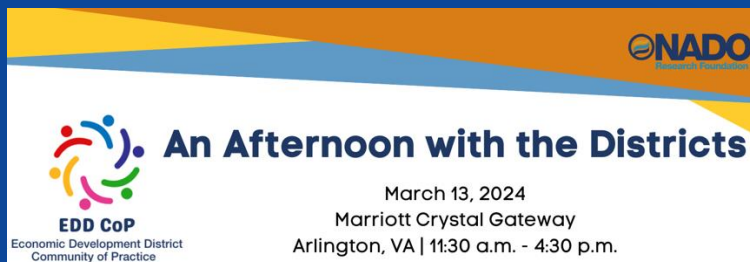




# A Geographic Approach to Economic Development

Keith Cooke

Industry Manager – Planning & Community Development



 **NADO**  
National Association of  
Development Organizations

 **An Afternoon with the Districts**

**EDD CoP**  
Economic Development District  
Community of Practice

March 13, 2024  
Marriott Crystal Gateway  
Arlington, VA | 11:30 a.m. - 4:30 p.m.

# Modern Economic Development Starts with Geography . . .

Seeing the EDD as One Single Ecosystem

Geography Provides the Science &  
Fundamental Language

Illuminating Patterns  
& Discovering  
Relationships

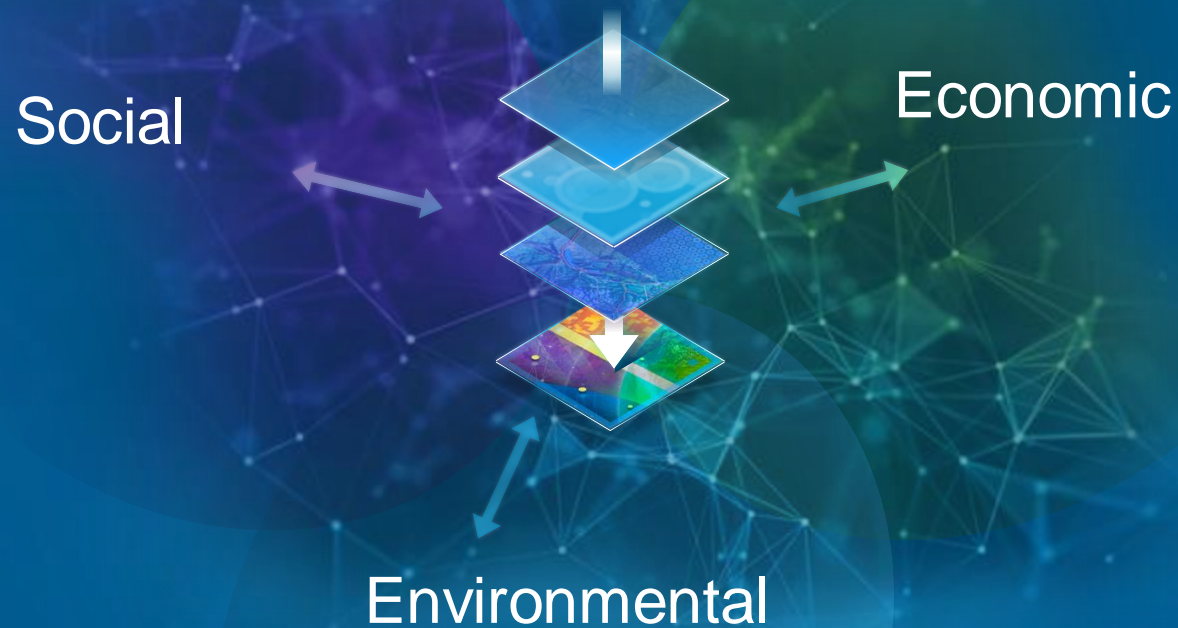
Social

Economic

Organizing &  
Integrating  
All the Factors

Environmental

...Creating Holistic Solutions



# Geography

... and The Geographic Approach

Provide a Way of Thinking and Problem-Solving ...

