



ADVANCING YOUR ECONOMIC DEVELOPMENT STRATEGY

GIS: DESIGNING THE PATH FOR PROSPERITY



ECONOMIC DEVELOPMENT TODAY

Economic development professionals seek to promote growth and a high standard of living for the citizens they serve. The workflows and drivers behind housing, tourism, business and job needs, development, and planning are complex, especially with a limited staff and budget. Often, tourists and potential residents aren't fully aware of what your community has to offer. New businesses may not understand why they should locate in your community. Existing businesses don't clearly see all the benefits of remaining or expanding in the community.

Today's business climate is increasingly challenging. In the wake of a pandemic, wholesale changes to business models and outright loss of jobs, social unrest, and more, it's essential for your organization to take an advanced approach to economic development—one that shows why people would want to live, work, play, and locate a business in your community.

ECONOMIC DEVELOPMENT STARTS WITH GIS

Every economic development organization has a strategic plan. Your plan—with its set of initiatives that are used to grow your economy, create jobs, and promote a unique brand—must begin with understanding and effectively analyzing location, and this starts with geographic information system (GIS) technology. GIS becomes the hub of your economic development process by providing insight; highlighting opportunity; identifying deficiencies; and driving collaboration that ensures that your organization is making smarter, better, more sustainable economic decisions.

With ArcGIS® technology, economic development professionals can

- Analyze community needs and site suitability for business recruitment as well as business retention and expansion (BRE) efforts.
- Brand communities successfully as an ideal place for people to live, work, and locate a business.
- Develop a sustainable and equitable economic policy that meets the needs of all the community's citizens.

GIS—SUPPORTING ECONOMIC DEVELOPMENT OBJECTIVES

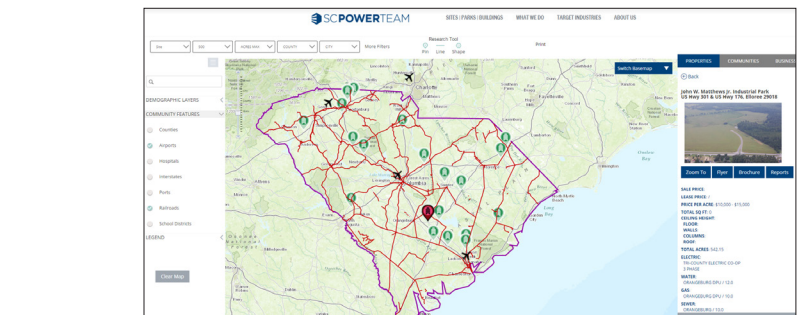


DATA-DRIVEN ECONOMIC DEVELOPMENT

How do you retain a well-known retailer or company or attract one to your region? How can you encourage tourism in your small town? Where will you promote entrepreneurial sites or available properties for development? Using GIS, all these objectives can be achieved, with little to no expertise.

Business Attraction, Retention, and Expansion

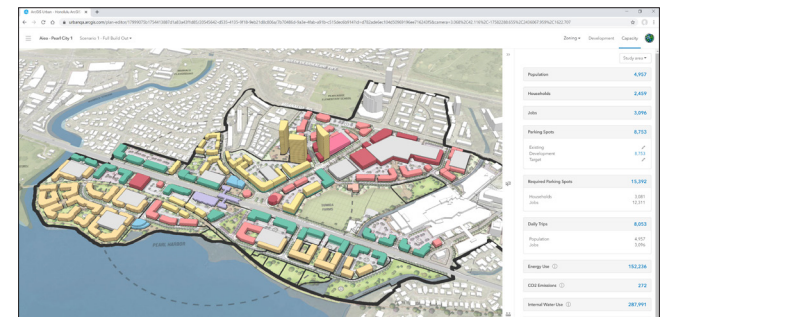
Economic development professionals are constantly tasked with meeting the needs of the business community, both for businesses that are established and for those that are potential recruits to the area. Successful professionals in this field have to help prospective and existing businesses find the best locations for growth. ArcGIS® software helps your organization identify the needs of your community, evaluate and visualize site selection for both new and expanding businesses, generate market value for sustainable growth, and reduce recruiting costs by streamlining workflows through a data- and location-driven approach.



South Carolina Power Team—Economic Development and Attraction Portal.

