Business Analyst for Economic Development & Economic Gardening

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Tony Howser

Wed., 7/13/2011 1:30PM
Spur Growth to Help the Economy

Business improvement districts

Enterprise zones

Grants

Tax increment financing districts

Economic development agencies

Tax breaks

Redevelopment districts
A Flexible & Self-Sustaining Solution

configure

leverage

Business Analyst APIs

in-house data

Other external data, arcgis.com

disseminate

Business Analyst Reports, Analyses, Data
ArcGIS 10 — A Complete System

Easier
More Powerful
and Everywhere

- Discover
- Create
- Manage
- Visualize
- Analyze
- Collaborate

Cloud
Enterprise
Local
## Business Analyst API Technology Stack

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<th>Technology Stack</th>
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<td><strong>REST</strong></td>
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General Input

Study Locations/Areas

• Standard Geography/Administrative Boundary Areas
• Locations Defined by Address or Point Coordinates
• Areas Defined by Custom Geometries

 Desired Summarization/Analysis Variables or Report Template IDs
Examples

**JSON**

Query the average and median owner-occupied home values; and the number of owner-occupied, renter-occupied, and vacant-housing units for each of the 48 contiguous states.

**XML**

Develop a reusable Web App to quickly and easily analyze potential electric vehicle charging station locations

Develop a reusable Web App to quickly and easily analyze crime patterns in the community

**PDF**

Create a Retail Marketplace Potential Report for a Drive Time Study Area.

Integrated Workflows
Conclusion

• Gain new and additional insights into your communities, constituencies

• Leverage quality data that would be prohibitively expense to accumulate, process, update, and maintain.

• Use standards-based Web services to tap into the cloud and create and enhance your workflows to attract investment into your communities.
Mobile App: Site Analysis in the Field

- Free
- Native iPhone and iPad apps
- More content for subscribers
- Provides access to Key Facts and all Reports
- Highly valued by users
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<td>Perform Site Selection On-the-Go with the Business Analyst Mobile App</td>
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