



CITY OF
San Luis
Gateway to the Sea of Cortez

ZoomProspector Enterprise Web Services



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INTRODUCTION

GIS Planning is the gold standard in location analysis web service. As the inventors of the strategy, process and technology for combining Internet and GIS technology, we've made it our goal to both speed up and simplify the process of evaluating regions, properties and sites for business.

Our ZoomProspector Enterprise programs are implemented in 44 U.S. states and five Canadian provinces, a majority of the largest 100 cities in the USA, and represent over 600 successful projects implemented from coast-to-coast serving over 17,000 cities. When economic development organizations are serious about their image, increasing jobs, retaining businesses, and providing the highest-quality online economic development services, they know the right choice is always GIS Planning.

Acquired by the Financial Times in 2017, GIS Planning Inc. is now part of the largest economic development service in the world. The Financial Times is owned by Nikkei, a global media company. Our newly combined organization has a combined team of 70 people across research, editorial, marketing and sales, working with over 100 countries globally. The Financial Times is recognized internationally for its commitment to innovation and the authority, integrity and accuracy of its products. This affiliation offers many benefits to our clients, including benefits from access to additional resources and being part of a bigger team. Additional benefits include:

- Substantially enhanced resources for continued innovation and development of our suite of tools
- Access to the international reach and quality audience provided by the Financial Times. The Financial Times has a combined paid print and digital circulation of almost 1 million worldwide, with 36% of its audience being C-Suite and 62% business decision makers. This is the audience of decision makers that economic development professionals need to reach.
- A fully integrated global marketing campaign worth over \$1.5 million will drive traffic and awareness of ZoomProspector.com, ensuring it remains the go-to place for location decisions in the U.S. and our clients that are on the website.
- Free access to fDi Magazine (worth \$480 per year)
- Free access to the annual report examining FDI trends in North America

About ZoomProspector Enterprise

GIS Planning's ZoomProspector Enterprise web applications provide comprehensive information to help new, expanding and relocating businesses find the optimal location for success in your community. Using Geographic Information System (GIS) Software, our website tools provide access to in-depth information, including powerful real estate search, demographic and workforce analysis, industry reports, along with dynamic mapping tools. The applications are built upon proprietary GIS Planning and Google Maps technology, which offer state-of-the-art site selection analysis capabilities.

ZoomProspector Enterprise is integrated with GIS Planning's national site selection search engine, www.ZoomProspector.com, which allows users to conduct free national searches of communities and commercial properties that match their unique criteria. ZoomProspector.com is embedded into national media outlets visited by site selectors and expanding businesses, including BXJonline.com and BusinessFacilities.com.

WHY ZOOMPROSPECTOR?

Our location analysis web services is designed to offer proven tools and unique features to your end users and economic development office:

A range of [searchable data variables up to 75 times greater](#) than what is offered by other vendors

Sophisticated data analysis tools such as the [community comparison feature](#), [dynamic searching](#), and heat mapping;

The larger ZoomProspector ecosystem of websites, online instruments, strategic partnerships with site selection media and economic development institutions to [drive pre-qualified businesses back to your organization](#);

A dedicated client services team to offer [follow-up support and marketing assistance](#) through the life of your program.

5 Products in One

Our software products work beautifully together. ZoomProspector.com, the U.S. national site selection portal, drives qualified leads to your ZoomProspector Enterprise application. Our Proposal Generator works from within your application to enable the simple and effective building of proposals. Similarly, our 5 online data tools, known as Intelligence Components, make your website sticky, ensuring businesses and site selectors can do extensive data analysis and visualization directly from the website pages they visit. All these tools are mobile-friendly, so everyone can use them.



ZOOMPROSPECTOR ENTERPRISE CAPABILITIES

ZoomProspector Enterprise edition offers the following features designed to help expanding businesses find locations within your community.

Property Database

A searchable online database of available land and buildings based on user-defined criteria.

Demographic Analysis

Generate user-defined drive-time and radius analyses for complete overview of areas the surrounding each property.

Search by Businesses

Search businesses by name, type, number of employees and annual revenue.

Housing/Segmentation Data

Show your residential snapshot using this new tool.

