GIS serves Florida Companies through Economic Gardening

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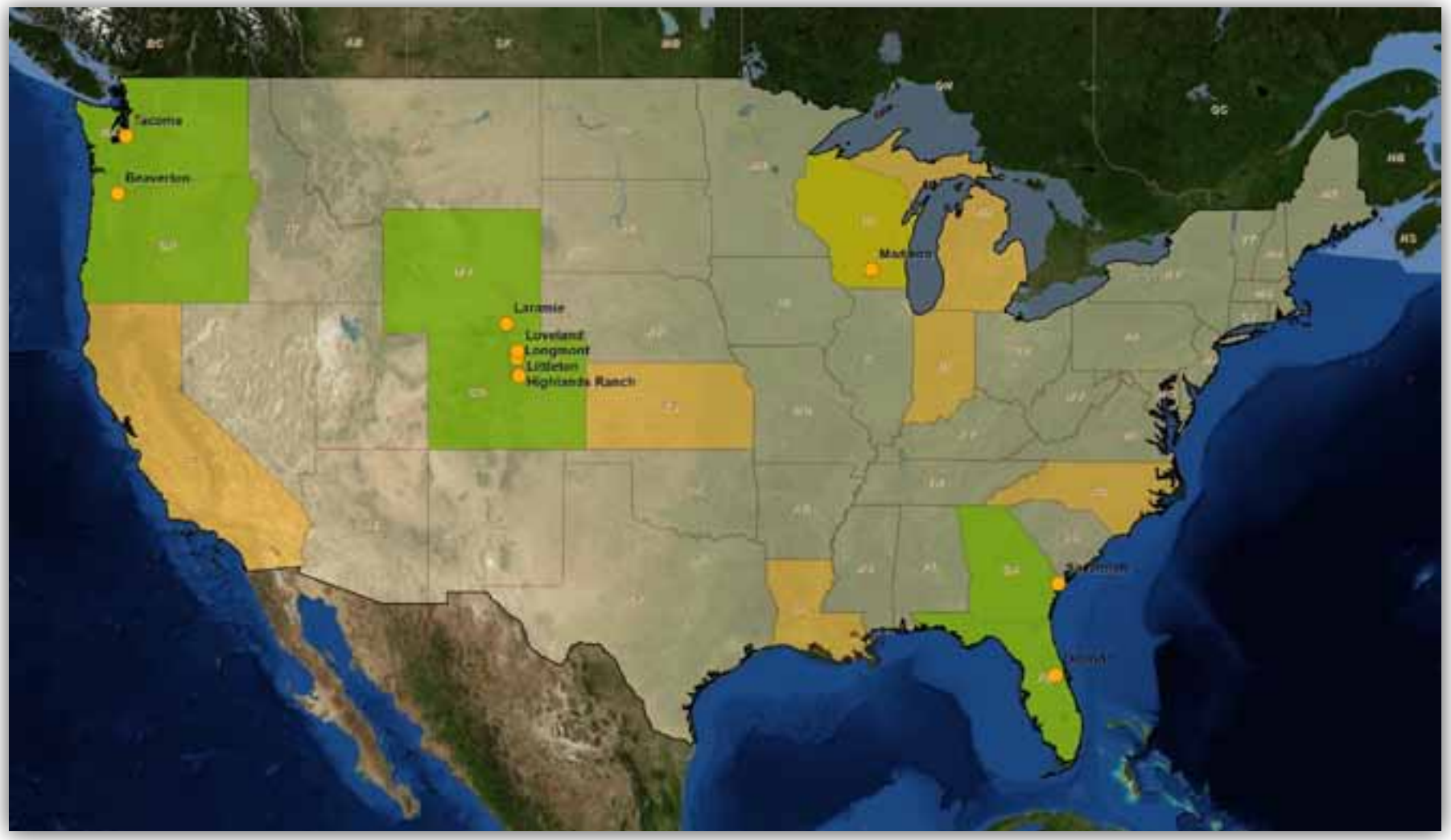
What is Economic Gardening?