Economic Policy Development

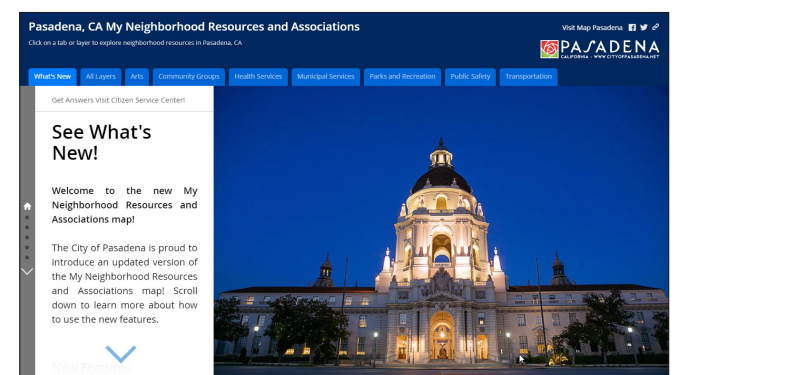
At the core of any effective economic strategy is policy development to determine a community's best path forward for growth. Successful economic policies only happen with a detailed understanding of location. This includes knowledge of the socioeconomic characteristics and needs of neighborhoods throughout the community as well as businesses' customer and workforce abilities and needs. ArcGIS provides a spatial context to this information, completing an essential component to creating a community's sustainable, equitable, and effective policy development for economic growth in both the short and long term.



Site Suitability Analysis for Planning Sustainable Development with
ArcGIS Urban and the Policy Validation Application.

Destination Branding

Recruiting a new business or expanding an existing one requires more than just having available sites or buildings. Every community has those. The way that cities and counties set themselves apart in economic development is by successfully branding themselves as a destination. They are able to show people why they need to visit and why they should live, work, and locate a business in their community. Naturally, this approach is centered around location. ArcGIS provides the tools to highlight your community's assets, solidify and strengthen your community's identity, and reveal tourism and other investment opportunities. Further, ArcGIS provides a way to communicate these features to the business world, the public, and interested stakeholders and tell the story of all that your community has to offer them.

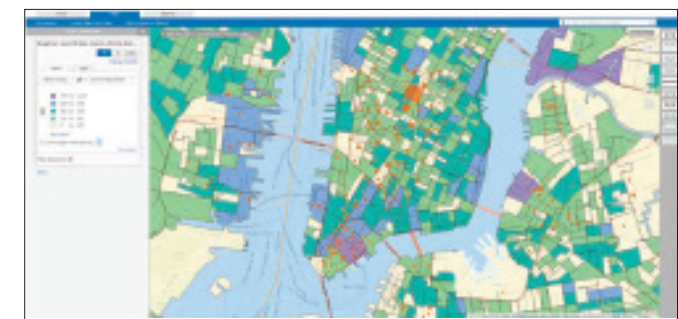


Community Activities and Resources—ArcGIS StoryMapsSM App for the City of Pasadena.



Community Demographics

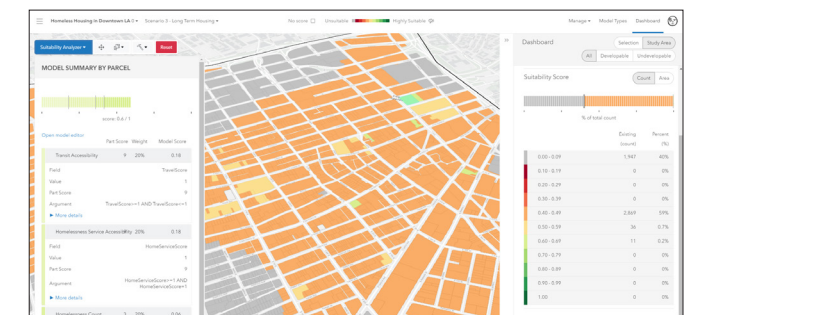
GIS is founded on the idea of gaining a better understanding of the world in which we live. With extensive demographic data, you can understand your residents' motivations: their preferences, jobs, and habits. Explore your region's spending habits and retail preferences to see where a new store might prosper. Determine local socioeconomic trends and education levels to find out whether a new factory or a large corporate office would succeed in your area. Is a sophisticated art gallery more important to your residents than sporting events? Lifestyle data can help you understand how you can best invest your time and effort to show your residents that you know what they truly care about.



Esri® Tapestry™ Segmentation Data—Helping Identify Potential Customers, Optimal Sites, and Underserved Markets.

