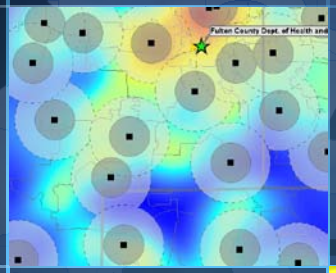
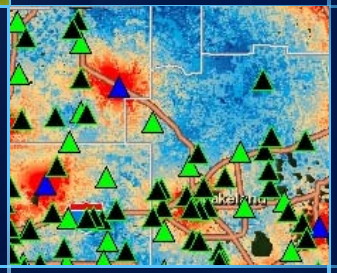




Business Analyst
for Economic Development & Economic Gardening

Brenda Wolfe
Tony Howser

Wed., 7/13/2011 1:30PM

Business improvement districts

Enterprise zones

Spur Growth to Help the Economy

Grants

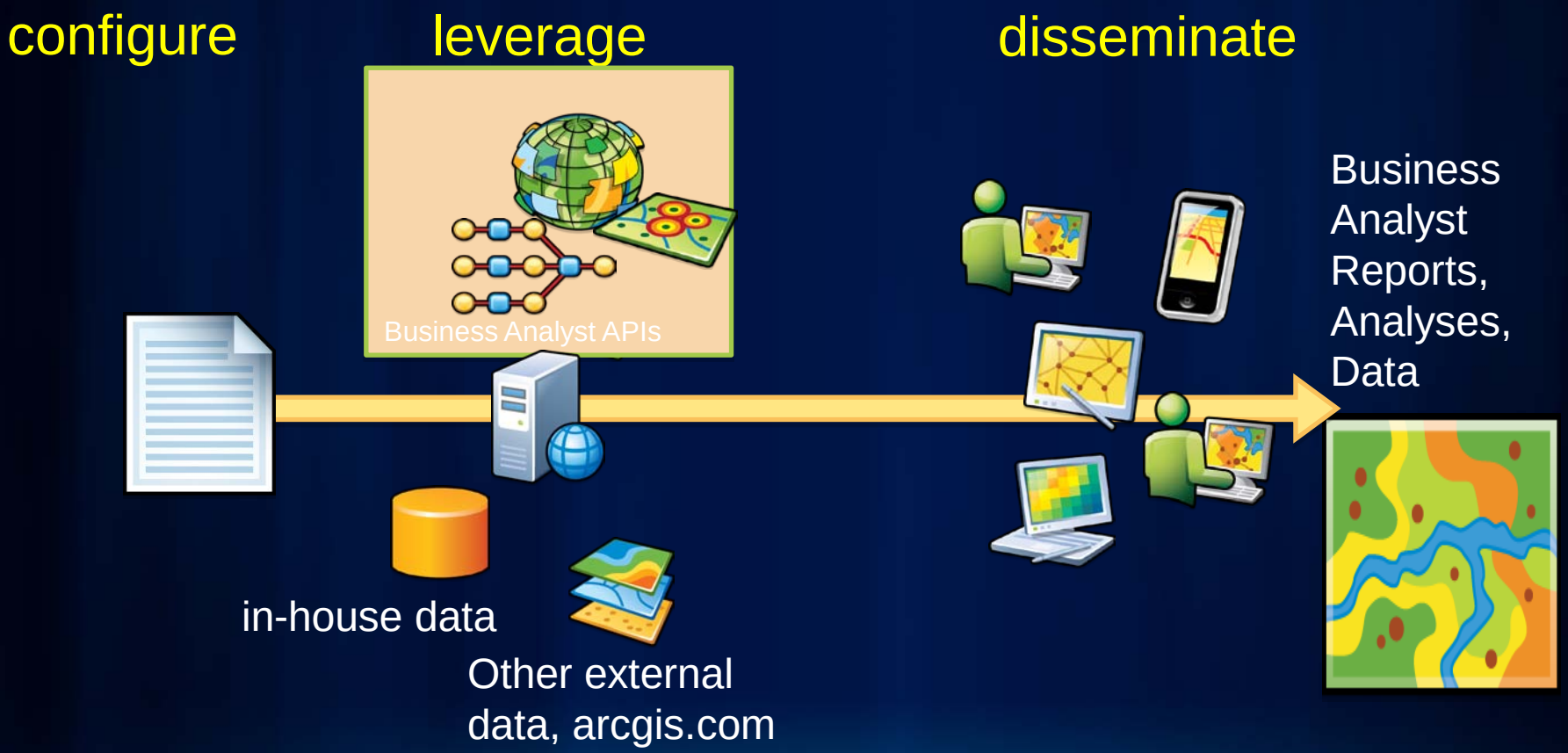
Tax increment financing districts

Economic development agencies

Redevelopment districts

Tax breaks

A Flexible & Self-Sustaining Solution



ArcGIS 10 — A Complete System

Easier
More Powerful
and Everywhere

Business Analyst API Technology Stack

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

General Output

Excel

	A	B	C	D	E
1	id	attribute1	attribute2	attribute3	
2	1	MyTextAttribute1	12345.6789	http://www.esri.com	
3	2	MyTextAttribute2	12345.6789	http://www.arcgis.com	
4					

XML

```
<?xml version="1.0" ?>
<records>
  <record id="1" attribute1="MyTextAttribute1" attribute2="12345.67890" attribute3="http://www.esri.com" />
  <record id="2" attribute1="MyTextAttribute2" attribute2="12345.67890" attribute3="http://www.arcgis.com" />
</records>
```

JSON

```
{
  "records": [
    {
      "id": "1",
      "attribute1": "MyTextAttribute1",
      "attribute2": 12345.67890,
      "attribute3": "http://www.esri.com"
    },
    {
      "id": "2",
      "attribute1": "MyTextAttribute2",
      "attribute2": 12345.67890,
      "attribute3": "http://www.arcgis.com"
    }
  ]
}
```

PDF

http://resources.arcgis.com ➡ *Business Analyst* ➡ *Business Analyst Online APIs*

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

Today

General Technical Special Interest

Time	Title	Room
8.30	Census 2010 and the Data User	32A
10	A Preview of Business Analyst Desktop 10.1	Demo Theater
10.15	American Community Survey (ACS) and the Data User	32A
11	A Preview of Business Analyst Server 10.1	Demo Theater
1.30	Esri Business Analyst – Economic Gardening & Economic Development	32A
2	Esri Demographic, Lifestyle and Business Data	Demo Theater
3	Perform Site Selection On-the-Go with the Business Analyst Mobile App	Demo Theater
3.15	Segmentation Data for Community & Market Analysis	32A

Thursday

General Technical Special Interest

Time	Title	Room
8.30	Best Practices for App Development: A Case Study of User Centered Design	32A
10.15	Community & Demographic Analysis – Build Your Own Apps and Web Sites	32A

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