Widget

Drive traffic to your website. This search tool is easily embeddable anywhere on a website, allowing users to search sites, buildings and/or communities and be directed to results on your application.

Property Reports

Generate presentation-quality property reports for available properties.

Demographic Reports

Save/ share demographic, consumer expenditure and business/ workforce reports within a user-defined distance from selected sites. **Updated twice annually, we are the only GIS Provider to update more than once a year.*

Business Reports

Analyze businesses within a user-entered radius of the site of interest to view potential suppliers and competitors. **Updated four times annually, we are the only GIS provider to update more than once a year.*

Save Reports

Save user-defined property, demographic and business reports in one location for further analysis and distribution.

Analysis Reports[AS1]

Capability to download/save/email/share reports in Word, Excel and Adobe Acrobat or through social media for further analysis and for presentations.

[Talent Pool](#)

Offer location-specific data about top college degrees, institutions and field of study by radius, drive-time, city, county and metro area. **View top institutions' degree production by number of graduates.** Drill down within data sets to learn more, export graphs, link, email and social sharing options.

[Thematic Mapping](#)

A visual display (also known as a "heat map") of 752 new specific demographic variables by geography, allowing a visitor to identify optimal business locations, which can be geographically understood in one glance. We are the only leading provider to offer more than 17 thematic map options.

[Map Legend Display](#)

A map legend describing graphic elements shown on the map interface.

[Property Owner & Real Estate Broker Property Listing Web Page](#)

Password protected system for brokers to add, delete, update properties through a user-friendly web site.

[Options for property imports](#)

We can connect to one source for property imports (such as large broker firms or MLS service). Multiple connections are also available for additional charge. (Note that some data sources may levy their own charges for this service.)

[Staff Administration Web Page](#)

Update and maintain property information.

[Enhanced Website Analytics](#)

Track the specific interests of website visitors with quantifiable metrics.

[Lead Gen ID](#)

Learn which specific companies are on your website, their search variables and reports viewed

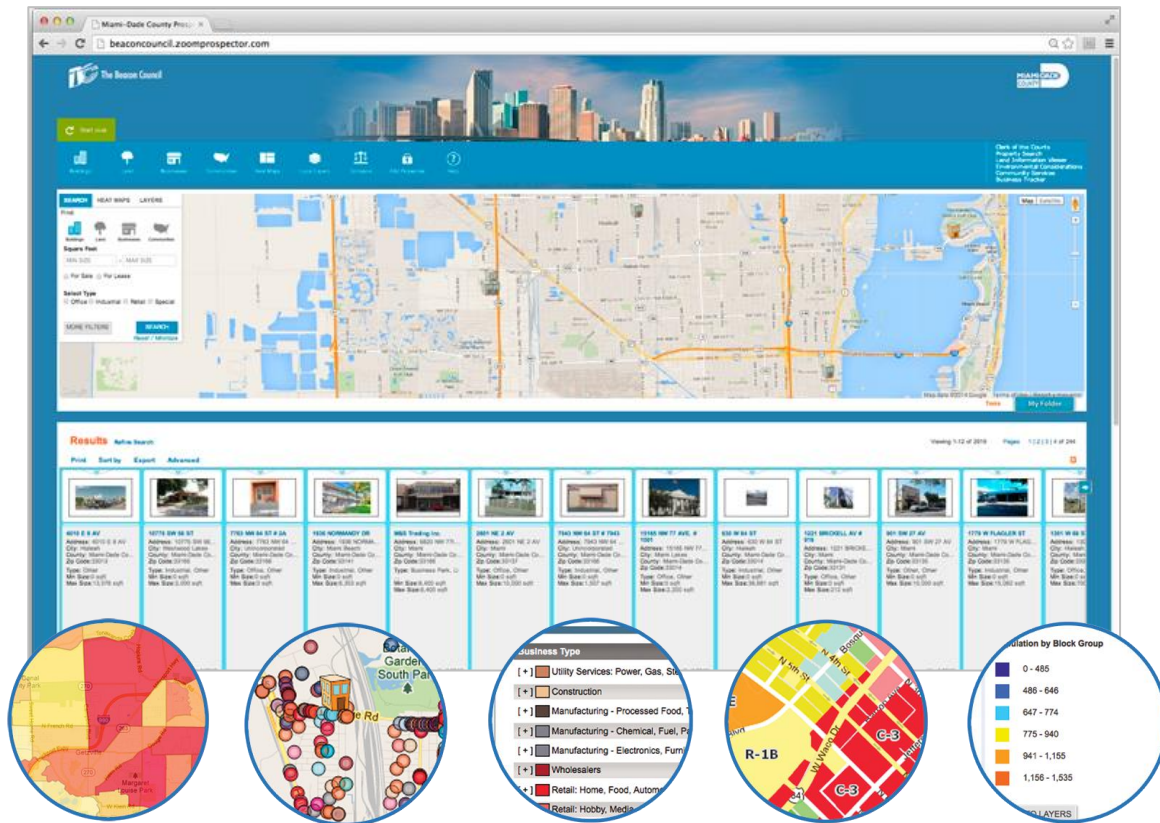
[Priority Listing on ZoomProspector.com](#)