Sustainable Growth

Do you have the tools to successfully plan for a brighter future? Part of building an economic development strategy is having a comprehensive long-range plan. This means acquiring the data you need to make better decisions for your community, performing in-depth analysis, and planning for sustainable growth. Esri provides data that allows you to analyze and report on demographic shifts, at-risk populations, trade areas, employment growth, and more. Will a proposed development support consumer-to-expenditure demand? Are you losing income to a neighboring community's new retail center? With Esri solutions and data, you are able to run leakage reports and trade-area analyses and create a long-range plan that will ensure a well-balanced and sustainable community for the future.



ArcGIS Urban Scenario Planning and Policy Validation Application—Site Suitability Analysis.

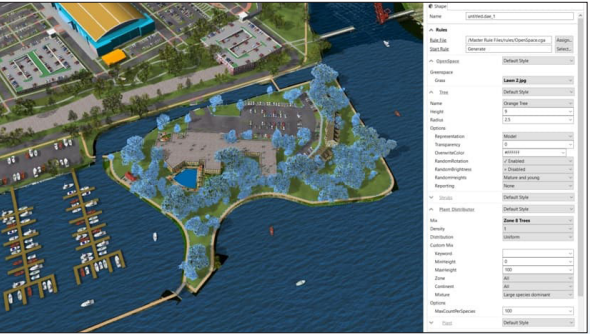
“A story map brings pictures and data to life.”

Robert Moran
EDA Development Manager
County of Riverside

ECONOMIC DEVELOPMENT IN ACTION

City of Oshkosh, Wisconsin

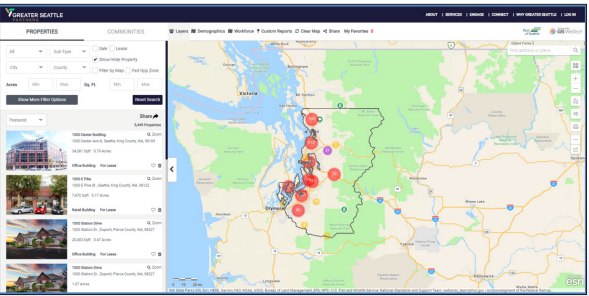
The City of Oshkosh used GIS technology to identify locations for the new headquarters for Fortune 500 company Oshkosh Corporation. ArcGIS helped pinpoint ideal locations for development in the city. In partnership with Houseal Lavigne Associates, Oshkosh utilized ArcGIS CityEngine® to create visualizations to show how the redevelopment within the selected area would look. The 3D visualizations captured the potential and impact of the proposed site selection for redevelopment. By using CityEngine, building styles and landscape architecture were generated to showcase the best relocation options for Oshkosh Corporation.



3D Visualization of Proposed Development to Retain a Fortune 500 Company.

Greater Seattle Partners

Greater Seattle Partners (GSP) has implemented a modern approach to using GIS for destination branding. It has collected and leveraged a wealth of GIS data using Recruit, a business recruitment app from Esri partner GIS WebTech. GSP added data from a wide range of local, regional, and state government agencies and incorporated local transit data, tax rates, land-use information, and more. Because the decision to locate is based on more than just site selection, GSP has gathered a set of data—like fully interactive layers showing hiking, biking, and cross-country skiing trails across the state as well as cultural amenities and tourism information—focused on quality of life and workforce attraction. GSP can now use these tools to take a sustainable approach to economic development.



Recruit Application Displaying Assets and Properties in Seattle

San Bernardino County Economic Development Agency, California

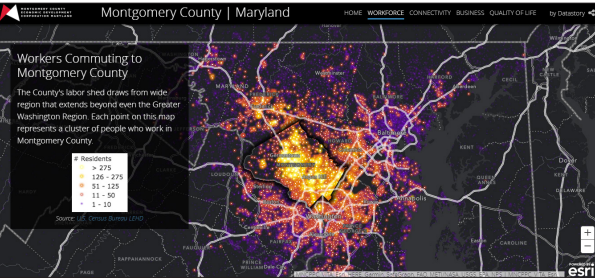
The San Bernardino County Economic Development Agency is using ArcGIS StoryMaps to highlight the county as the best choice for retail growth in Southern California by showcasing emerging cities and successful retail business locations. As these cities begin to thrive, the ArcGIS StoryMaps story shares a selection of locations—including Montclair, Redlands, and Rancho Cucamonga—that are following the food hall trend. The story used was created in-house by economic development professionals with no GIS experience. User-friendly GIS apps like ArcGIS StoryMaps help the county attract retail businesses and market the surrounding housing development locations because the apps tell the story of the community.



