



Delivering Web-GIS Solutions  
Customer Solution Case Study

## SAVANNAH Live well

### *Customer Profile:*

Savannah Economic Development Authority (SEDA) improves the standard of living in Savannah and Chatham County, Georgia through economic development initiatives. SEDA manages an active database of over 200 office buildings, and industrial and land sites ranging from 300 square feet to 1,200 acres located near major transportation hubs such as the airport, highways, railroads, and seaports.

### *Challenge:*

SEDA needs to build trust and confidence with companies and site selectors that the property website information is complete and accurate to a high enough degree for them to make a decision to relocate, expand, or invest in the Savannah and Chatham County area.

### *Results:*

- 1) A cost-effective solution shared by SEDA, SDRA, and TCCA enabling collaboration and eliminating duplication of efforts.
- 2) Tailored web solution providing access to same information with the ability to display it in a format beneficial to each organization's service base and community.
- 3) SEDA reduced its person-hours to handle property maintenance and inquiries by 150 hours monthly.
- 4) Unlimited access to the customized demographic reports surrounding the properties, which are normally a savings of \$50 or more for each report.
- 5) Ability to provide property searches and market profile information within seconds.

## **The Savannah Economic Development Authority (SEDA) Leverages a Cost Effective GIS Solution to Collaborate with SDRA and TCCA Organizations, that Drastically Reduces Property Maintenance**

The mission of the Savannah Economic Development Authority (SEDA) is to improve the standard of living in Savannah and Chatham County, Georgia through enhanced economic development initiatives. It is an independently funded organization that stimulates its targeted economy through the attraction of higher wage jobs, business investments to the area, and the support of established area businesses. SEDA manages an active database of over 200 office buildings, and industrial and land sites ranging from 300 square feet to 1,200 acres located near major transportation hubs such as the airport, highways, railroads, and seaports. Prospective clients can visit the SEDA website to determine whether Savannah meets their requirements.

### **The Challenge:**

SEDA needs to build trust and confidence with companies and site selectors that the property website information is complete and accurate allowing them to make a decision whether to relocate, expand, or invest in the Savannah and Chatham County area. Originally collecting property information from brokers and owners, collecting flyers, email descriptions of property, and manually estimating travel distances between a site and the airport or the port was extremely time consuming. Dealing with many real estate agents, brokers, land developers of property, and property owners made it difficult to keep the information accurate and up-to-date.

In addition, SEDA, The Creative Coast Alliance (TCCA), and the Savannah Development and Renewal Authority (SDRA), often duplicated the same property maintenance effort. Each of these organizations focuses on specific economic development efforts. SDRA, TCCA, and SEDA center their efforts on the city of Savannah, broader coastal area, and the overall county respectively.

### **The Solution:**

After investigating solutions, SEDA selected BinaryBus for its robust GIS [geographic information systems] browser-based application that runs on ESRI's ArcGIS® Server. BinaryBus developed the application, called "MapIt.Net", specifically for small to medium-size local governments and businesses (such as economic development agencies, tax assessors, property appraisers, GIS analyst, and other firms that seek web-based public access). The online GIS mapping property analysis tool connects spatial and non-spatial data to create a more efficient geodatabase for managing resources and significantly reducing search time.

*"The property search application allows SEDA to collaborate with The Creative Coast Alliance and the Savannah Development and Renewal Authority, eliminating the duplication of efforts, and creating a cost effective solution for all three organizations," said Eric R. Winger, CEO and President of SEDA.*

*"The (solution)...is huge cost savings. With the yearly subscription to ESRA's Business Analyst Online, we have unlimited access to the customized demographic reports, which are normally \$50 or more each. Not only can we use these reports internally, but we can make these available to companies interested in Savannah and the Savannah community," explains Amanda Taylor, project manager at SEDA.*

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Clients can browse available properties that match specific criteria. When the user selects a property, the user can view property features, floor plans, picture of the property, and exact map location. The user can perform demographic and business analysis at various proximities around the site. For example, a query can be set up for a property of a certain size within a specified distance to an interstate, airport, or port and the application lists all available properties that meet the parameters. The user can view the demographics within a "drive time" surrounding the site. A portfolio function allows the user to save their searches in the form of a PDF (portable document file) or as a Microsoft Excel file. Geoprocessing predetermines demographic and business results at various radii around the property, when property managers upload new properties. To increase the speed of the online map retrieval, the application applies automatic caching.

