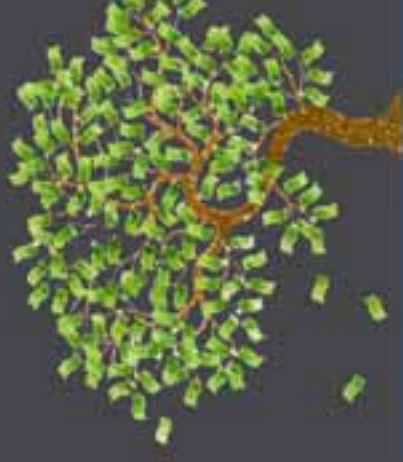


Improving GIS Techniques in Economic Gardening



Clay Smithers, GISP



July 26, 2012

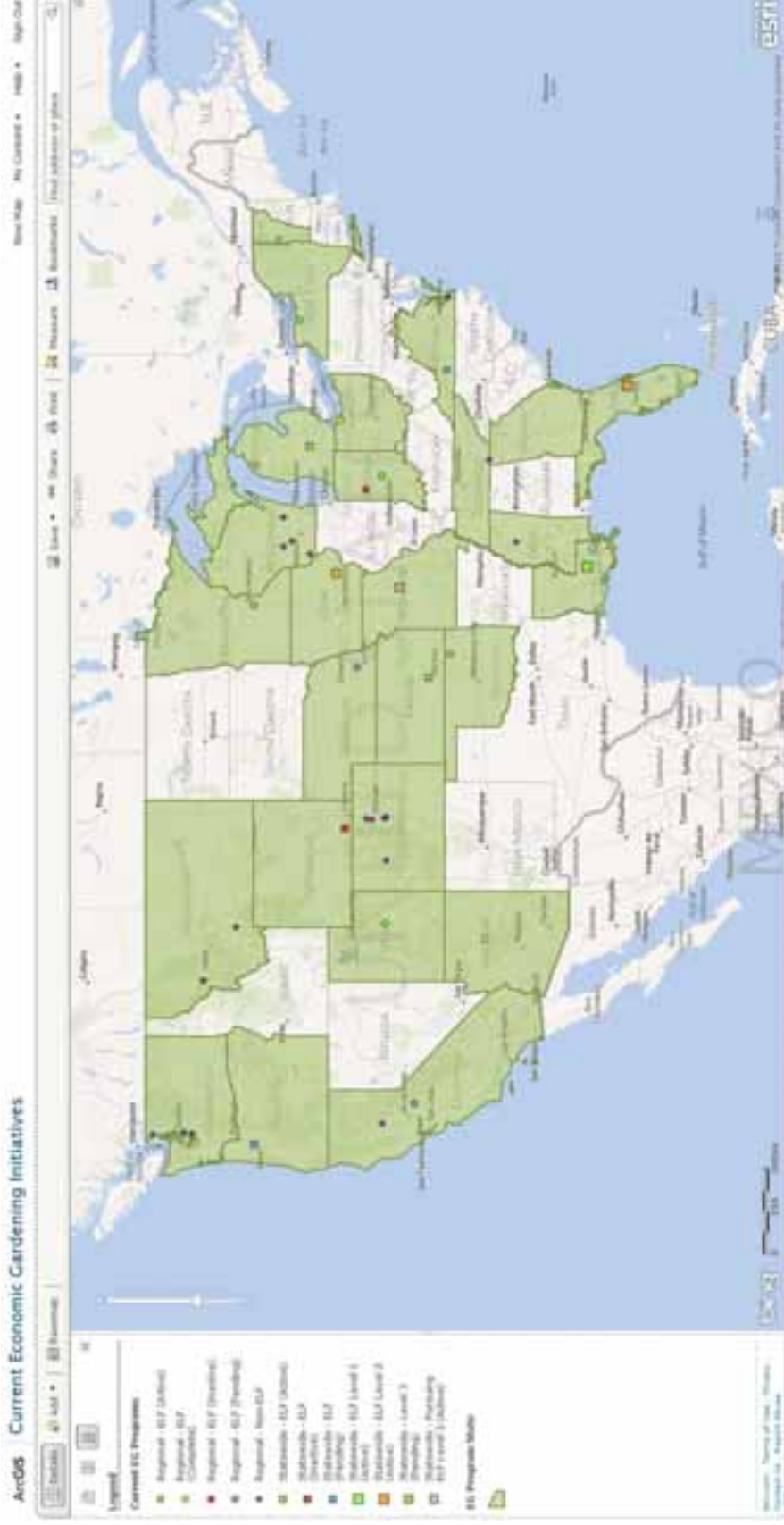


What is Economic Gardening?

- National movement supporting Local Companies
- Started by Chris Gibbons - Littleton, CO - 1987
- Programs Serve “Second-Stage” Companies
 - 7-100 Employees
 - \$1-50 Million in Revenue
 - Exhibit Growth Potential
- Programs Vary in Size: City → Region → State

Web Mapping @ ArcGIS.com

Current & Proposed Economic Gardening Initiatives



Available at ArcGIS.com: <http://bit.ly/JBuJfu>

GIS' place in Economic Gardening



Strategic Research Team

Internet
Marketing
& SEO

Market
Research

Geographic
Information
Systems

- GIS provides spatial intelligence about target markets:
 - Where do you conduct business?
 - Where could you conduct business?
 - Who are your customers? Prospects? Competitors?



Using ESRI Business Analyst

- ArcView with Business Analyst Desktop Extension
 - 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?”