Our clients' listed properties get priority rankings on our national site selection portal.

[Intelligence Components](#)

Our full-edition ZoomProspector Enterprise application includes the use of our 5 online data tools, known as Intelligence Components, on any of your website pages. The five interactive research tools are: Demographics, Business Data, Smart Mapping, Compare Communities and Community Profile Infographics.

EXAMPLE WEB APPLICATION



EXAMPLE TITLE

"This site is data-rich, with over 752 data variables. MiamiDadeSites.com ensures that critical data about our community is readily available to anyone who needs it. More importantly, through this site we can tell the story of our community 24 hours a day, 7 days a week."

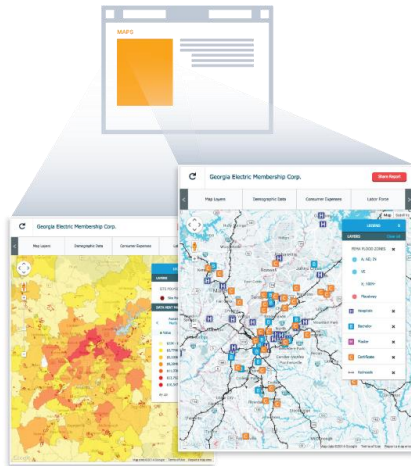
Miami Mayor Carlos A. Gimenez

ZOOMPROSPECTOR FEATURES

FEATURES	
Property Search	YES
Demographics	YES
Heat Maps	YES
Analysis by any Address	YES
Industry Mapping	YES
Business Search	YES
Talent Pool Reports	YES
Interactive Maps	YES
Local GIS Layers	YES
Compare Communities	YES
Mobile	YES
WEBSITE	
Embedded	YES
Microsite	YES
Custom URL	YES
Custom Banner & Color	YES
Lead Gen ID	YES
ADMINISTRATION	
Property Administration	YES
Proposal Generator	YES
RFP Manager	YES
Custom Property Variables	YES
One Property Data Feed or Import	YES
Knowledge Base	YES
MARKETING	
1st Tier Ranking on ZPDC	YES

[AS2]

INTELLIGENCE COMPONENTS



Our five online data tools engage website visitors with the data they need, without the need for them to click away. Your full-edition ZoomProspector Enterprise application includes the right to easily embed the user-friendly Intelligence Components on any of your website pages.

Demographics

Showcase demographics, consumer expenditures, and labor force data for the communities in your service area. Analyze demographics around a specific address by radius and drive-time. Visualize data distribution on attractive thematic heat maps. See how data breaks down on exportable charts and graphs.

Business Data

Search local industries and businesses right down to the 6-digit NAICS code. Map any industry with just one click. Analyze industry clusters to identify competitors, suppliers, and logistics.

Smart Mapping

Generate heat maps for demographics, labor force, and consumer expenditures. Maps include geographies, education, points of interest, your own custom GIS layers, and more.

Compare Communities

Compare demographics, labor force, and consumer spending for two or more communities side by side. Compare cities, counties, and regions.