### **The Results:**

"The property search application allows SEDA to collaborate with The Creative Coast Alliance (TCCA) and the Savannah Development and Renewal Authority (SDRA), eliminating the duplication of efforts, and creating a cost effective solution for all three organizations," said Rick Winger, president and CEO of SEDA. SEDA reduced its person-hours to handle property maintenance and inquiries by 150 hours monthly. BinaryBus tailored the web solution so each organization could provide access to the same information and display that information in a unique format beneficial to its service-base and community. For example, SDRA's property search allows a user the option to specify properties located in a redevelopment zone to identify properties qualifying for special incentives or grants.

"The new business analyst online application on the website is a huge cost savings. With the yearly subscription to ESRA's Business Analyst Online, we have unlimited access to the customized demographic reports, which are normally \$50 or more each. Not only can we use these reports internally, but we can make these available to companies interested in Savannah and the Savannah community," explains Amanda Taylor, project manager at SEDA. The reports are available for public consumption, providing a cost savings to SEDA and to the users.

Users who come to the websites for any of the three organizations can save time. They can perform property searches and use the mapping, demographics, and business tools to do their initial searching and rule out any properties that don't meet their requirements without having to make a phone call.

Site selectors can query available properties within a distance from the interstate, seaport, railroad, or airport. The user can choose market profiles based on 30 different demographic and business criteria within a specified drive time from the property. The online reports give data on lifestyle and spending behaviors of the households within the selected market. The reports even show targeted businesses and required amenities (banks, gas stations, hotels, restaurants, etc) within a specified proximity. Site selectors can use this information to find optimal sites for new businesses, evaluate market competition, study traffic patterns, and define and locate the most profitable customer and prospect types.

### BinaryBus Software Used:

MapIt.NET

### ESRA Software Used:

ArcGIS Server

### Data Used:

ESRI Demographic Data  
infoUSA Business Data

### Hardware:

BinaryBus ArcGIS - "Cloud Service" hosts the MapIt.Net application in an Internet-accessible virtual environment. The BinaryBus Cloud supplies all the necessary hardware, software, network, and storage capacities and reliability, removing the burden of purchasing and maintaining hardware and software in-house. The scalable structure accommodates changing business needs.

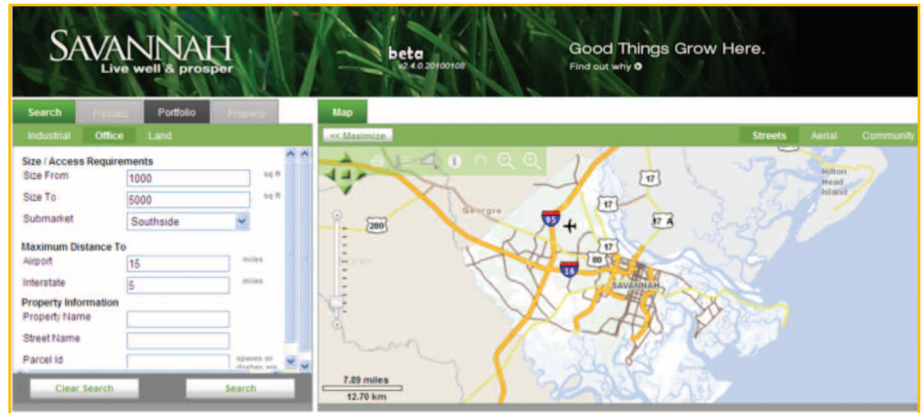
### For More Information:

[www.binarybus.com](http://www.binarybus.com)