... That Integrates Geographic Information & Science



Mapping What Is  
... And What Can Be

Collaborative

Integrated

Multidisciplinary

Science-Based

Holistic

Visual &  
Understandable



... A Foundation for Positive Action

Helping EDDs Understand & Explain

# GIS Enables the Geographic Approach

Creating Living Digital Twins

Integrating  
All Types of Content

Real-Time

Transactionally  
Maintained

3D / 4D

Supporting Many  
Applications

Accessible  
Anywhere

*A Foundation for Economic Development*



# GIS Apps Are Becoming Pervasive

Opening Access to GIS

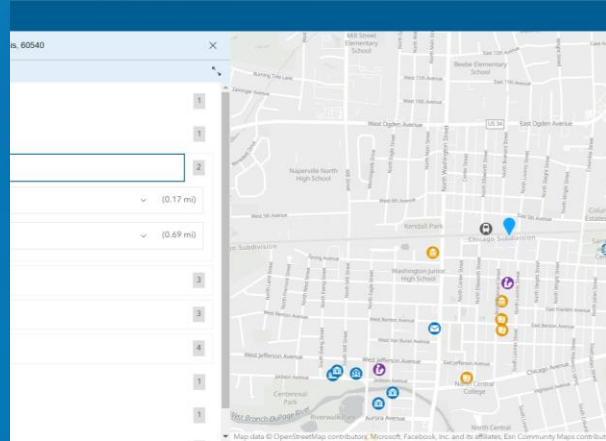


... And Dramatically Expanding Its Reach

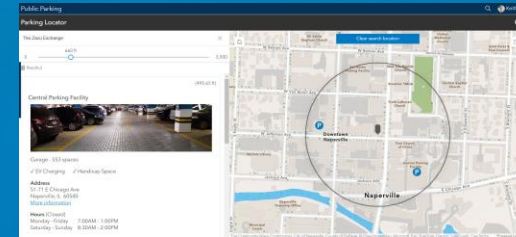
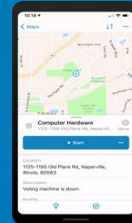
# ArcGIS Solutions Ready-to-Use ArcGIS Configurations

## Preconfigured

- Data Models
- Tools
- Apps
- Workflows
- Maps
- Add-Ins
- Initiatives
- Dashboards



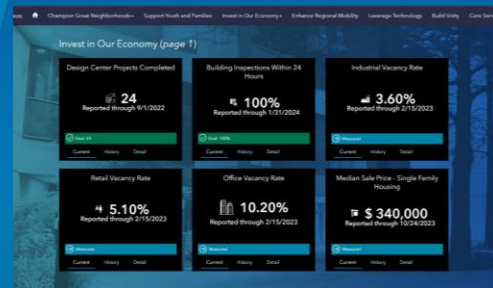
My Neighborhood Services



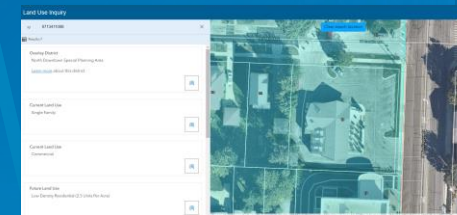
Public Parking



Curbside Management



Performance Management



Land Use Inquiry

## Industries

- Local Government
- Land Records
- Public Works
- Emergency Management
- Utilities / Network Management
- Planning and Development
- Natural Resources
- Transportation
- Defense
- Public Safety
- Telecommunications
- Conservation
- Elections
- Health & Human Services

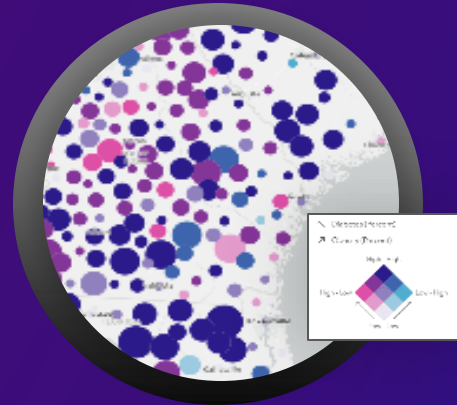
- Extensive (150+)
- Easy to Deploy
- Fully Supported
- Included with ArcGIS

