# The Geographic Approach™ to Economic Development

Traditional strategies for economic development have focused on business attraction, expansion, or retention and on assisting new businesses by providing supporting infrastructure. Over time, the scope of economic development has broadened to include plans for achieving and sustaining prosperity and quality of life. Today, entrepreneurs; chambers of commerce; nonprofit community revitalization groups; and local, state, and federal agencies rely heavily on information technology and the Internet to accomplish these expanded economic development efforts.
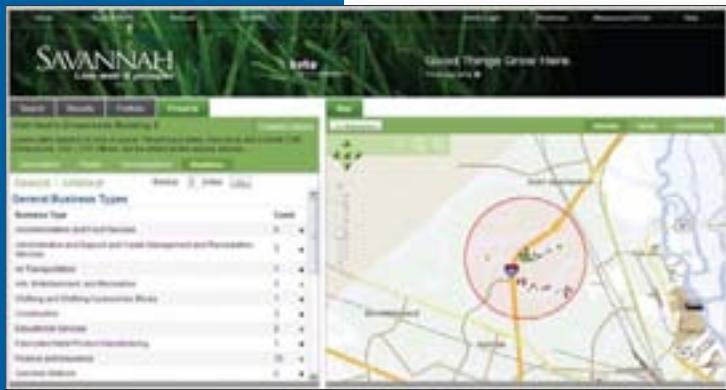
The Savannah Economic Development Authority property locator customized by BinaryBus has the capability to easily perform detailed site research including demographic and business analysis.

Whether your aim is to stimulate economic activity, preserve jobs, expand a business, boost regional wages, increase a local tax base, or simply experiment and grow, the actions you take to achieve those goals will be based on the perceived strengths and weaknesses of your study area. Business executives seeking to expand markets, local governments grappling with the loss of a major employer, or a downtown business district looking for a competitive edge all rely on sound data and analysis about the region in question and its geography.

The business of broadening tax bases or diversifying economies has become a competitive one. The ability to provide data to clients looking to relocate or expand features prominently in today's technology-driven environment. And as more and more localities try to elbow their way onto a short list, accurate and timely demographic, market potential, segmentation, consumer spending, and workforce data is coveted.

The Internet is where communities can showcase opportunities for new business development, market their assets to attract business, provide site inventories, and manage infrastructure. Businesses rely on online services to learn about the business climate in an area, match sites to their needs, and plan development.

Compete with Confidence and Ease

Use Business Analyst Online

When online business data is integrated into a geographic framework, the result is a powerful online tool for analyses and reporting that helps you make informed decisions, discover and maximize opportunities, identify issues, and reduce market risk.

ESRI® Business Analyst Online℠ combines geographic information system (GIS) technology with extensive demographic, consumer, and business data for the entire United States, delivering on-demand analysis, boardroom-ready reports, and maps via the Web. ESRI updates the data annually to provide access to the most current and accurate information. Because Business Analyst Online is hosted by ESRI, you don't have to worry about managing data or technology updates.

Business Analyst Online provides reports and maps to help you understand the lifestyles and buying behaviors of the households in your market and answer questions such as where to find optimal sites for new store locations, how to market effectively to specific customer segments, and how to profile your best customers and find more like them.

Business Analyst Online brings the analytic power of GIS to your Web browser to enable you to quickly and easily produce accurate reports with high-quality data. It is an easy-to-use online system that requires no special hardware, software, or training and provides users with comprehensive data including site and thematic maps and aerial imagery. Information from leading data suppliers, including ESRI's Community™ Tapestry™ market segmentation system, is available online without the cost of storing or maintaining large datasets.

Different Solutions for Levels of Use

There are several different packages of Business Analyst Online available to match your level of need and affordability:

- Purchase an inexpensive, individual report for a snapshot of your community.

- Get a day pass for the multiple reports required for larger projects.

- Subscribe to an annual basic service or upgrade to premium for more data options.

- Provide customized community information— ESRI or ESRI business partners can create a Business Analyst Online Private Label Web site to your specifications and needs and include your company's logo and colors.

The Business Analyst Online site was customized by GeoPrise.NET for the economic development department in Folsom, California.

