

Location Analytics for Economic Development

Or

**How I Used GIS Without
Spending a Fortune, Taking a
Week's Worth of Training, or
Becoming a Real Geogeek**



The PC Centric Approach.



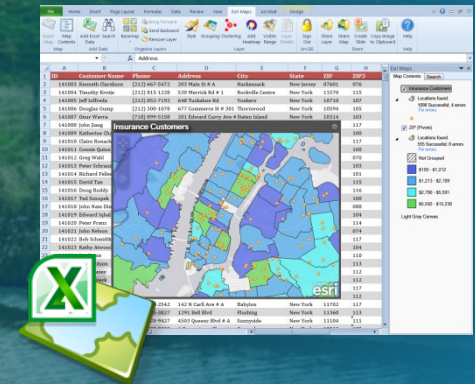
The Human Centric Approach.

Expectations have changed...

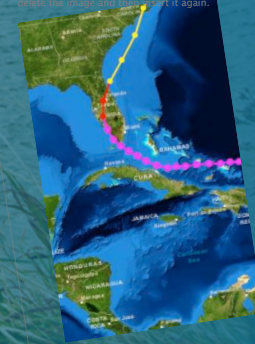
...and that includes mapping and GIS.



Pervasive
Allowing anyone to discover, use, create maps



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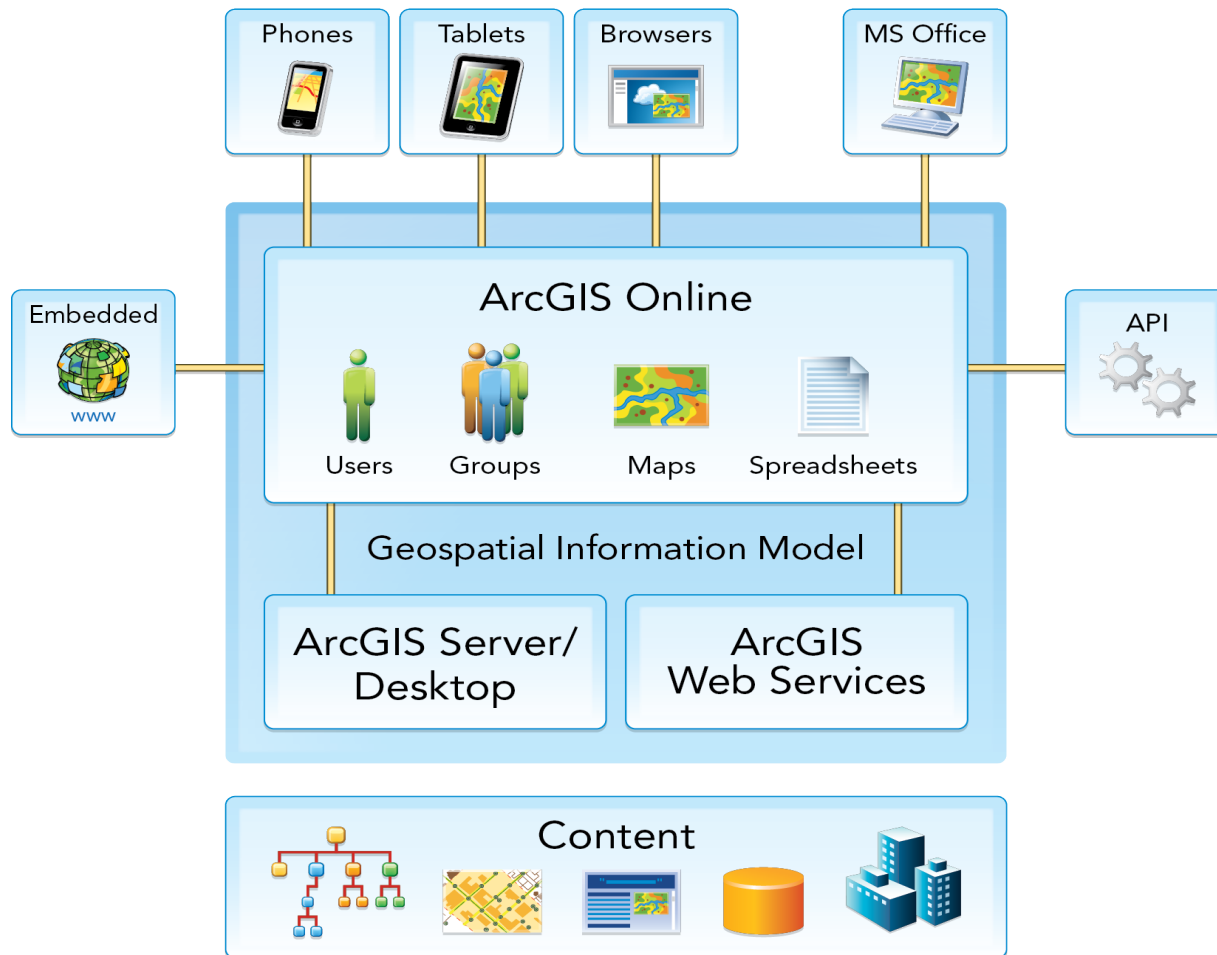