... Leveraged Heavily by Partners

# ArcGIS Business Analyst Make Informed and Sustainable Decisions



Evaluate Locations



Understand Customers



Analyze Markets



# ArcGIS Business Analyst

Four Key Components



Demographic  
Data



Maps



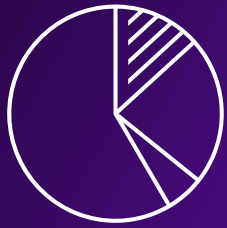
Analytical  
Workflows



Reports &  
Infographics



# Demographic Data | Understand Customers & Markets



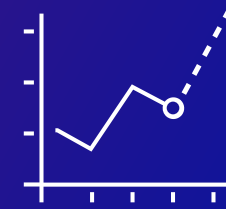
Demographics



Consumer Spending



Market Segmentation



Market Potential



Points of Interest



Business Summaries



Traffic\*



Crime\*

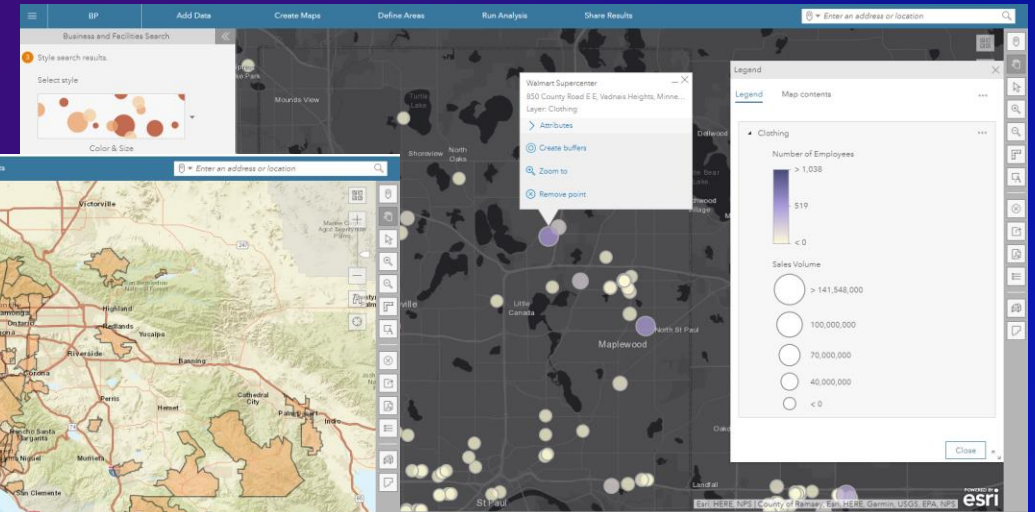
\* Via ArcGIS Online only

# Maps | Easily Evaluate Locations

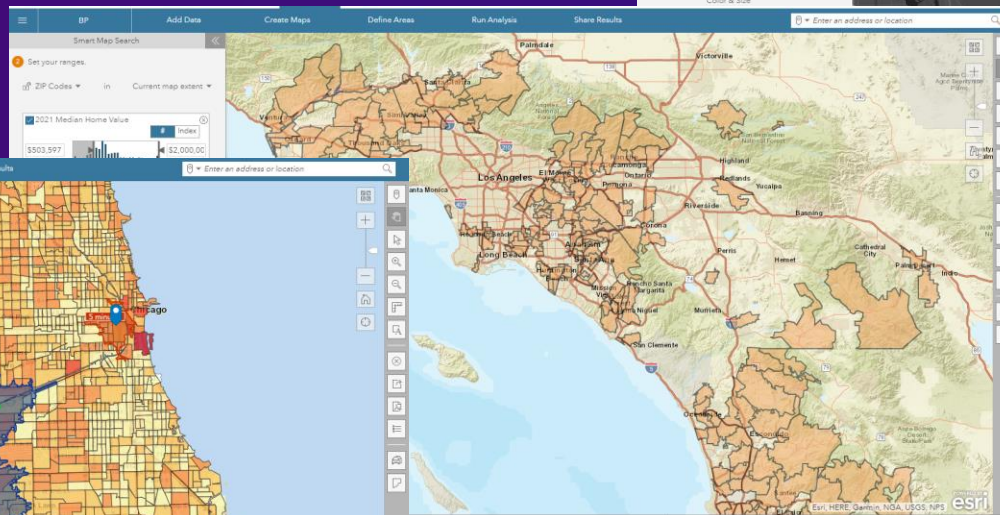


- Find areas that meet your weighted criteria
- Locate opportunities
- Understand demand & competition