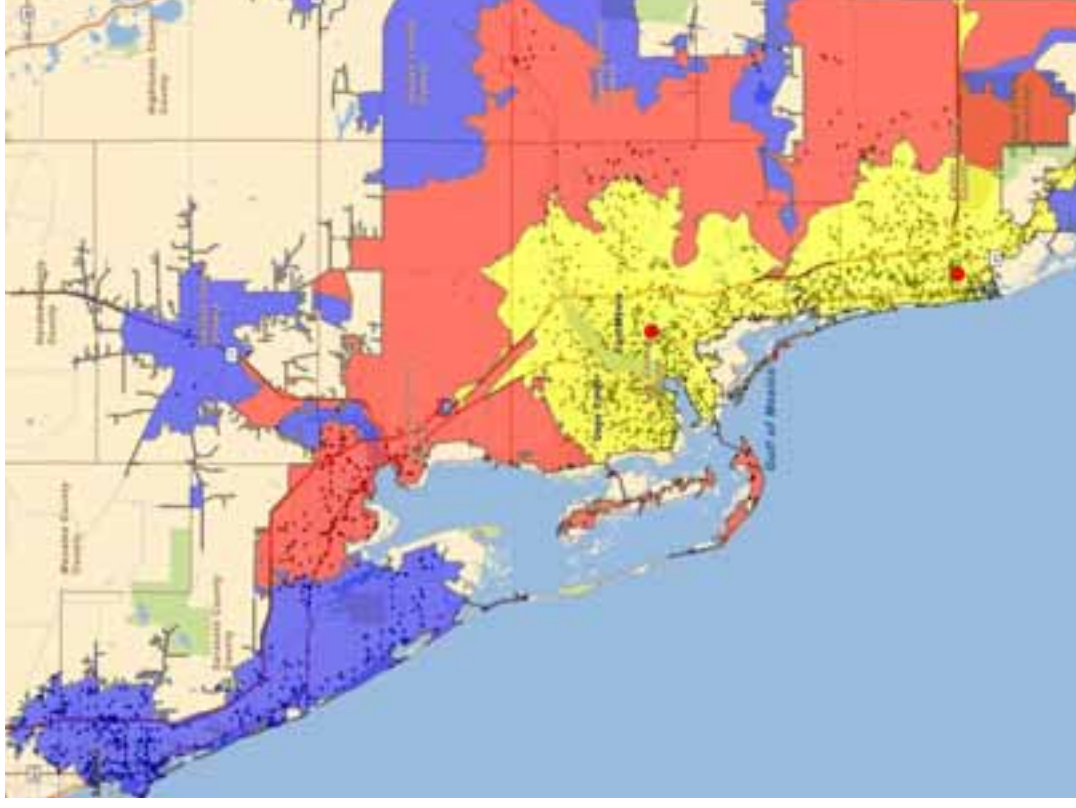


Challenges for GIS in EG

- What is GIS?
 - Lack of common knowledge about the discipline
 - Unknown outside a small group of industries
- Legislative Limitations
 - Limits to Scope, Industries & Political Whims
 - Limits tend to curtail benefits of GIS
- 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