- National movement supporting Local Companies
- Started by Chris Gibbons - Littleton, CO - 1987
- Programs Serve “Second-Stage” Companies
  - 10-100 Employees
  - $1-50 Million in Revenue
  - Exhibit Growth Potential
- Programs Vary in Size: City → Region → State

Current & Proposed

Economic Gardening Efforts



Florida Economic Gardening Institute

- Based out of the University of Central Florida
- State-funded program started in 2009
- Consists of two major components:

Low Interest Loan Program

Business Strategy & Marketing Assistance

GIS in Economic Gardening

- One of 4 Major Services, along with:
  - Core Strategy
  - SEO/Social Media
  - Market Research

- GIS primarily utilized to provide spatial intelligence about a target market:
  - Where do you conduct business?
  - Where could you conduct business?
  - Who are your customers? Prospects? Competitors?

Challenges

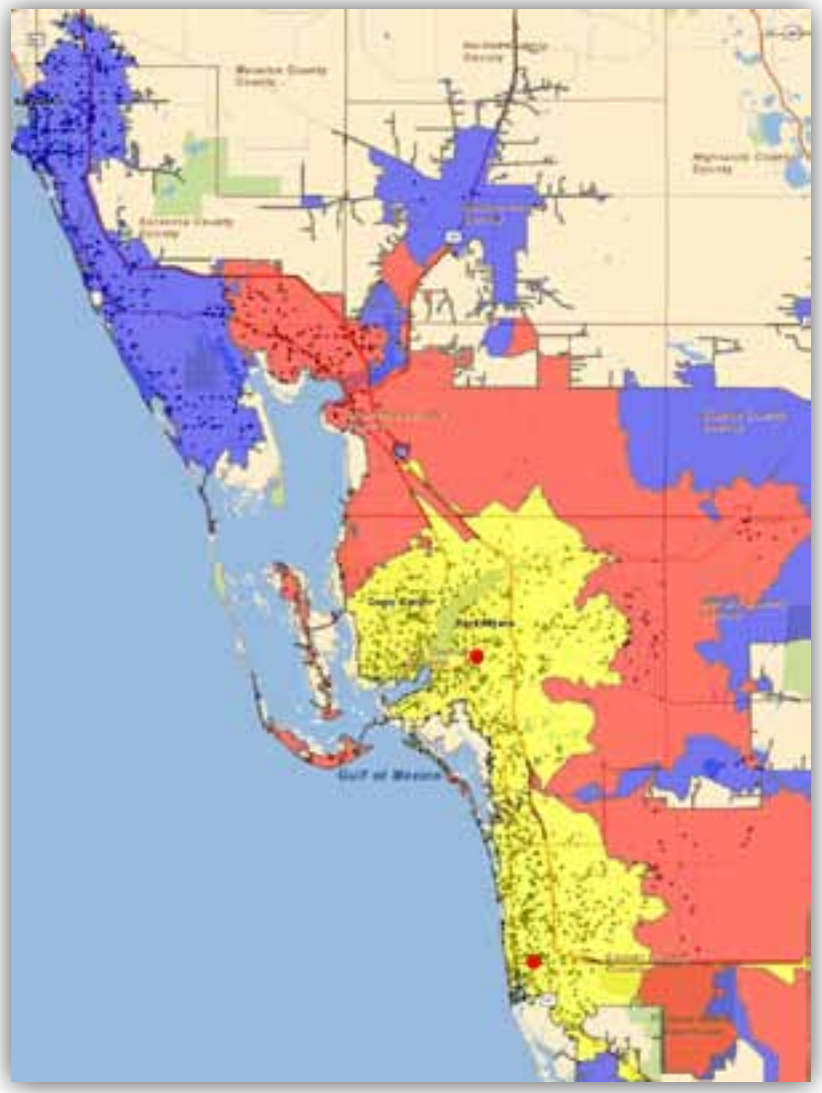
- What is GIS?
  - Lack of common knowledge about the discipline
    - Unknown outside a small group of industries
- Legislative Limitations
  - Engagements are limited in scope (35-40 hours)
  - Limited by Industry Type (No Retail, Medical, or Hospitality)
- Great for B2C – Improving on B2B
  - BA is great for understanding your consumer
  - Businesses with “Virtual Products” are a challenge
  - Little data available for international business efforts

ESRI Business Analyst

- ArcView with Business Analyst 10
  - Network Analyst (included) for Drive Time Analysis
  - Analysis capabilities to optimize store placement, rank key markets, & define sales territories
- Includes data necessary for working with business
  - Listings of all companies in the US used to target prospects by geography
  - Demographic + Consumer Specific Data
- Keys in on supporting Sales, Marketing, & Logistics
  - Can associate business operations to key demographics
  - “Where do we get the greatest bang for our buck?