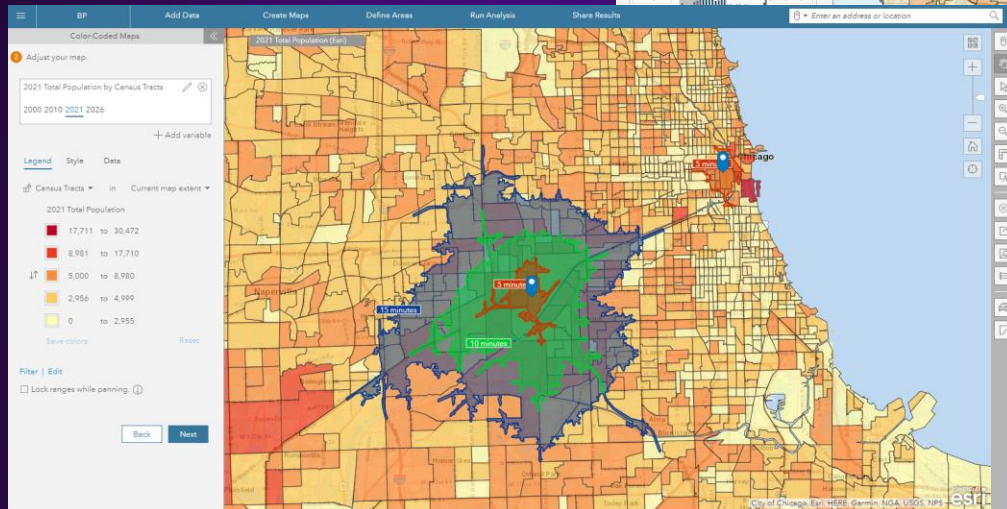
## Business & Facilities Search



## Smart Map Search



## Color-Coded Maps

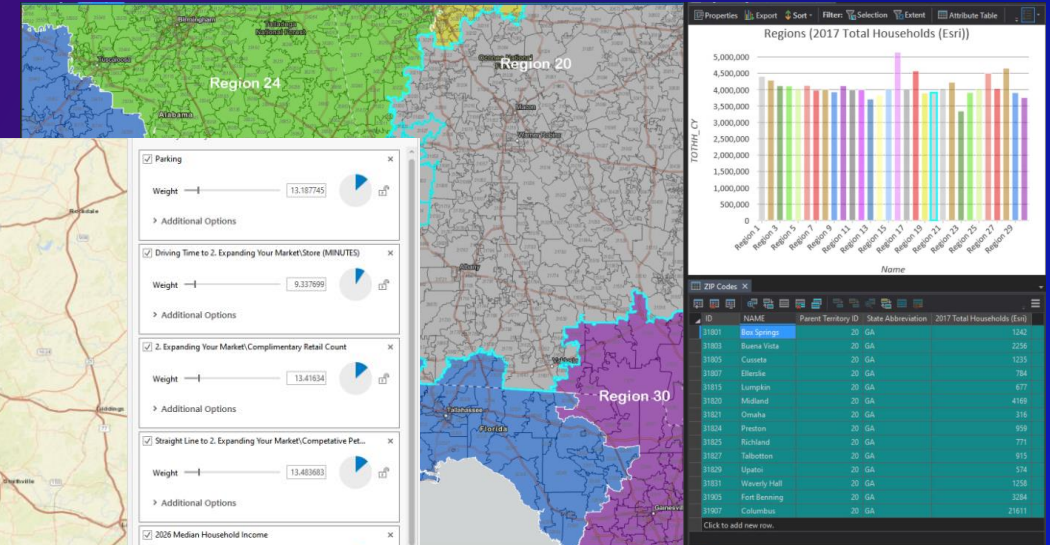


# Analytical Workflows | Gain Location-Based Market Intelligence

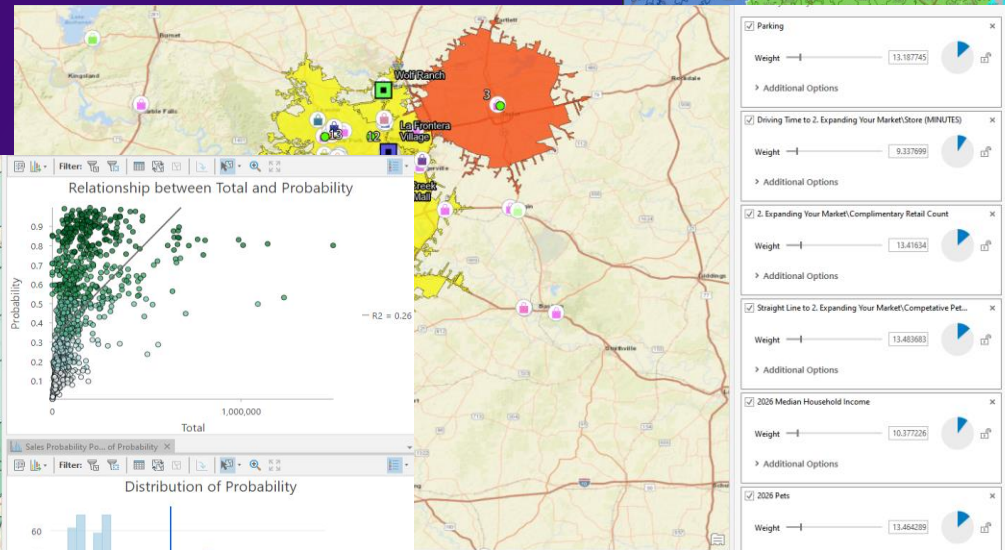


- Measure potential demand
- Find the ideal locations
- Optimize market presence to meet demand