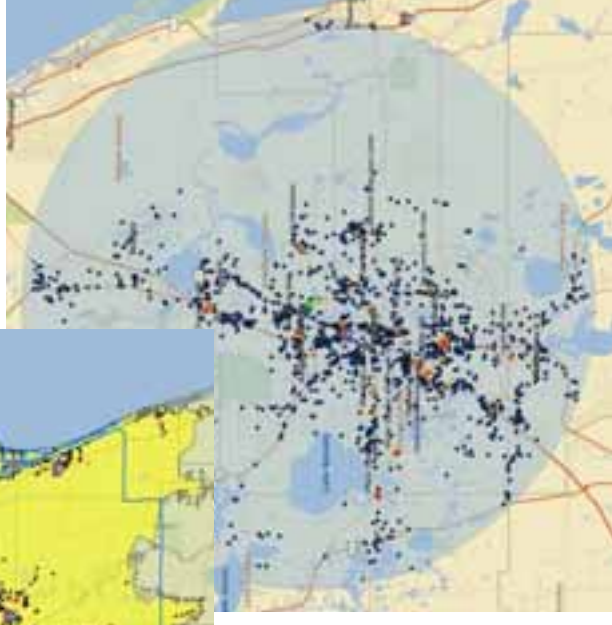
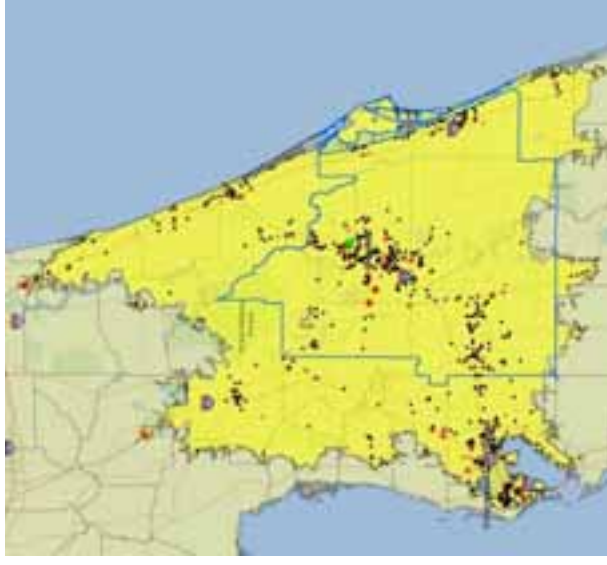
Drive Time Mapping

- Has proven most useful for companies with local focus:
 - Retail & Restaurants
 - Construction
 - IT Support/Managed Svcs
- Defines markets by distance
 - Closer clients are less costly to service and are more likely to visit location



