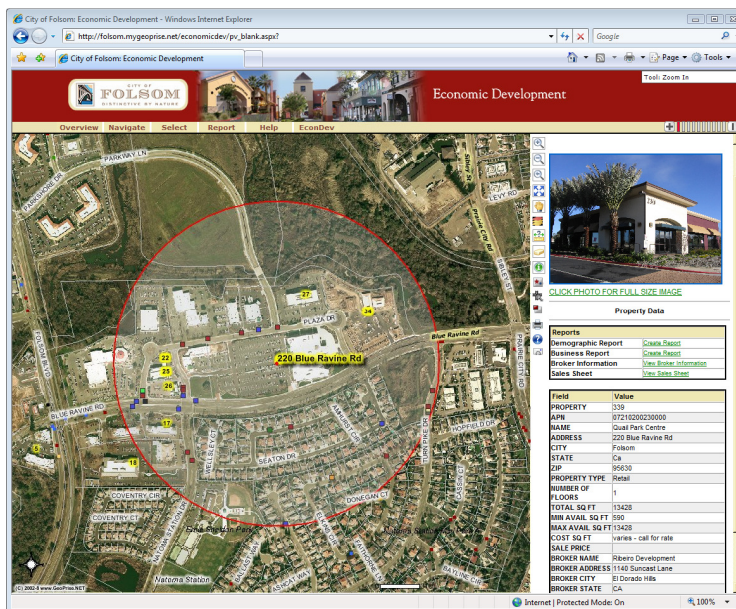


Economic Development: Promoting Commercial Development

Developing and maintaining a healthy and diversified base of local businesses is critical to the on-going success of the Folsom community. The Folsom community, located at the base of the Sierra Nevada foothills about halfway between San Francisco and Lake Tahoe, has experienced a rapidly evolving commercial business sector as the population has nearly doubled over the last 10 years. With a goal of proactively reaching out to the business community, the City's Economic Development Department launched an economic development commercial site selection website in 2007. The site allows the development community and prospective businesses to quickly and easily locate available commercial properties. The ArcGIS Server based solution developed by GeoPrise has helped meet the City's objectives to assist commercial development by providing easily accessed up-to-date available property information.

THE SOLUTION - The internet based Economic Development Site Selection Software Solution deployed by GeoPrise uses ArcGIS Server technology to support mapping processes, and integrates online demographic and business analysis reporting. The application uses intuitive mouse-over/pop-up controls to instantly display commercial property information in a summary format. Additional mouse-over controls display property detail and imbedded document retrieval used to display photos or professional full page property profile reports.

Meeting project goals, the site is simple and intuitive to use, reflecting popular public mapping web sites features. The application is also visually attractive, integrating the color scheme and graphics of the City's existing website. Above all, the site effectively & simply communicates available commercial property information. The application also has an equally simple to use interface allowing City and Broker staff to load and update project information in a secure web based environment. With limited programming staff and a tight deployment schedule, the City decision to acquire a COTS solution that could be configured to meet the projects goals and minimize costs obviated the need for a long internal development cycle.



"The GeoPrise Economic Development Viewer has worked very well for providing the development and business community with timely information on available commercial property opportunities. The customized proximity based demographic reporting capabilities and the nearby business analysis tools are extremely informative. The flexibility and ease of use have exceeded our expectations."

Joe Luchi - Intergovernmental Affairs and Economic Development - City of Folsom, CA

THE RESULTS - The City has successfully used the EDA website as part of their economic development plan to attract new businesses like Barnes and Noble, Cinema West, Circuit City, Famous Dave's, Hampton Inn, Kaiser Permanente, Stay Bridge Suites Hotel and many other businesses and the hundreds of jobs they generate to Folsom. Just eight months after the Economic Development site went live, Mercury Insurance committed to opening a new office that will generate 400 new jobs. The city and broker community expect this tool to continue to contribute to the future development of Folsom and the surrounding area.