Emerging Cities for Retail Business in San Bernardino County, California

Montgomery County, Maryland

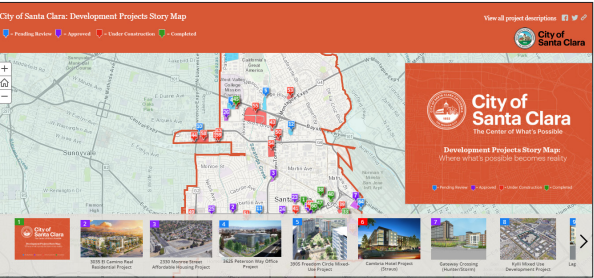
Montgomery County, Maryland, is using ArcGIS StoryMaps to showcase the county’s booming workforce statistics, transportation mobility, business innovations, and quality of life. Through the app’s interactive map, Montgomery County shares visuals and the innovative practices the county has implemented to enhance the quality of life.



ArcGIS StoryMaps App Showing Business Ecosystem—Montgomery County Economic Development Corporation.

City of Santa Clara, California

The City of Santa Clara is implementing the use of ArcGIS StoryMaps to inform residents of current and completed development projects. Users can navigate an ArcGIS StoryMaps story to access project information such as the development description, project plans, community workshops, and city council meetings. ArcGIS StoryMaps enables Santa Clara to provide visualizations and interactive maps of over 60 pending projects, developments under construction, and completed and approved projects.



Development Projects Activity Status, City of Santa Clara

State of Vermont

The Vermont Downtown Development Board is using ArcGIS StoryMaps to map tax incentive projects throughout the state’s communities. Community revitalization projects are showcased to highlight tax credit award recipients in the state. The ArcGIS StoryMaps story provides an interactive map to help users locate the economic development projects, including community facility renovations and a commercial brewery. Users can find project costs, renovation details, employment opportunities, and location information by navigating through the story.



Community Revitalization Projects, State of Vermont

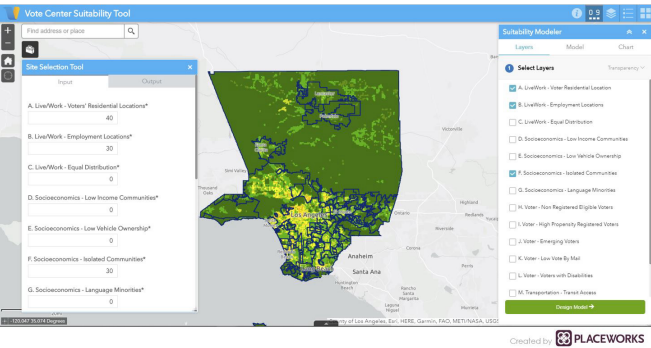


GETTING STARTED

ArcGIS software gives economic development organizations the power to make better and more informed decisions. This open technology empowers quick creation and deployment of mobile apps and interactive maps that provide real-world solutions that help you meet your economic objectives and provide your community with a competitive advantage.

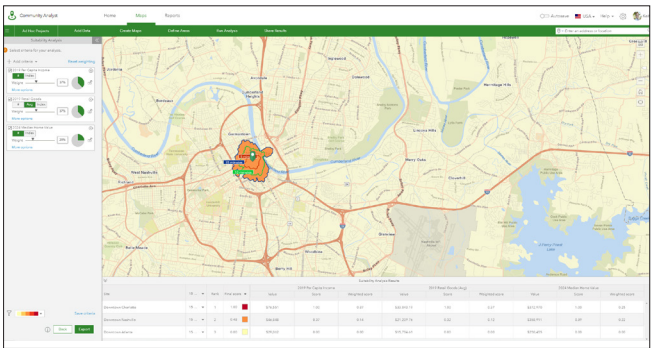
ArcGIS Online

ArcGIS Online sets the stage for information sharing and collaboration. This cloud-based mapping technology allows you to extend and share your data, content, reports, and applications with those who need it. It also gives you access to the free, advanced data you need to better understand your community and gain an advantage over the neighboring regions you compete with. Visualize projected population growth, urban systems, and community infrastructure—all in one place.