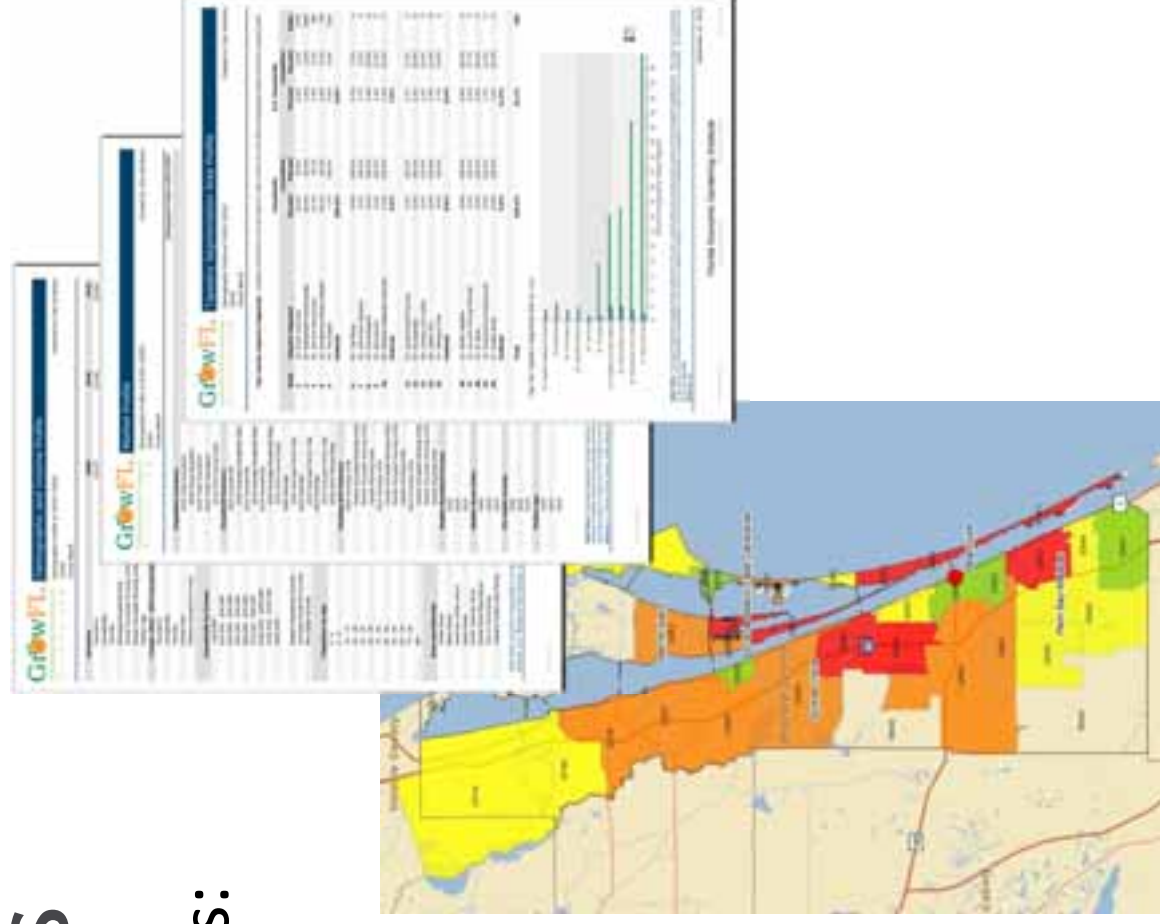
Customer & Competitor Prospecting

- Providing prospects by:
 - Geography
 - Industry
 - Company Size
- Business Analyst includes base information for over **15,000,000** Companies
- Valuable information for B2B Companies