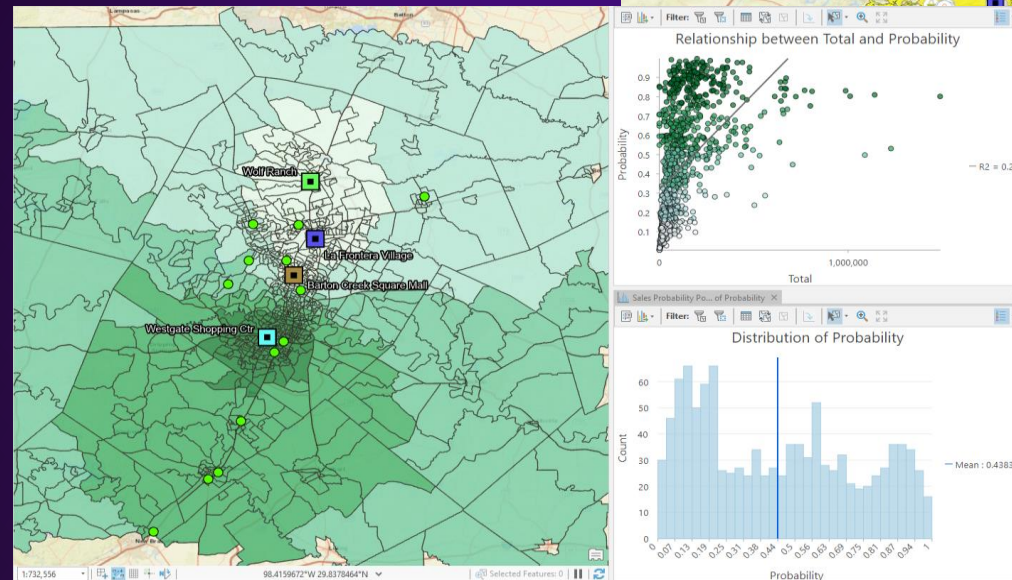
## Territory Design



## Site Selection



## Sales Potential



# Reports & Infographics | Share Market Insights

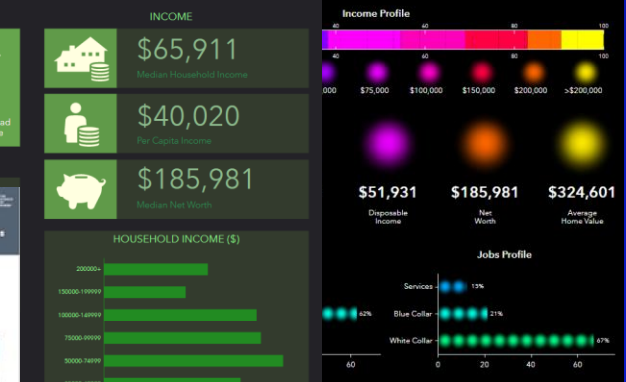
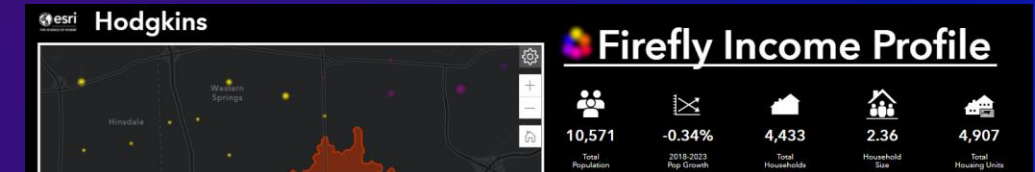
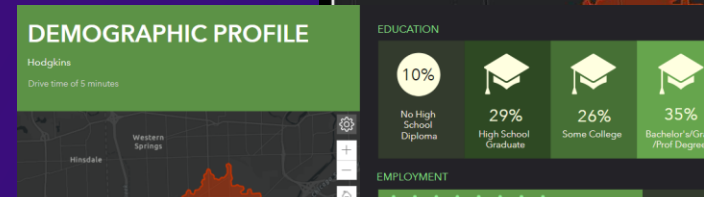


- Create and export reports
- Generate presentation-ready infographics
- Include your own data
- Customize to meet your needs

