pay close attention to our users to ensure they have the best tools possible to accomplish their missions. A comprehensive suite of training options offered worldwide helps our users fully leverage their GIS applications.

ESRI is a socially conscious business, actively supporting organizations involved in education, conservation, sustainable development, and humanitarian affairs.

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