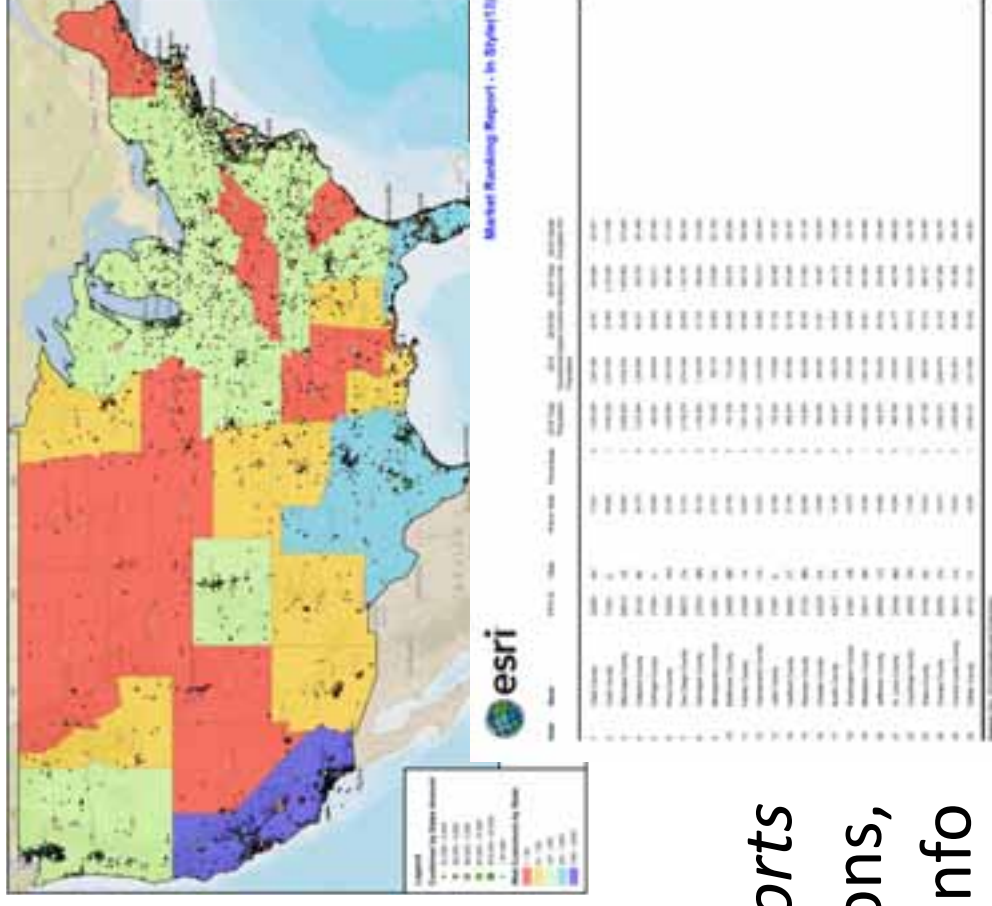
Demographic Profiles

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



Target Customer Concentration

- Where are my current customers?
 - Are there statistically significant concentrations in a particular area?
- Identifies markets for targeted outreach