100+ infographic templates

Ready-to-use reports

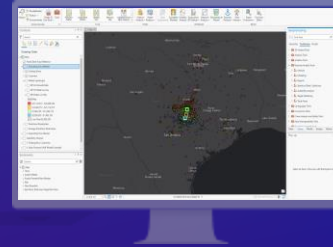
esri Demographic and Income Profile					
1-88 E 1-88 E, Oak Brook, Illinois, 60523 Drive Time: 5 minute radius			Prepared by Esri Latitude: 41.85894 Longitude: -87.92786		
<b>Summary</b>					
	Census 2010		2021		2026
Population	2,352		2,317		2,284
Households	888		892		883
Families	618		611		603
Average Household Size	2.64		2.59		2.58
Owner Occupied Housing Units	648		644		648
Renter Occupied Housing Units	240		249		235
Median Age	39.1		40.7		40.8
<b>Trends: 2021-2026 Annual Rate</b>					
	Area	State	National		
Population	-0.29%	-0.15%	0.71%		
Households	-0.20%	-0.09%	0.71%		
Families	-0.26%	-0.18%	0.64%		
Owner HHS	0.12%	0.17%	0.91%		
Median Household Income	1.49%	2.28%	2.41%		
<b>Households by Income</b>					
	2021		2026		
	Number	Percent	Number	Percent	
<\$15,000	131	14.7%	119	13.5%	
\$15,000 - \$24,999	60	6.7%	53	6.0%	
\$25,000 - \$34,999	66	7.4%	60	6.8%	
\$35,000 - \$49,999	143	16.0%	134	15.2%	
\$50,000 - \$74,999	168	18.8%	163	18.5%	
\$75,000 - \$99,999	96	10.8%	98	11.1%	
\$100,000 - \$149,999	132	14.8%	147	16.6%	
\$150,000 - \$199,999	53	5.9%	63	7.1%	
\$200,000+	44	4.9%	47	5.3%	
Median Household Income	\$55,060		\$59,281		
Average Household Income	\$78,114		\$85,737		
Per Capita Income	\$30,385		\$33,449		