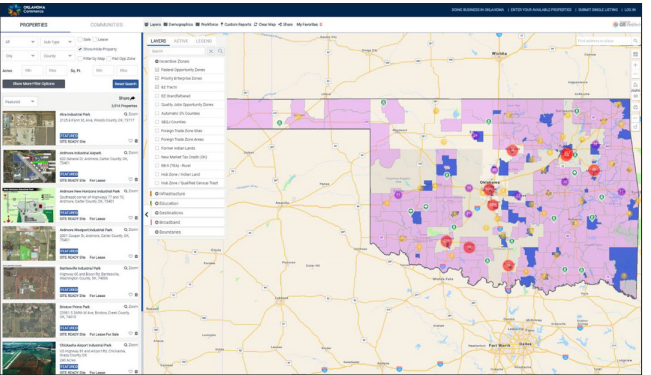
ArcGIS Business Analyst

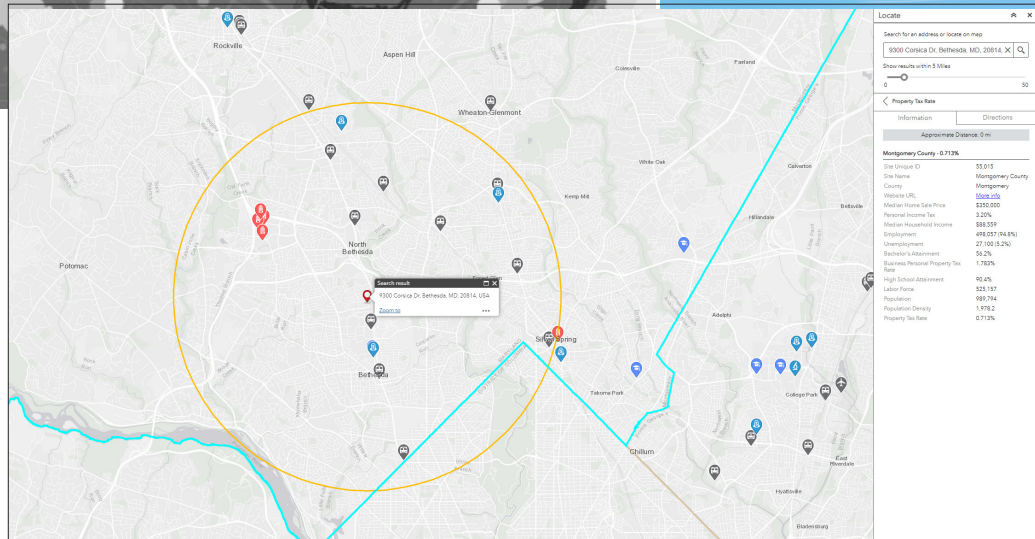
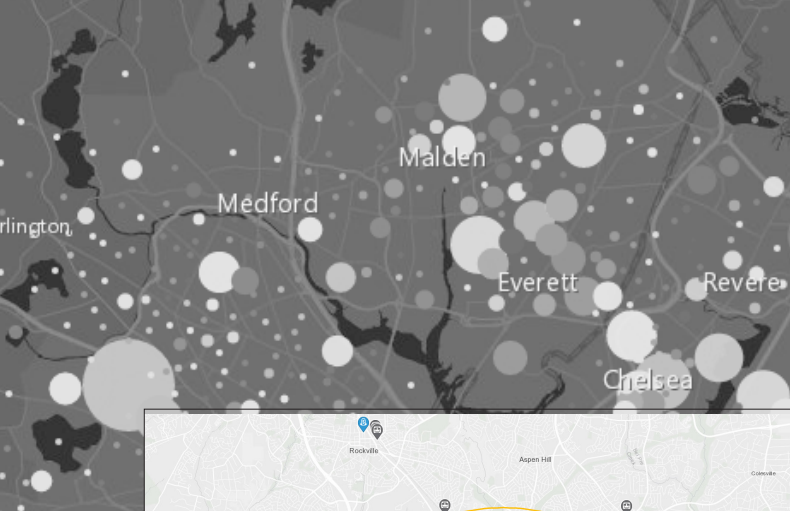
You're trying to attract businesses and investment to your region. Why not use the same technology that well-known retailers and Fortune 500 companies use to run their businesses? An add-in to ArcGIS Online, ArcGIS Business Analyst™ provides a specialized set of tools for market analysis, site selection, trade area reporting, and more, in a web and mobile environment. With access to detailed data, you can forecast demographic changes, discover socioeconomic trends, identify spending behaviors and habits, and understand the characteristics of neighborhoods. Attract more businesses and retain the ones you have by understanding where and what types of industries would be successful, and then share this information with decision-makers and prospective businesses.