Community Profile Infographics

Visualize key community data in an attractive infographic, making it easier for website visitors to absorb and understand at a glance. Data is automatically programmed and refreshed by GIS Planning, so no effort is required by your staff to keep it up to date. Display data about demographics, education, labor force, industry and local business, consumer spending, housing, and transportation.

ADDITIONAL fDi INTELLIGENCE DATA TOOLS



fDi Markets is the most comprehensive service tracking cross-border greenfield investment across all countries and sectors worldwide using real-time data.

- Improve lead generation / identify target companies
- Profile active investors in your region
- Develop your investment promotion strategy



fDi Benchmark is the only online tool to benchmark the competitiveness of countries and cities worldwide, giving you access to over 1,000 quality cost and data points in more than 65 sectors.

- Prepare more compelling business cases and value propositions
- Sharpen your marketing and PR
- Advocate key policies by backing up strategies with actual trends



PROJECT DELIVERABLES

Project Design

A meeting to kick-off the development of the project will include a discussion of functionality, design and data.

Property Feed

A searchable online database of available land and buildings based on user-defined criteria.

Interface Design

GIS Planning will develop a web interface design for the Internet GIS application. This will include customized colors selected by the City, the inclusion of a customized web page header with your logo, and additional design options shared by our project manager.

Intelligence Components

Build our smart search components directly on to your website pages. Our Demographic, Mapping and Business Intelligence Components allow website users to search for the information they need directly on the relevant pages. Intelligence Components are an innovative complement to your site selection website.

Mobile-Optimized

Your website will be fully optimized for use on smartphones and tablets.

Development of Web-GIS Features

GIS Planning will program the web-GIS tools and functionality of the application.

Online Testing and Review

GIS Planning will provide a development website for staff review and comment. This will include application testing.

Project Development Completion

GIS Planning will complete modifications and optimization of the web site completing project development.

Staff Training

GIS Planning will train your team so they understand how to update and manage the web site. **Updated four*

Marketing and Implementation Plan

Recommended policies for outreach to media, corporate real estate executives & site selection consultants, and new/expanding/relocating businesses, including a sample press kit and news release.

Ongoing Maintenance/Hosting

Ongoing technology assistance; website will be hosted on GIS Planning's servers.

INVESTMENT OPTIONS

Option #1: Annual Subscription (1 year)

ITEM DESCRIPTION	TOTAL
ZoomProspector Enterprise License with Google Maps	\$9,000

BUDGET INCLUDES
Sites and Buildings Database
Housing/Segmentation Data
752 New Thematic Maps
RFI Manager
Demographic Mapping and Reports to 60 miles
Business Data
Demographic Data
Marketing and Implementation Plan
Intelligence Components

ANNUAL RENEWAL	TOTAL
Annual Renewal	\$9,000

MicroSite Deployment Option	TOTAL
Setup and First Year Support	\$1,000
Annual Support Year 2+	\$500

Option #2: Annual Subscription (3 year term)

ITEM DESCRIPTION	TOTAL
ZoomProspector Enterprise License with Google Maps	\$8,100

BUDGET INCLUDES
Sites and Buildings Database
Housing/Segmentation Data
752 New Thematic Maps
RFI Manager
Demographic Mapping and Reports to 60 miles
Business Data
Demographic Data
Marketing and Implementation Plan
Intelligence Components

ANNUAL RENEWAL	TOTAL
Annual Renewal	\$8,100

MicroSite Deployment Option	TOTAL
Setup and First Year Support	\$1,000
Annual Support Year 2+	\$500

Option #3: Annual Subscription (5 year term)

ITEM DESCRIPTION	TOTAL
ZoomProspector Enterprise License with Google Maps	\$7,500

BUDGET INCLUDES
Sites and Buildings Database
Housing/Segmentation Data
752 New Thematic Maps
RFI Manager
Demographic Mapping and Reports to 60 miles
Business Data
Demographic Data
Marketing and Implementation Plan
Intelligence Components

ANNUAL RENEWAL	TOTAL
Annual Renewal	\$7,500

MicroSite Deployment Option	TOTAL
Setup and First Year Support	\$1,000
Annual Support Year 2+	\$500