<b>Population by Age</b>					
	Number	Percent	Number	Percent	Number
0 - 4	141	6.0%	124	5.3%	124
5 - 9	160	6.8%	141	6.1%	132
10 - 14	156	6.6%	150	6.5%	143
15 - 19	167	7.1%	143	6.2%	134
20 - 24	130	5.5%	125	5.4%	124
25 - 34	289	12.3%	308	13.3%	306
35 - 44	329	14.0%	296	12.8%	297
45 - 54	379	16.1%	306	13.2%	297
55 - 64	309	13.1%	347	15.0%	311
65 - 74	151	6.4%	228	9.8%	245
75 - 84	96	4.1%	104	4.5%	126
85+	45	1.9%	46	2.0%	44
<b>Race and Ethnicity</b>					
	Number	Percent	Number	Percent	Number



# ArcGIS Business Analyst | A Location-Based Market Intelligence System

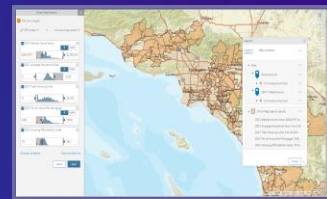


## Desktop Analytics

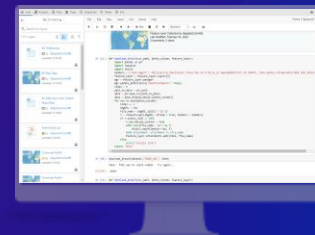


Consume Anywhere

## Browser Applications



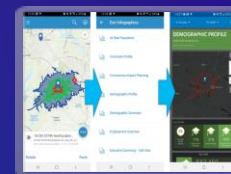
## Data Science Notebooks



## Custom Apps



## Mobile Analytics

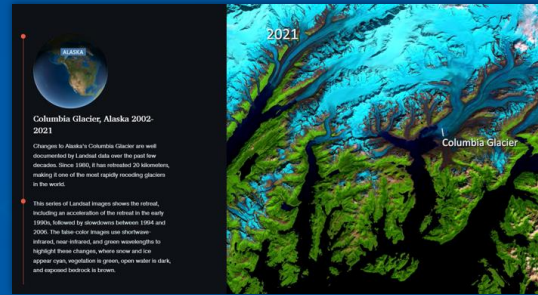


# ArcGIS StoryMaps | Communicating Geographic Knowledge Widely

Map Choreography



Custom Designs



## ArcGIS StoryMaps



new

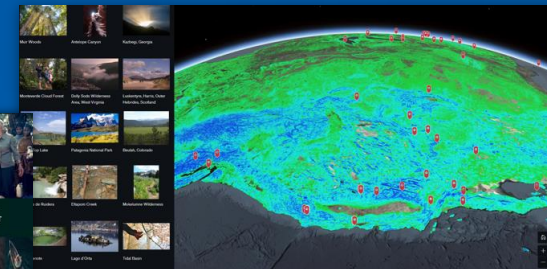
New & Improved

- Tables
- Text & Image Editor
- Media Enhancements
- StoryScape Magazine

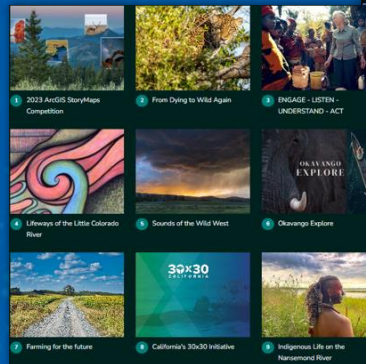
## Common Uses

- Sharing Maps & Reports
- Public Engagement
- Presentations & Briefings
- Education
- . . . and More!