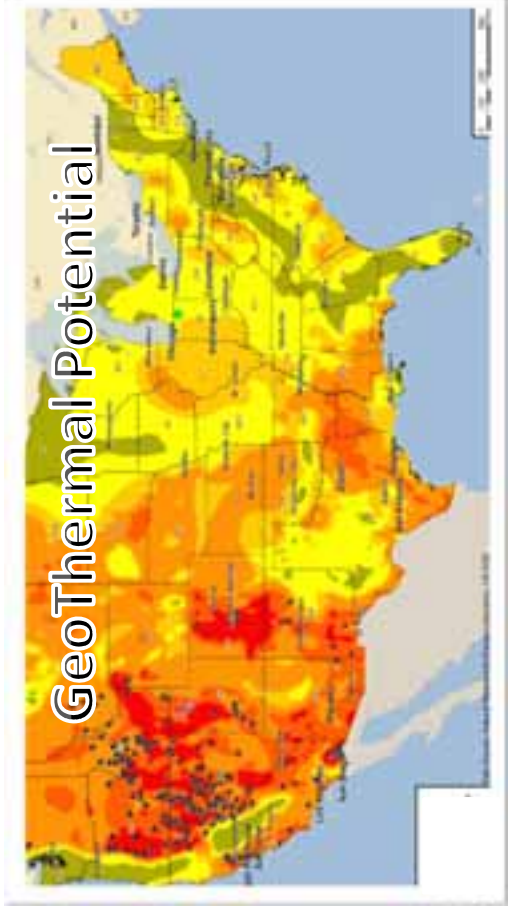
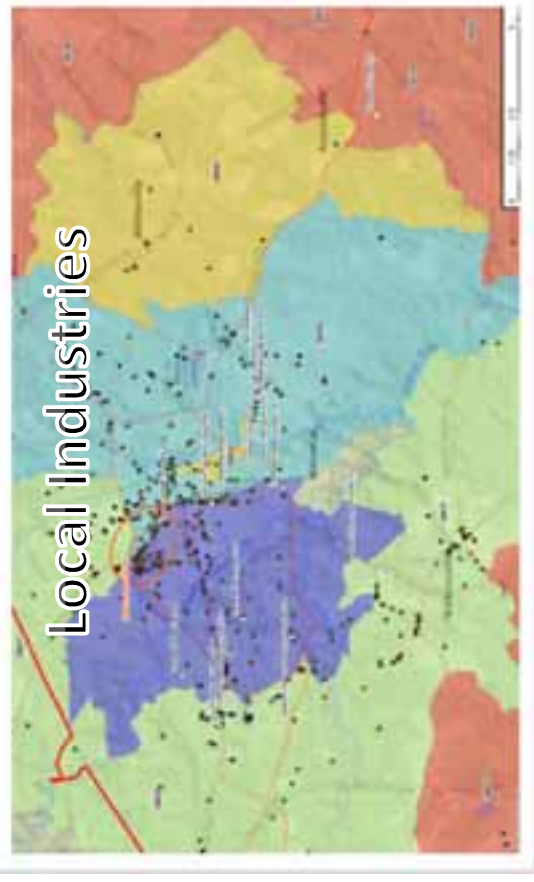
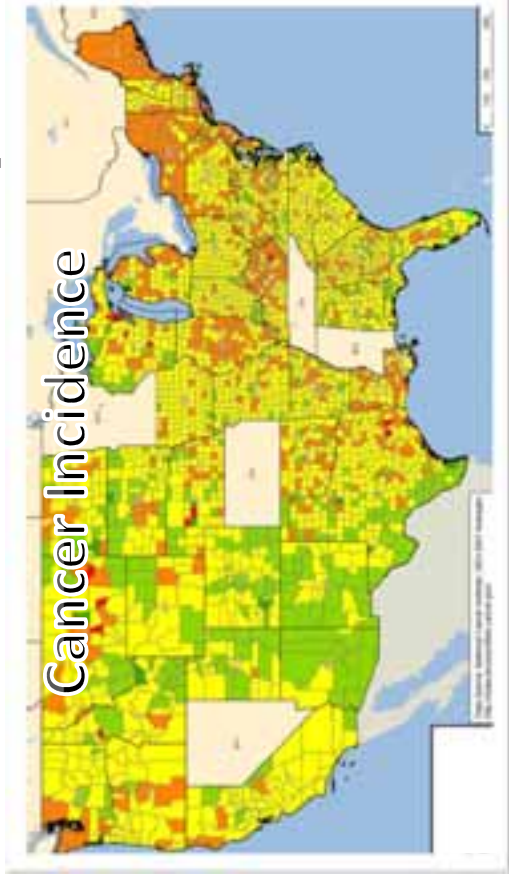
Market Ranking Reports
identify key regions,
based on demographic info

Tapestry Segmentation

- 65 Geographically-Based Consumer Spending & Demographic Profiles
- Snapshot of Age, Income, Education and Spending for a geographic area
- Have seen great success when defining Web-Based Customers



Meeting Client-Specific Needs



Clay Smithers, GISP

@ClaySmithers | Mobile: 813.310.3581

GIS Client Service Lead – **GrowFL**
Florida Economic Gardening Institute
University of Central Florida
GrowFL.com | 407.823.6384



Principal Consultant – **Upriver GIS**
Spatial Business Intelligence – Jacksonville, FL
UpriverGIS.com | 904.657.0447
Clay.Smithers@UpriverGIS.com

