

Location Intelligence: *Mapping the Way to Smarter Economic Development*



The Power of Knowing *Where*

Location is a critical element in the work of economic developers. When success hinges on knowing “where”, forward-thinking organizations increasingly rely on location data to enhance their decision-making effectiveness.

Having a geographic understanding of your market area lets you discover the potential in your community—framed by location. Economic development organizations use location intelligence to identify opportunities, reduce risk, and above all, to remain competitive.

Smarter Economic Development

ArcGIS for Business Analyst is a web-based solution that applies GIS technology to extensive demographic, consumer spending, and business data to deliver on-demand analytics, presentation-ready reports and maps.

See how Business Analyst can help answer the question, “where”, by applying location intelligence to these **five essential economic development activities**.





1 Know Your Market Inside Out

Data-Driven Market Analysis

How well do you know the composition of your market area? Do you have detailed answers to questions about demographics and consumer preferences? What about matching workforce resources to the needs of industry?

Business Analyst provides detailed insight into the people and places that make up your community. A wealth of data, matched with powerful analytic tools, gives you authoritative answers to complex questions.

It's easy to create consultant-quality market studies to highlight areas of untapped potential. You can also improve your chances of making the consultant's "short list" with quick and in-depth responses to professional site selectors.

Business Analyst makes it easy to understand the people, businesses, and trends in your market area in tremendous detail.

Transform Data to Insight

Business Analyst includes access to an extensive collection of data to supplement and enhance your own data. Esri Demographic Data adds greater insight to your maps and more context to your analysis.



Updated Demographics

Accurate current year-estimates and 5-year projections for US demographics, including households, income, and housing.



Census and ACS

Census and American Community Survey (ACS) data to analyze the impact of population changes on services and sites.



Tapestry Segmentation

Detailed descriptions of residential neighborhoods, including demographics, lifestyle data, and economic factors divided into 67 segments.



Consumer Spending

Data about products and services consumers are buying. Includes apparel, food and beverage, financial entertainment, and household goods and services.



Market Potential

Includes thousands of items that consumers want. The Market Potential Index (MPI) measures consumer behaviors by area compared to the US average.



Retail Marketplace

Direct comparison between retail sales are consumer spending by industry. Measures the gap between supply and demand.



Business Data

Business Locations and Business Summary data from Infogroup. Provides sales, employee, industry classification, and more.



Major Shopping Centers

Statistics for thousands of major shopping centers, collected by the Directory of Major Malls. Includes name, total sales, and more.



Crime Indexes

Statistics about major categories of personal and property crime. Includes Information about assault, burglary, and more.



Traffic Counts

Peak and low traffic volume of vehicles that cross a certain point or street location. Contains more than one million points.

2 Retail Recruitment

Fill Gaps in Needed Services

Gaps in retail services within your market area harm retailers, citizens, and government alike. Over saturated retail categories make it tough for merchants to be successful, while underrepresented segments force citizens go outside your market area to acquire needed services—taking sales tax revenue with them.

Create a retail recruitment strategy for attracting service providers absent from your market area. Business Analyst can help you to:

- Determine categories and specific retailers to attract
- Quantify sales tax revenue leaking to nearby jurisdictions
- 📍 **Market your area's potential backed by demographic and spending data**
- 📍 **Promote your retail landscape with interactive digital media**



A photograph of two men in a modern office setting. One man, wearing a grey sweater, stands with his arms crossed, looking at a whiteboard. The other man, wearing a black and white striped sweater, is writing on the whiteboard with a marker. The whiteboard has some diagrams and text on it. The background shows a bright, open office space with large windows and a potted plant.

3 Nurture Local Firms & Startups

Support Business Retention & Expansion

Access to market intelligence is important to the success of small and mid-sized businesses in your community. Help local companies to grow by providing the analytics needed to find more customers, expand facilities, and hire more workers.