> "The ... Viewer has worked very well for providing the development and business community with timely information on available commercial property opportunities. The customized ... demographic reporting capabilities and the nearby business analysis tools are ... informative. The flexibility and ease of use have exceeded our expectations."
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> —Joe Luchi, Intergovernmental Affairs and Economic Development, City of Folsom, California

Business Analyst Online is available by report or subscription.
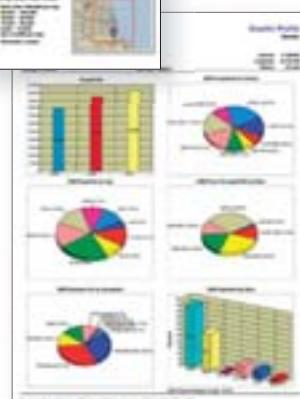
Find It Online

Patterns and trends are easy to spot on maps, and with Business Analyst Online, you can see and evaluate prospective locations within your user-defined boundaries. You can view a variety of information pertinent to economic development opportunities in a particular area including housing and employment statistics, tax rates, land use, and infrastructure systems. The service will also generate demographic reports about the population and housing for a defined buffer around any specific site of interest. Business executives use Business Analyst Online to assist with their strategic planning and expansion goals.

Economic development agencies and chambers of commerce use the Business Analyst Online Web site to create maps and reports for site selection, territory analysis, retail comparison, merchandise mix evaluations, customer targeting, and profiling. Your Web browser is all you need to make custom reports and maps that immediately convey the characteristics of a community in compelling presentations.

Attracting business and relocating a company are just two of the many uses for Business Analyst Online. Nurturing existing businesses—economic "gardening"—is also critical to a community's economic development. Geographic information can give small businesses the power to grow and make data-driven decisions. Business owners can analyze trade areas, evaluate competitors, identify new store locations, find new customers, target direct mail, reveal untapped markets, or apply for grants using the same high-quality data that national businesses and large economic development agencies depend on to understand their real estate investments.
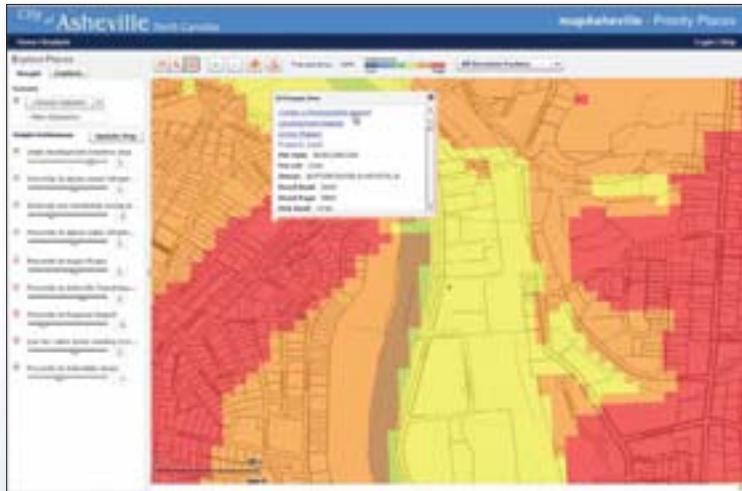
Asheville, North Carolina's Priority Places Web site leverages Avencia's DecisionTree software to enable users to interactively assign weights to business-siting criteria, returning a hot-spot map highlighting those locations that best meet the user's needs.

Visit Business Analyst Online at www.esri.com/bao

Customized Business Analyst Online

Several ESRI business partners, including MSF Global Solutions, GeoPrise.NET, and Avencia, have developed customized versions of Business Analyst Online. Avencia's siting application DecisionTree accesses Business Analyst Online reports to assist in decision making. Greater New Orleans, Inc.'s Site Intelligence Tool by MSF Global Solutions features a searchable database of available commercial properties, submitted and updated by local real estate brokers.

Greater New Orleans, Inc.'s Site Intelligence Tool provides dynamic drive time and ring analysis that helps businesses determine trade areas when choosing new sites.

Since 1994, Site Selection magazine has been using a customized implementation of Business Analyst Online for its Web site, which provides listings of industrial and office properties for sale or lease worldwide. The site averages more than 60,000 unique visitors per month.

Free Report and Market Profile Available

You can explore demographic data and consumer spending patterns for an area of your choice at no cost. ESRI is offering a free market profile report and site map from Business Analyst Online.

Go to **http://bao.esri.com/marketing/freereports**
or call ESRI at 1-800-447-9778.

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