Interactive Maps, Multimedia Content and Text



Briefings—Slide-Based Presentations

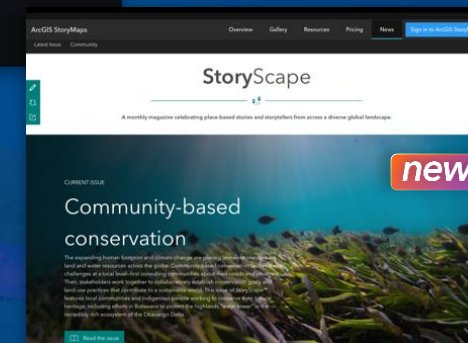


Collections—Group Stories, Briefings and More



Simple Map Editing & Markup

Growing Rapidly  
Millions of Stories Published



new

E-magazine

. . . Leveraging the Language of Mapping



ArcGIS Hub is a cloud-based engagement and collaboration platform that helps you work more effectively with your community.



# ArcGIS Hub | Initiative-Driven Open Data

NEPA

Welcome to the Northeastern Pennsylvania Alliance Hub

This site provides access to the NEPA-Alliance ArcGIS applications which highlight NEPA's initiatives within our agency by means of Geographic Information Services (GIS). NEPA GIS serves the seven counties of Carbon, Lackawanna, Luzerne, Monroe, Pike, Schuylkill and Wayne.

Counties	Municipalities	Population	Square Miles
7	267	1,027,638	4,450

City of Tempe

## Financial Stability and Vitality


Maintaining long-term financial stability and vitality by focusing on economic development, business retention and generating employment to create a robust and diverse economic base.

Please use the translate button to view in Spanish or other languages.  
Por favor use el botón de traducción para ver en español o otros idiomas.


**What Works Cities Certification**  
Tempe is recognized nationally for being one of the best American cities at using data and evidence to respond effectively to local challenges. Tempe is proud to share a city being recognized for achieving 2023 What Works Cities Certification.

## Find Data


Search for data, applications or select a category below.




Safe and Secure Communities




Strong Community Connections




Quality of Life

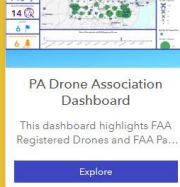



Sustainable Growth and Development





Financial Stability and Vitality


- 


**Pennsylvania Legislative Directory Portfolio for the NEPA Alliance featuring...**  
2023-2024 Legislative Directory for the NEPA Alliance featuring...
- 


**PA Drone Association Dashboard**  
This dashboard highlights FAA Registered Drones and FAA Pa...
- 


**PA Drone Association**  
This application highlights Airports & Registered Drones I...
- 

**Pennsylvania Local Development Districts**  
This application highlights the Pennsylvania Local Developme...
- 

**Pennsylvania Local Development Districts**  
2021-2022 Fiscal Year Impact Report
- 

**Pennsylvania Procurement Technical Assistance...**  
The Defense Logistics Agency (DLA) Procurement Technical...
- 

**Members of the NEPA Alliance**  
Members of the NEPA Alliance for the 2022-2023 calendar year
- 

**NEPA Alliance COVID-19 Dashboard**  
The NEPA Alliance has developed a COVID-19...
- 

**Johnson College**

... Leveraging the Language of Mapping



**Keith Cooke**  
**Industry Manager**  
**Planning & Community Development**

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[esri.com/planning](https://esri.com/planning)  
[@RKeithCooke](#)  
LinkedIn



**esri**<sup>®</sup>

THE  
SCIENCE  
OF  
WHERE<sup>®</sup>