Drive Time Areas

- Has proven most useful for companies with logistical challenges:
  - Construction
  - IT Support/Managed Svcs
- Defines markets by distance
  - Closer clients are less costly to service

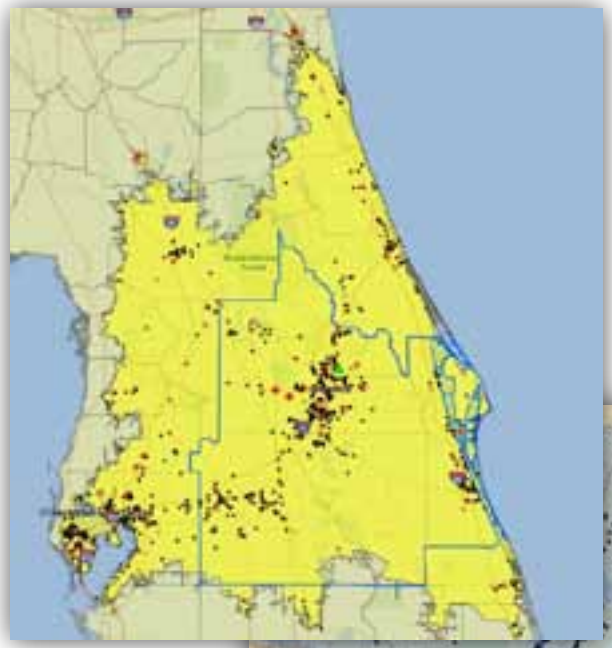


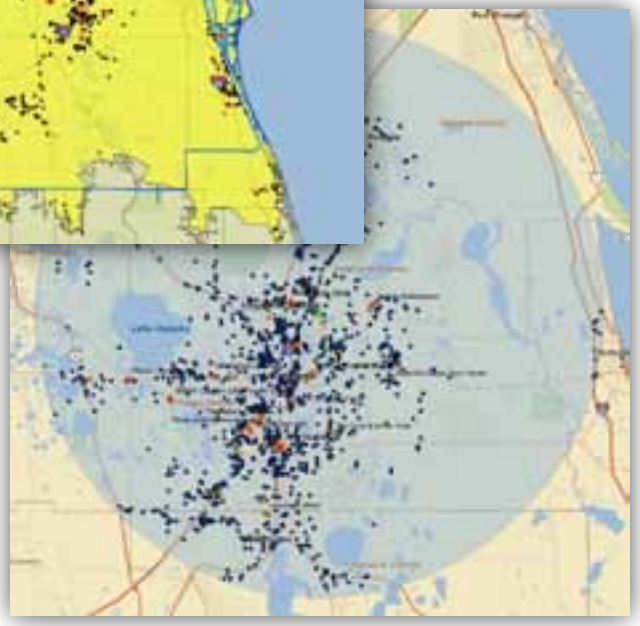
Customer & Competitor Prospecting

- Providing prospects by:
  - Geography
  - Industry
  - Company Size

- BA provides information on **14,000,000** companies through InfoUSA

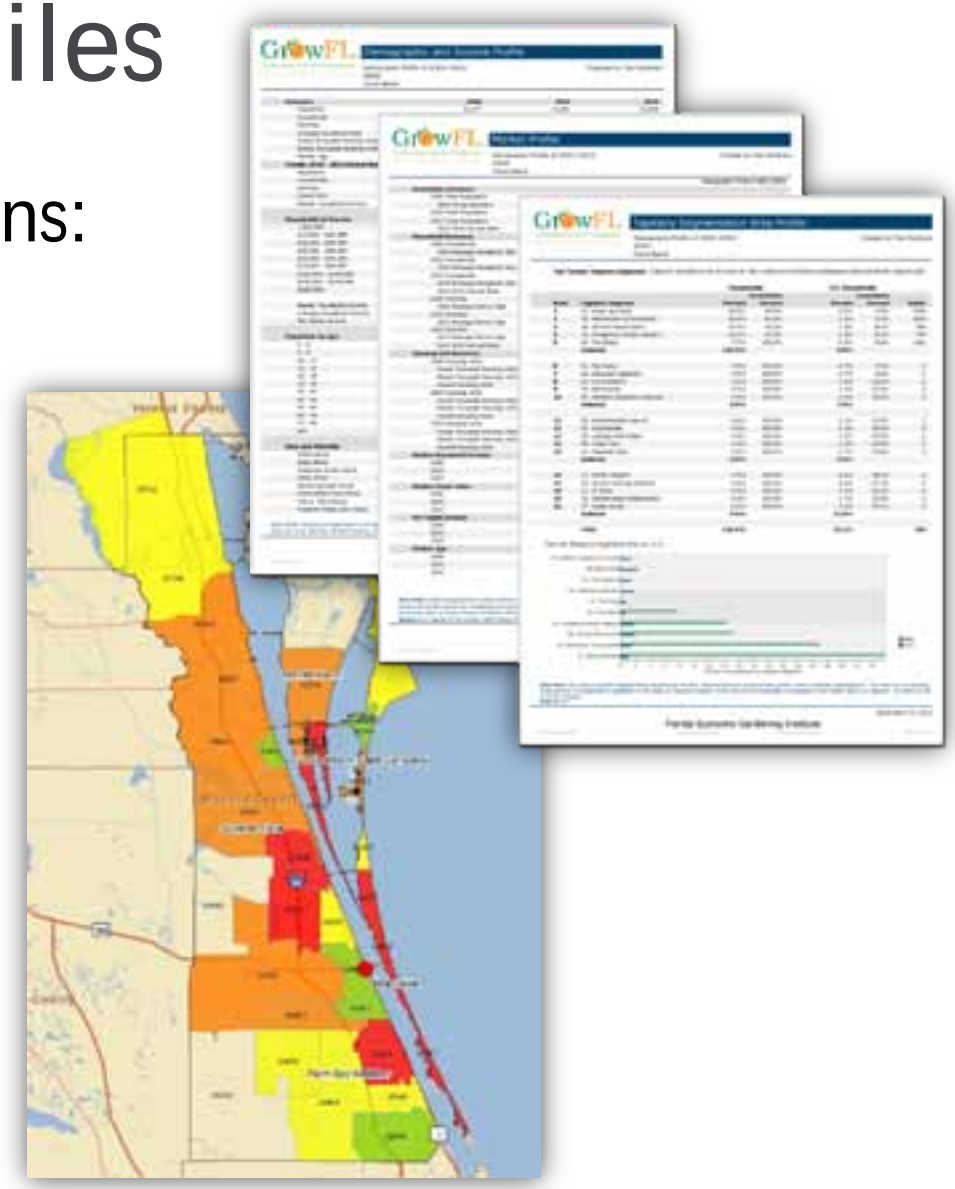
- Valuable information for B2B Companies





Demographic Profiles

- Answering These Questions:
  - Who is my current customer?
  - Where are there more, similar people?
- Maps provide Overview, Reports provide Details
- *Demographic Analysis* capabilities highlight where future markets may exist



Tapestry Segmentation Data

- Geographically-Based Consumer Demographic Profile
- 65 Segments that give a snapshot of the general age, income, education and spending habits of a local population

LIKE MINDS, LIVE TOGETHER

Where we are now

1st Certified Statewide Program

Over 200 Companies Served

2011 ESRI SAG Award Winner

Year 3 starts in September

Joining the Program

- Always looking for new Second-Stage Companies
- Must meet the following criteria:
  - HQ in State of Florida
  - 10-100 Employees
  - $1-50 Million in Revenue
  - Exhibit Growth Potential
  - Meet certain industry criteria
- Apply Online at **www.GrowFL.com**

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