With Business Analyst, you can give area startups the data support they need to find early success. Cultivate an entrepreneurial ecosystem to take root in your community by identifying new markets, and fostering B2B synergy.

- Help local businesses grow by determining the buying profile of their typical customer, then mapping where to find more customers with the same profile.
- Research millions of U.S. businesses for key data including annual sales and number of employees. Map the location of competitors, potential partners, and new opportunities.

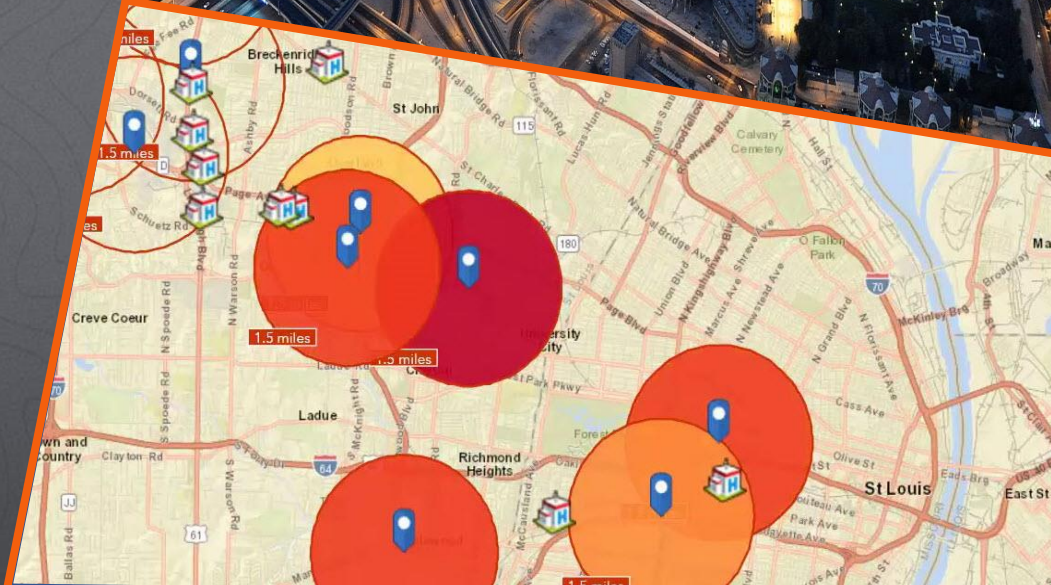
4 Identify Ideal Locations

Select Sites by What Matters Most

Business Analyst lets you help companies successfully navigate problems that depend on location.

You can determine where the best place is to open a new store, to find more customers, or skilled workers. It's easy to identify and rank locations anywhere in the U.S. by how well they meet your specific criteria.

With this data-driven insight, you can be confident you're making the best decision possible, and greatly improving the chances for a successful business.



Esri Demographic Data

Ranks as Most Accurate

People assume that using accurate data is not a particularly important element of an overall project. However, incorrect data can negatively impact the results of your analysis and have lasting consequences for the success of your projects.

Esri ranks number one for data accuracy in an independent blind study. Esri's Updated Demographics data variables were the **most accurate** across all geographies in the United States, especially at the census tract and block group geography levels.

Mistakes in economic development projects can be costly. Be confident your analyses will provide the most accurate information for the best decisions.

Does data accuracy really matter? Yes, it does.



An aerial photograph of a city, likely New York City, taken from a high angle looking down a street. The sun is low on the horizon, creating a strong orange and yellow glow that filters through the clouds and illuminates the city buildings and streets. The image is partially obscured by a dark grey overlay on the right side where the text is located.