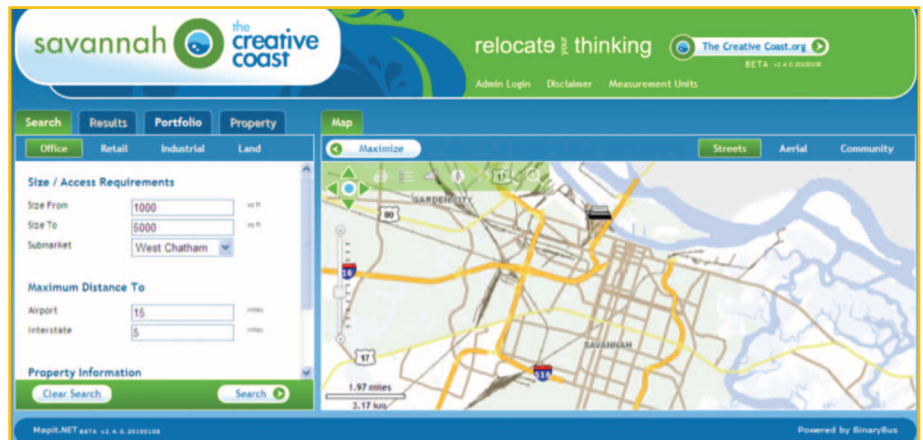


When clients are in town, SEDA, SDRA, or TCCA can deftly provide an interactive community overview of the area. The organizations will continue to increase the robustness of this tool with updates such as moving from points to polygons for properties, so clients can see the size and draw in possible floor plans for new buildings.

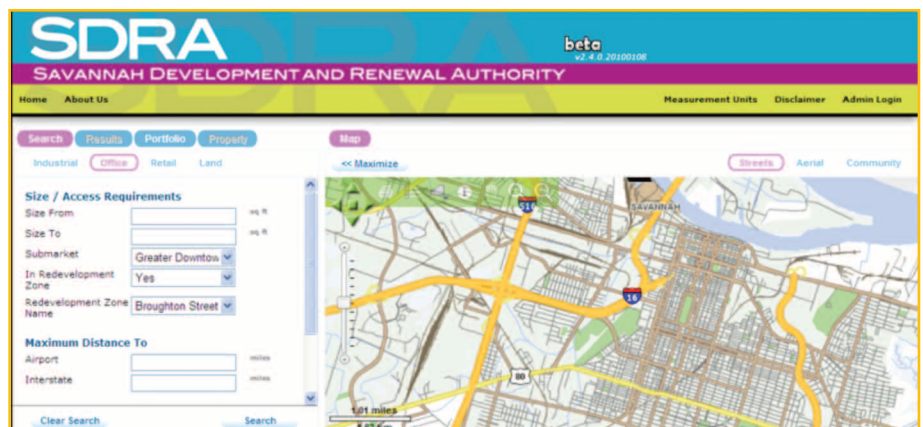
**The solution allows SEDA, TCCA, and SDRA to use web queries to show unique information specific for each organization's service.**



SEDA's map covers all available buildings and commercial or industrial land within Chatham County.



TCCA's map focuses primarily on properties near the coast line and includes retail properties.