A Transformation has Occurred

Enabling Web GIS Everywhere



The ArcGIS Platform



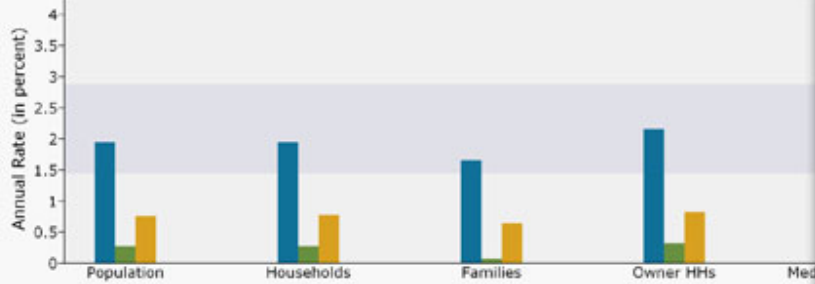
ArcGIS Online



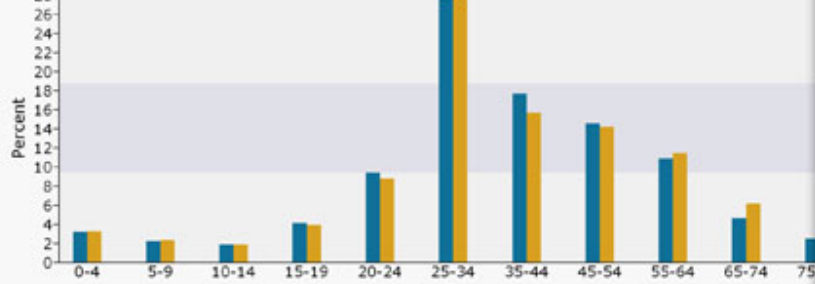
Demographic and Income Profile

Proposed Location
100 S Wacker Dr, Chicago, IL 60606-4006
Ring: 1 mile radius

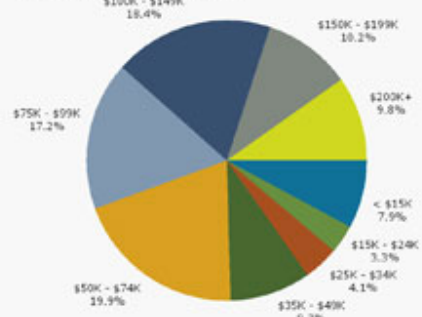
Trends 2010-2015



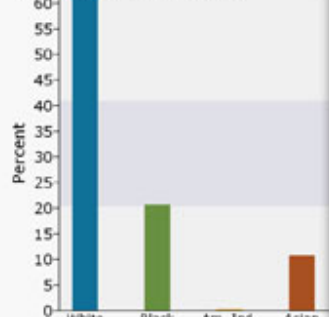
Population by Age



2010 Household Income



2010 Population by Race



Esri Community Analyst

Home | Explore Community | Select Location | Get Reports

Smart Map Search | Create Color-Coded Map | Import Locations

Smart Map Search by Counties

Smart Map Results

21 counties match your criteria

Counties	% Dis
Allendale County, SC	13.1
Bolivar County, MS	13.1
Bullock County, AL	14.5
Calhoun County, GA	13.5
Claiborne County, MS	14.1
Clay County, GA	13.1
Greene County, AL	15.3