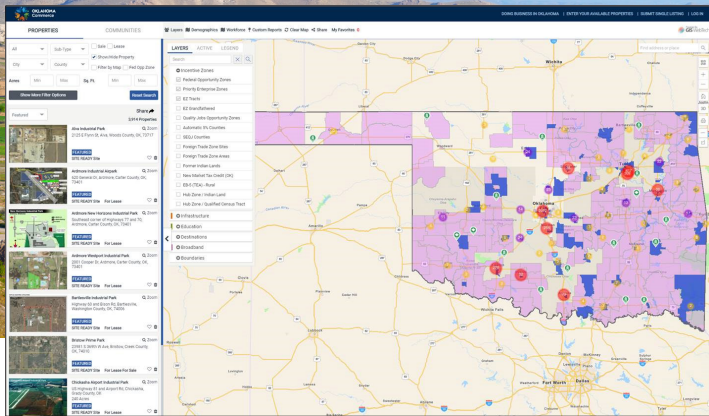
ArcGIS Solutions

ArcGIS solutions feature free, open-source, fully supported ready-to-use templates that allow you to transform web maps into interactive applications that can be extended securely to your entire organization or shared with the public. Applications like Site Selector can help you identify the most attractive sites for commercial development. Live, Work, Locate allows you to showcase the features and attractions in your community that make it a special destination for potential businesses and residents.

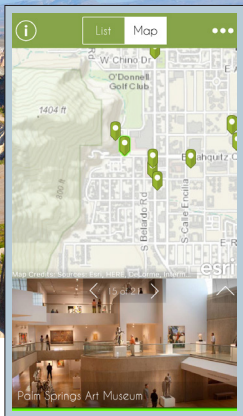




Live, Work, Locate Application



Business Development Site Selection, Oklahoma Department of Commerce



Palm Springs Map Tour Built with AppStudio for ArcGIS

Featured Applications

Supported by ArcGIS Online, ArcGIS Solutions for State Government and ArcGIS Solutions for Local Government are free and can be quickly deployed on any device, anywhere, anytime.

ArcGIS StoryMaps

Do people know what makes your community so special? Economic development professionals always have a story to tell about their community. Highlight local attractions ranging from restaurants and art galleries to recreational and entertainment options. Promote buy-local initiatives and community events. Ensure that tourists, businesses, and even your own citizens know how much you have to offer. ArcGIS StoryMaps allows you to present this information in a compelling and interactive way that can be shared with prospective investors, businesses, or the public at large and ties together your destination branding strategy.

Esri Partners Offering Enhanced Solutions

GIS WebTech

GIS WebTech provides the most advanced technology available for economic development, site selection, and commercial real estate. Its applications utilize an unrivaled

combination of data, functionality, and user experience—all designed to keep businesses and site selectors engaged.

Houseal Lavigne Associates

Houseal Lavigne Associates is an award-winning geodesign consulting firm specializing in all areas of community planning, economic development, and urban design, with expertise in comprehensive planning; corridor, downtown, and neighborhood planning; zoning; market analysis; project implementation and financing; and citizen engagement.

PlaceWorks

PlaceWorks transforms complex information into focused geographic insights and intuitive maps and figures. It harnesses the power of GIS for all kinds of efforts—from analytical to public participation. The company's extensive library holds up-to-date geospatial data for existing conditions assessments, publication-quality maps, and diverse analyses. PlaceWorks also provides a range of stand-alone GIS services—such as infill and build-out analysis; site suitability, natural resource, and conservation mapping; decision-support systems; and land-use modeling.

As your community grows, so can your solutions. If you need specialized solutions to meet specific requirements, you can leverage our extensive partner community, which provides cutting-edge economic development solutions. Let the technology advance as you do.



To learn more, visit
esri.com/econdev.



Esri, the global market leader in geographic information system (GIS) software, offers the most powerful mapping and spatial analytics technology available.

Since 1969, Esri has helped customers unlock the full potential of data to improve operational and business results. Today, Esri software is deployed in more than 350,000 organizations including the world's largest cities, most national governments, 75 percent of Fortune 500 companies, and more than 7,000 colleges and universities. Esri engineers the most advanced solutions for digital transformation, the Internet of Things (IoT), and location analytics to inform the most authoritative maps in the world.

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