

# ECONOMIC DEVELOPMENT PLANNING USING GIS

Promote  
Long-Lasting Growth



# Understanding Your Community

Planning and economic development professionals seek to promote sustainable growth and a high standard of living for the residents 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. The strategic plan and set of initiatives that are used to grow your economy, create jobs, and promote a unique brand must start with the ability to understand and effectively analyze location, and this starts with geographic information system (GIS) technology. In the past, the role GIS played in economic development was primarily in site selection. Today's increasingly competitive environment requires more authoritative data; deeper analysis; and a more holistic, data-driven approach to economic restoration and development. GIS is the hub of your economic development process, providing insight; highlighting opportunity; identifying deficiencies and inequities; and driving collaboration that ensures that your organization is making smarter, better, more sustainable economic decisions.





## Esri's Economic Development System Empowers Economic Development Professionals

Esri's economic development system enables you to

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





# Developing a Robust and Sustainable Economic Policy

At the core of any effective economic strategy is policy development to determine a community's best path forward for sustainable growth through equitable opportunity. Successful economic policies only happen with a detailed understanding of location. This includes knowledge of the socioeconomic characteristics, the needs of neighborhoods throughout the community, and businesses' customer and workforce abilities and needs. In the wake of the pandemic, this information has become increasingly critical as communities look for effective methods to support local businesses and meet the changing needs of their neighborhoods. GIS provides a spatial context to this information, completing an essential component to sustainable, equitable, and effective policy development for economic restoration and growth in both the short and long term.

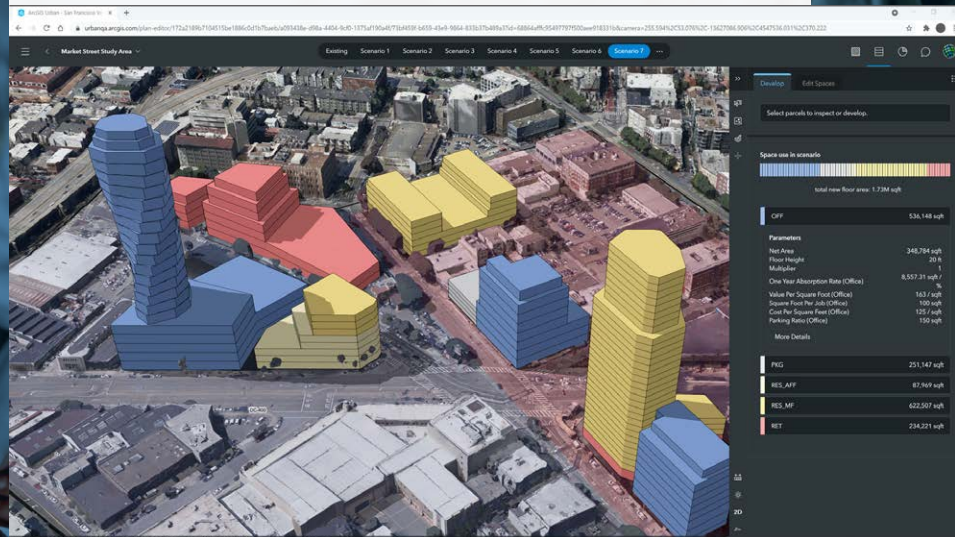




## Esri's Economic Development System Empowers Economic Development Professionals

Esri's economic development system enables you to

- Analyze and understand community demographics and socioeconomic characteristics.
- Prioritize workforce development needs.
- Develop sustainable policies for economic mobility in neighborhoods.
- Identify gaps in commercial services for neighborhoods.
- Promote equity in economic opportunities for your community.
- Communicate policy guidelines to administrators, the public, and the business community for review.



# Attract, Retain, and Expand Businesses by Using a Location-Centered Approach

Economic development professionals are constantly tasked with meeting the needs of the business community, including both established businesses and potential recruits to the area. Successful professionals in this field must empower prospective and existing businesses to find the best locations for growth. This happens when they understand the demographics and socioeconomic characteristics of their community's residents—their preferences, spending habits, workforce capabilities, and more. None of this happens without GIS. GIS provides the data and analysis tools economic development professionals need to attract and retain the businesses, workers, and investors their community needs.

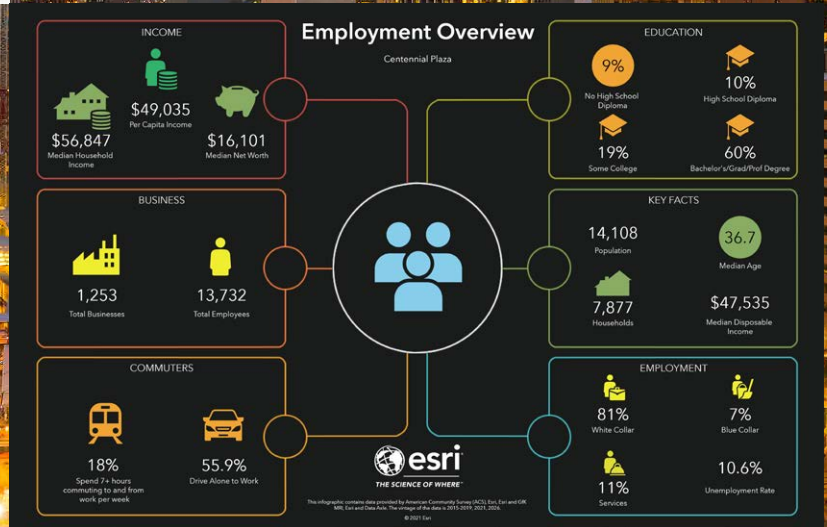




## Esri's Economic Development System Empowers Economic Development Professionals

Esri's economic development system enables you to

- Identify and analyze demographic and socioeconomic variables for neighborhoods to assess needs.
- Evaluate and visualize site selection for both new and expanding businesses.
- Generate market analysis for sustainable growth.
- Collaborate securely, internally and externally, to meet the needs of businesses and the community.
- Reduce the costs of attracting new businesses by streamlining recruitment workflows through a data- and location-driven approach.





# Set Your Community Apart with Destination Branding

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





## Esri's Economic Development System Empowers Economic Development Professionals

Esri's economic development system enables you to

- Identify and publish your community's cultural and economic assets.
- Brand your community or region as a destination where people want to live, work, and play.
- Analyze strengths and weaknesses in your community's appeal to businesses and visitors.
- Compare your destination to similar communities, using a data-driven format.
- Sell your community's story to the public.



### Economic Development & Agriculture

Community Advisory Group



#### City Council's Vision

City Council's vision is for a highly engaged community representing diverse opinions, backgrounds, and demographics to come together in a grassroots effort to discuss issues affecting Escondido and offer recommendations that, in partnership with the City and with support from the community, can address our collective challenges.

Explore and engage with key issues affecting the City in our new Community Advisory Group program - together we can make Escondido **stand out strong**.



#### Our Focus Areas

Business Retention, Expansion, Attraction (BREA)

[Learn More](#)





Differentiate your community from competitors. Your community has a deeper story that tells why people want to work, live, and locate a business there. And this story is centered on location. Esri provides the technology to apply the geographic approach that promotes data-driven decision-making, fosters collaboration, and enables sustainable economic development.

To enhance your community's competitive edge, visit [go.esri.com/econdev](https://go.esri.com/econdev).





esri®

THE  
SCIENCE  
OF  
WHERE®

[go.esri.com/econdev](https://go.esri.com/econdev)

Copyright © 2022 Esri. All rights reserved. Esri, the Esri globe logo, The Science of Where, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G2515512