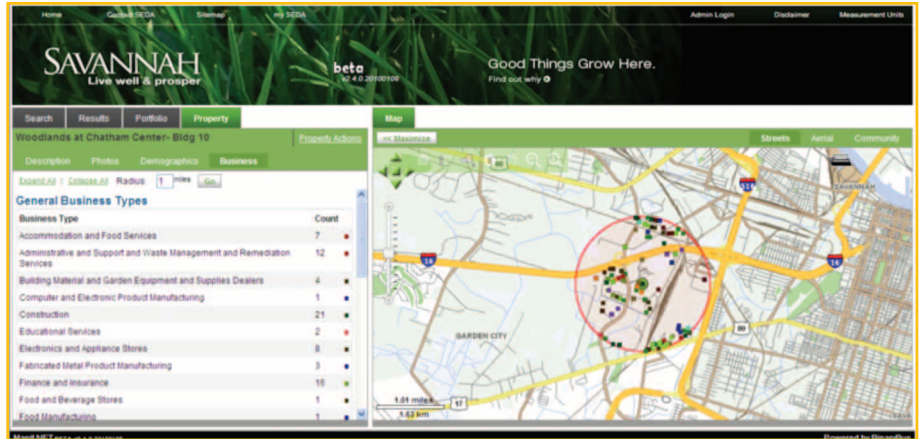


SDRA focuses on the environs of the city proper. It provides an option for clients to analyze available properties in targeted Redevelopment zones.

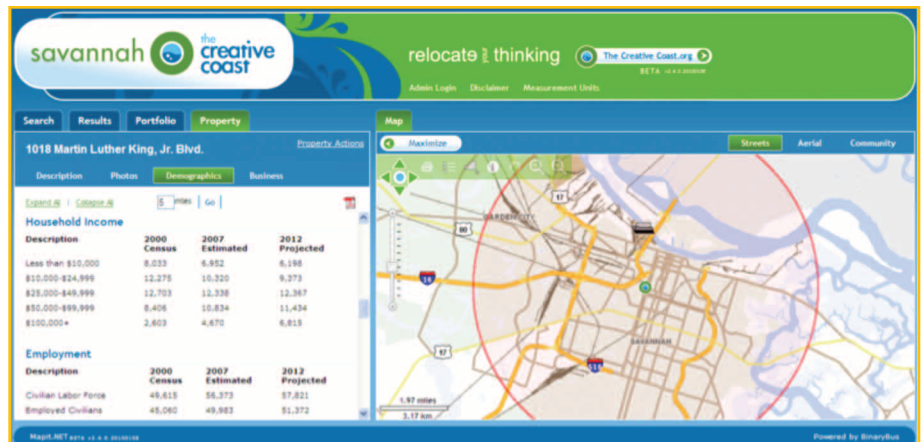
For More Information:

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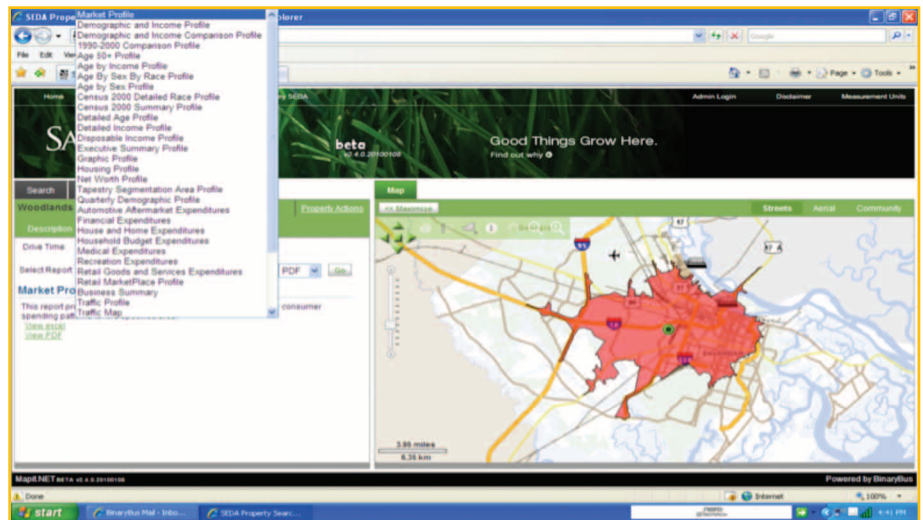
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This query lists and maps all the businesses by category located within a one-mile proximity of the selected site.



Once a property is selected, demographic information can be accessed. This report shows household incomes, employment, and other demographics within a 5 mile radius.



The ESRI - Business Analyst Online web service provides over 30 in-depth demographic reports specific to an area in proximity to the selected property, based on drive-time or a radius.