5 Tell Your Story

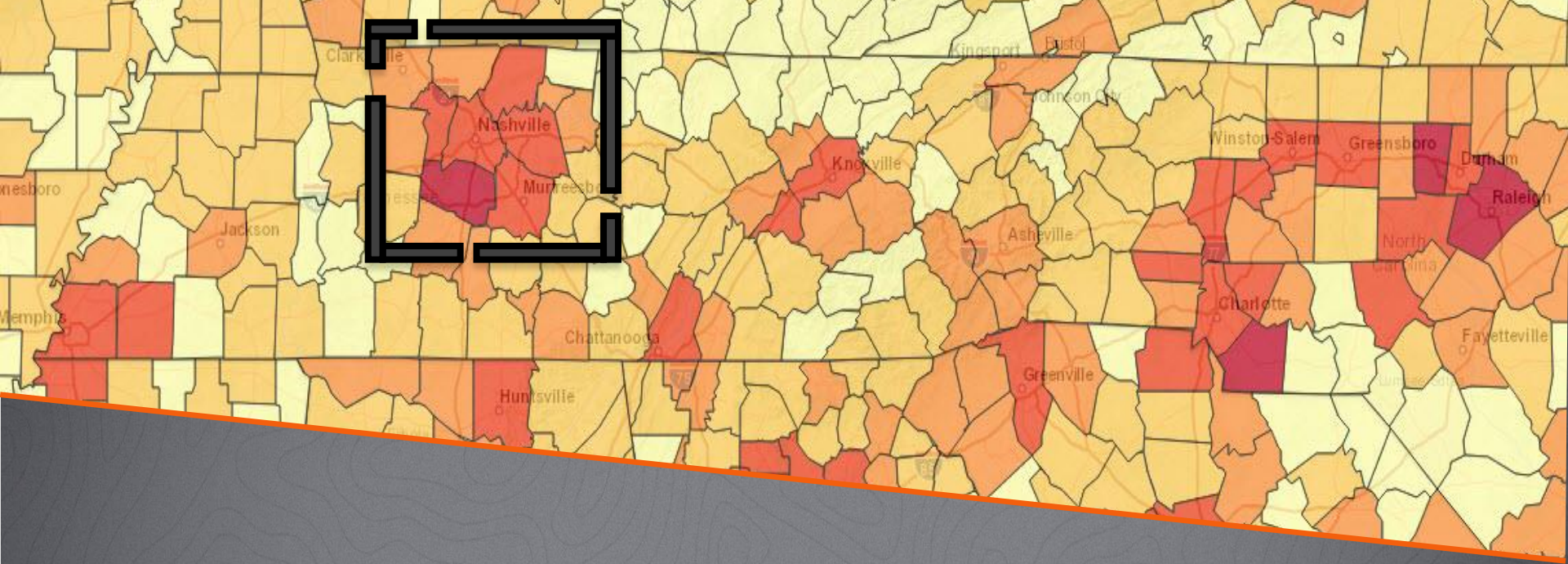
Market & Communicate with Maps

Maps are an excellent tool for conveying complex information in a simple and intuitive way. Put it on a map and people will understand it. Transforming data to insight is the power of maps.

With Business Analyst, you can convey information with interactive web maps, detailed reports, charts, and infographics.

Story maps bring a new dimension to your work by enhancing maps with narrative text and multimedia elements to create compelling web and mobile applications.

Bring life to your content by adding maps to Microsoft PowerPoint presentations, web pages, e-mail, and social media posts. You have a variety of methods to share insight with colleagues and stakeholders. And an engaging way to market the **story of your community.**




Smarter Economic Development

Applying location intelligence to your economic development practice is simple with Business Analyst. Easy guided tools help you turn your data into location-driven insights that reveal trends and opportunities for growth.

Business Analysis will quickly become a favorite and indispensable tool within your organization.

Ready to create your location strategy, today? Talk to an economic development industry expert.

go.esri.com/econdevstrategy



Esri, the global market leader in geographic information systems (GIS), 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% of the Fortune 500, and more than 7,000 colleges and universities.

Esri engineers the most advanced solutions for digital transformation, IoT, and location analytics to create the maps that run the world.



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