



# *Using GIS to Create Wealth in Georgia*

How Georgia Power has Harnessed another Kind of Power to Help Grow the Economy in Georgia

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# Community & Economic Development

- Mission
  - Capital Investment
  - Jobs
  - Wealth Creation
- Results – 1985 to 2009
  - More than 222,000 new primary jobs
  - More than \$25 billion in new capital investment

# Community & Economic Development - More Than 80 Years of Generating Growth

Has Your Present Location these Advantages?

<b>LOW PRODUCTION COSTS</b> 	<b>PLENTY AND ABUNDANT LABOR</b> 	<b>CHEAP RAW MATERIAL</b> 	<b>ABUNDANT POWER</b> 
<b>LOW BUILDING COSTS</b> 	<b>LOW TAXES</b> 	<b>DOUBLE CLIMATE</b> 	<b>CONVIENT DISPOSITION</b> 
<b>HIGH MARKET FOR PRODUCTS</b> 	<b>EXCELLENT RAILROAD FACILITIES</b> 	<b>MODERN PORT FACILITIES</b> 	<b>MORE PROFITS</b>

How many of Georgia's Assets can make money for you?

Georgia, Industry has found vital economic savings that increase net profits, conditions that simplify the problems of management. And in the list of these outstanding advantages lies the explanation of the great flow of new industry to Georgia's welcoming communities.

Those assets which you need most urgently in your business, you will find in ideal combination in Georgia. Check over the list. Compute the value of each factor from your own standpoint. Study the perfect balance between market, production cost and distribution facilities which Georgia offers. Think of the opportunity to dominate your market, to



Increase your net profits if you could reduce manufacturing costs 2%, 10%, or 20%—as has actually been done in Georgia.

What will happen to your business if your competitors take advantage of these vital assets, and you do not?

Our intimate knowledge of Georgia's industrial advantages is at your service. We will gladly consult with your engineers, your production men

**GEORGIA**  
POWER  
... INDUSTRY PROSPERS

WE ALSO GENERATE IDEAS FOR NEW INDUSTRIES IN GEORGIA.

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# GIS in Community & Economic Development


- ArcGIS desktop applications
- ArcGIS Server SelectGeorgia
- SDE database
- Business Analyst
- FME



# GIS in Community & Economic Development – Where We Were

- Custom built application
- Databases became unsupportable
- Hardware became obsolete
- Software and basemap data expensive to maintain
- Workforce stretched thin
- Data quality not meeting expectations
- System only available in center or on desktop

# GIS in Community & Economic Development – What We Did

- Purchased highly configurable off the shelf product – Rolta's OnPoint 
- Created SelectGeorgia GIS website to market sites and buildings available in the state
- SelectGeorgia available to public, proprietary data protected behind login
- Setup SDE database
- Subscribed to Microsoft's Bing service for basemaps – streets, imagery, bird's eye images
- Improved quality and accuracy of our data

# SelectGeorgia Demonstration



- Selecting features
- Saving/retrieving search results
- Security
- Crystal Reports

# GIS in Community & Economic Development – What We Learned

- Data quality is key
- Subscription based GIS data services enabled us to do more with less
- More involvement with IT where appropriate
- Able to quickly make changes/improvements to application
- 24/7 worldwide availability on Internet invaluable



# Next Steps



- Geoprocessing services
- 3D integration
- Mobile application
- Expand use of web services for data (ArcGIS Online, Google, GIS Clearinghouse, etc.)