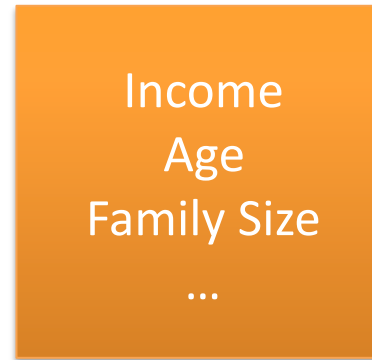
Community Analyst



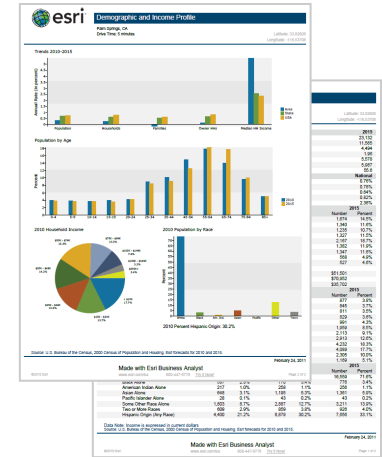
Maps



Infographics

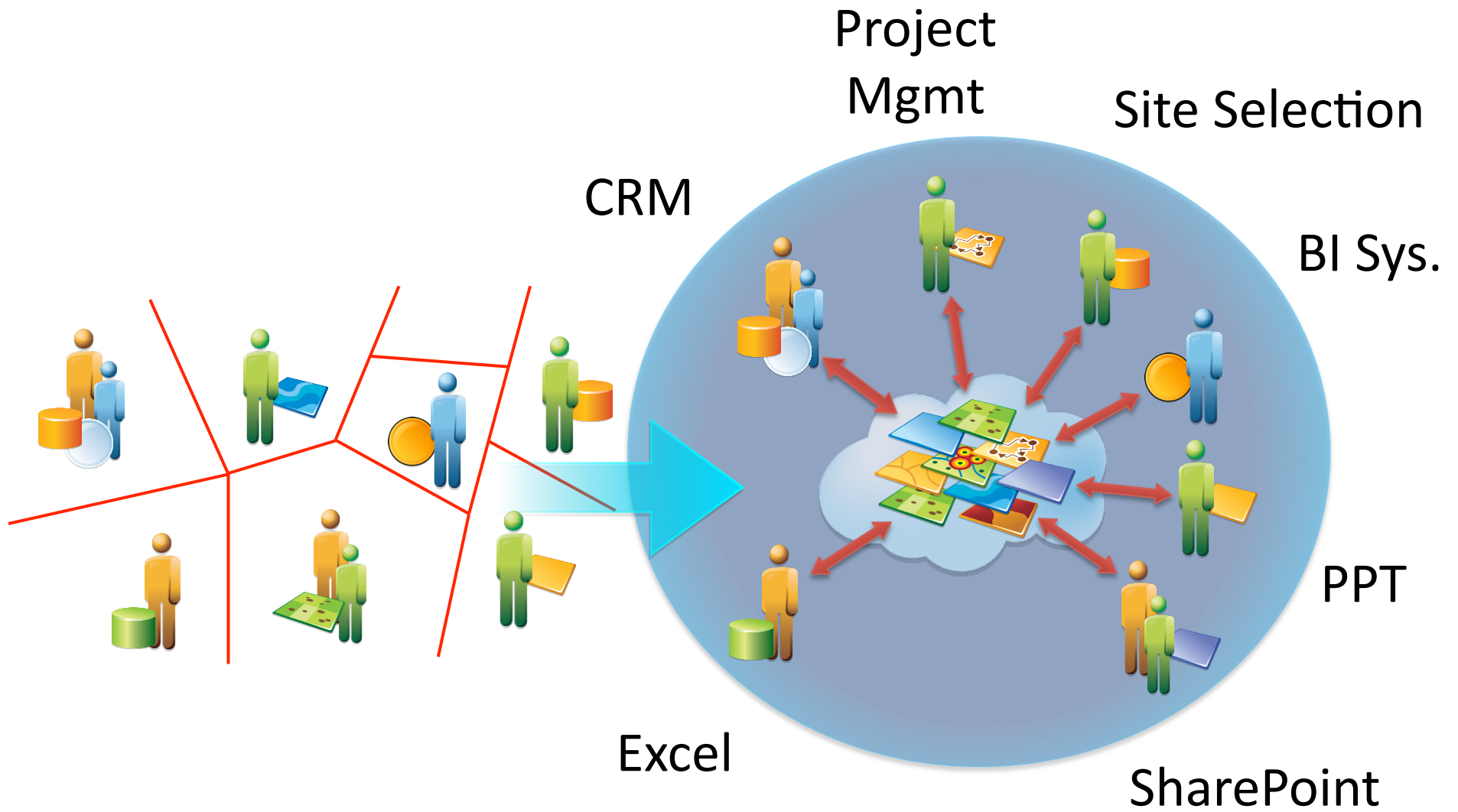


Geographic
Data
Enrichment



Reports

Accessible in Four Ways



Use the Map to Break Down Silos

Thank You!

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