



Redlands Chamber of Commerce

ESRI® Business Analyst Online™ Helps Attract New Business to Redlands

CASE STUDY



CHALLENGES

- Attracting new businesses to fill vacancies
- Ineffective data and technology tools for analysis
- Difficulty in recruiting viable businesses to the area

RESULTS

- Easy-to-analyze demographics, consumer spending data, and detailed maps provided information for the best site.
- The restaurant chain opened in December 2009, eight months after receiving Business Analyst Online reports.
- The Chamber plans to use the tools for subsequent business recruiting efforts.

Redlands, California, known as the “Jewel of the Inland Empire,” is situated almost halfway between Los Angeles and Palm Springs. Its diverse workforce and population makes this small town unique in the area. The Redlands Chamber of Commerce helps the business community promote this cultural and civic vitality to attract new businesses and support its economic development strategy. Partnering with the City of Redlands, the Chamber is pursuing an aggressive plan to maintain and grow fiscal stability while nurturing the community’s spirit, history, and culture. The current initiative focuses on mitigating business concerns, growing existing businesses, providing job opportunities, and increasing local revenue.

The Challenge

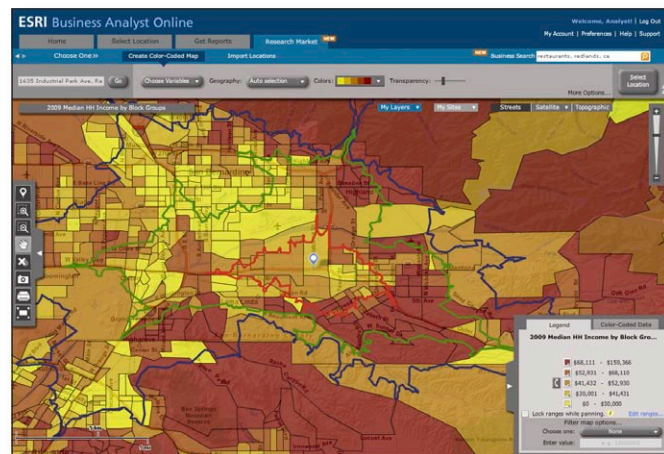
One of the Chamber’s biggest challenges is recruiting new businesses to the area. It previously relied on nontechnical methods such as touting the area’s appearance, quality of life, and reasonable land prices.

“We had no tools that allowed us to provide solid information that a developer or business could use to make a good decision,” says Kathie Thurston, executive director, Redlands Chamber of Commerce.

When a barbecue restaurant closed last year in Redlands, workers were laid off and prime real estate stood empty and abandoned. How could the Chamber’s economic development staff figure out which type of restaurant could thrive in this location, then “sell” the area to a new tenant?

The Solution

The Chamber knew it must provide accurate data that proved Redlands was a viable area where businesses could succeed. The Chamber turned to ESRI for help and was shown Business Analyst Online,™ which provides on-demand reporting and mapping. Using Business Analyst Online, several demographic data reports and a map of the proposed location were generated. These reports and map allowed the City to quickly analyze the local market, including demographic makeup and consumer characteristics of the area.



The simple Business Analyst Online interface was used to easily illustrate demographic data for a five-minute drive time around the proposed location for the Old Spaghetti Factory.

Learn more at www.esri.com/bao.

Redlands Chamber of Commerce

PRODUCT USED

- ESRI Business Analyst Online

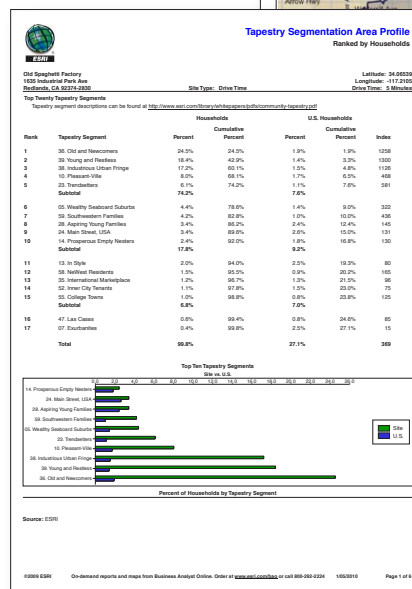
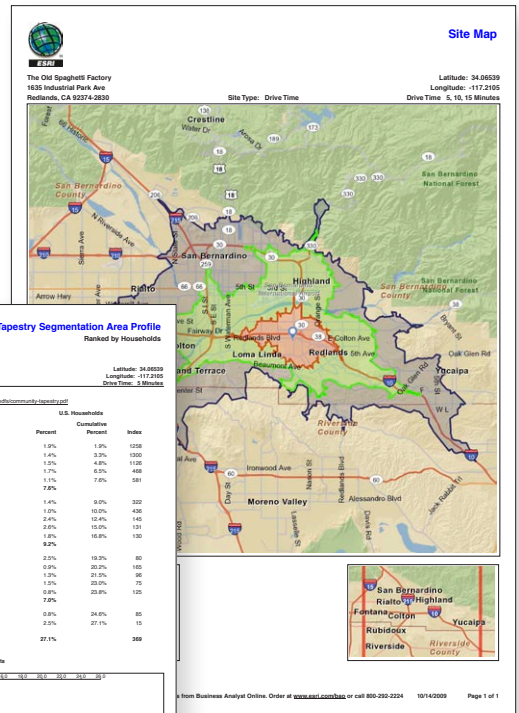
When representatives from the Dussin Group—owner/manager of the Old Spaghetti Factory restaurant chain—indicated an interest in Redlands, the Chamber staff immediately used the demographic, consumer spending, and lifestyle segmentation reports generated for the City to compare the median household income and population figures to the chain’s own demographic criteria. Business Analyst Online was also used to create a drive-time and traffic count map that highlighted the proximity of the proposed location to Interstate 10, which provided an opportunity for the restaurant to advertise to more than 250,000 motorists each day. Based on this information, representatives from the Dussin Group decided to place an Old Spaghetti Factory restaurant in the empty Redlands site.

The Results

With Business Analyst Online, the Chamber was able to promote the area by providing specific data that described dining choices and behavior, combined with detailed income and population demographics for the specific location and surrounding area.

Business Analyst Online provided Ric Holderbaum, real estate director at the Dussin Group with complete and thorough information from one source, saving a lot of time. “I always know when I work with a city that provides ESRI® data, I can count on information that is accurate, current, and useful for me to make quick, informed decisions.”

The Chamber was successful in recruiting the Old Spaghetti Factory restaurant to Redlands—a grand opening was held in December 2009.



FOR MORE INFORMATION



ESRI
 380 New York Street
 Redlands, CA 92373
 Phone: 800-447-9778
 Fax: 909-793-5953
 Web: www.esri.com

Copyright © 2010 ESRI. All rights reserved. ESRI, the ESRI globe logo, Business Analyst Online, Tapestry, and www.esri.com are trademarks, registered trademarks, or service marks of ESRI in the United States, the European Community, or certain other jurisdictions. Other companies and products mentioned herein may be trademarks or registered trademarks of their respective trademark owners.

The site map and the Tapestry™ Segmentation Area Profile report from Business Analyst Online provide accurate, current information about the proposed site for the Old Spaghetti Factory restaurant.