Marketing Geography
with Web Apps and Story Maps

Robb Watson, GISP
Senior Analyst
Far-reaching and diverse

- 5.4M CUSTOMERS
- 7 OPERATING COMPANIES
- 11 STATES
- 200K+ SQUARE MILE SERVICE TERRITORY

AEP-Served States
Location, Location, Location

AEPEDE.COM
Tool for assisting state and local economic development partners with business attraction and retention
Many Stories to Tell

Sites

Industries

59% of the US Population within a one day drive

Food and Beverage Manufacturing
Many Ways to Tell a Story

Static Maps

Interactive

The Better Way to Find your Next Business Location

Through one development partner, you can access dozens of certified sites across a wide geography. Rigorous evaluations have been completed by hand-selected industry experts to minimize uncertainty, preemptively identify issues, shorten development timetables and reduce costs.
Interactive Map Demos

Renewables Story Map

Individual Site Maps

www.aeped.com/renewables

www.aeped.com/inola
But Wait . . .
There’s More

County Reports

Service Territory Locator

Certified Sites Story Map
Thanks!

Contact
Robb Watson, GISP
American Electric Power
1 Riverside Plaza
Columbus, OH 43215
rcwatson1@aep.com
614-716-2712