



GeoMarket Solutions, Inc.

Know Where — Know Now

GeoCity Portal Tutorial

Thank you for exploring the GeoCity Portal. The sample you will be exploring is a demonstration system only. The intention is to convey the concepts and not to display an entire system. For example, the available commercial property is limited to about 10 locations. In a real system, there may be hundreds of properties. We did not want to cover the screen with that many icons, until you're comfortable with the Portal. Every aspect of the system is simplified, from the crime map to the local businesses. In your finished system, all of your cities information will be on the map.

A map is the most intuitive way to see information. It's how our brains understand physical areas like a city. Associating information via a map makes it easier to understand.

The GeoCity Portal is a web application that can be tailored to suit the needs of any size city. The range of functionality goes from simple reports to in-depth site selection. The application can be used by an individual who is interested in the state of his city.

Who will use the application?

- Regular Citizen – looking for information about the city, where are the restaurants, where are the city facilities, how do different sub-divisions compare?
- First-time Entrepreneur – where should I locate my new business, where are my competitors, is there any commercial properties in the area, how's the crime situation?
- Established Business Owner – where could I put another location, is my current store in the right location?
- Out-of-town Business Looking to Expand – full demographic analysis, customer socio-economic breakdown, properties, reports
- Chamber of Commerce Member – usually an established business owner, but the Portal adds value to his Chamber membership
- Chamber of Commerce Management – full analysis and creation of presentation-quality packages of maps and reports for potential business relocations
- Economic Development Corporation – strategic planning, where is there available property, report packages, advertising for the community
- City Management – sales tax leakage research and all of the above.

The GeoCity Portal is built to allow the EDC (or Chamber) to decide on security. Security is about who gets to use what functionality. The EDC or Chamber will have all the functionality. The Chamber members may have slightly less while the community will have the least. It is still an incredible amount of analytical power, but they have the least. In this demonstration system there is no security, everyone can see all the functionality.

What do the different icons mean?



Map

- Street Map – switches your view to a highly detailed street map
- Satellite Map – activate satellite or aerial imagery
- Bookmarks – allow you to quickly jump to a different location. Two bookmarks are created, one for the whole US and one for Irving, the site of our demonstration system.
- Print



Navigation

- Zoom in – activates a tool to let you pick an area to zoom to. Also, on the left side of the screen is a standard zoom tool, similar to what you might see on a Google map.
- Zoom out – the opposite of zoom in
- Full Extent – will zoom out on the map to whole earth. You can use the map for street information anywhere.



Tools

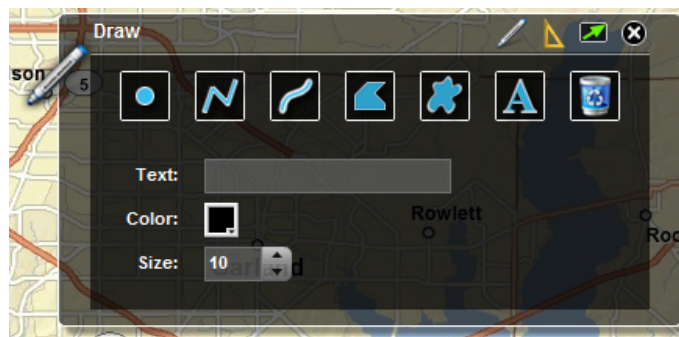
- Live Maps – launches a new window on the right side, this allows you to turn-on and turn-off layers. Layers include:
 - GeoFence – this is a boundary which limits where you can do research. You would only want your local businesses or potential suitors to do research in your city. You wouldn't want them to be able to scroll easily to a neighboring town

and find a different location. In this system, the GeoFence is turned off; you can drag the map to wherever you wish.

- City Layers – the content in this section will be up to you. We can include all the local businesses, parks, voting districts, school boundaries, and other features you want.
- Crime – having your city’s crime data on the map is optional. We would work with your local police department to acquire the crime data on a regular schedule and insert it into the map.
- The balance of the choices here are weather, earthquakes, and thematic maps.
- Locate – you can type in any address in the US and it will be highlighted on the map. A business owner might want to put in his business address or a potential address and see it on the map. Then he can study the area for demographics and other information.



- Draw – you can draw other types of boundaries and add text to the map.

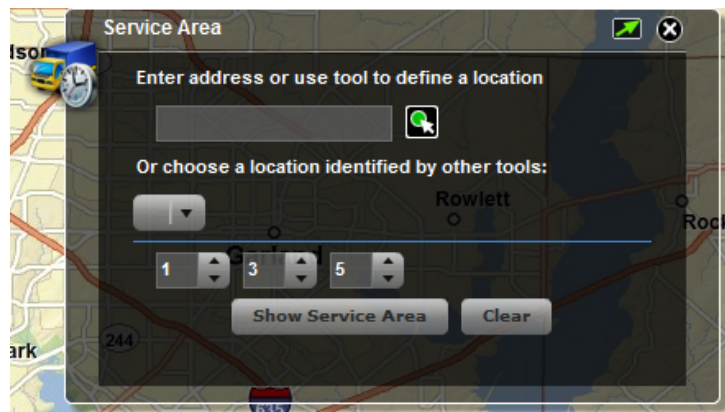


- Identify – you can retrieve details about something on the map. For example, if you had checked the “crime” layer in the Live Maps section, then you could use “Identify” to select the Crime layer and then touch any homicide icon and get the details. The same process can be used for commercial property or police stations.

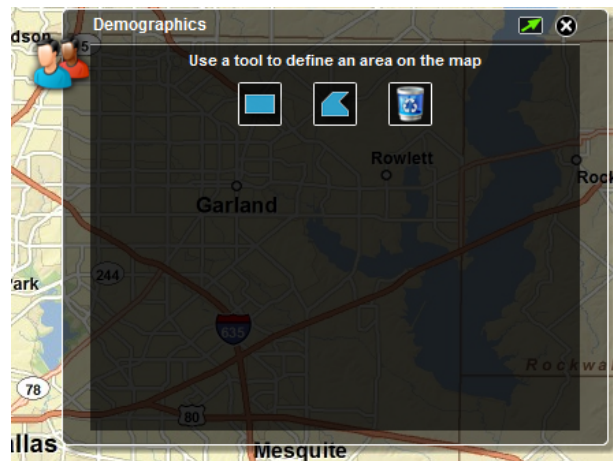


- Service Area – a service area is an area to be studied. In this example it is based on drive time from an address for a spot on the map. You can type in an address or click the green dot and then touch the map, or pick an address you entered earlier in the “Locate” tool. Then modify the drive times and click Show Service Area. You will have colored areas for each of the times you indicated.

Your finished system might have simple rings or drive times or both. There are many details and calculations that will be custom to your system.









- Demographics – you can select from the rectangle or odd-shaped area and get back a pie chart of demographics. In your finished system you will also have a report button on this screen. That will give you a choice of 35 reports for the area your highlighted.



City Features

The city features can include almost any feature of your city. Your idea might be to include all your city facilities or schools or restaurants. It's up to you. If the list is too long, we can include a search window to filter the list down. This section is up to you.

-  College Campuses – these are the University of Phoenix campuses in the Dallas area. You might prefer they be your elementary schools.
-  Police Stations – you might want to include fire stations on your map too.
-  Commercial Properties – we will work with your provider of commercial property, like CoStar or Xceligent. We will attempt to put your local available commercial properties on the map so your business relocations can take advantage of that information. We are not replacing your CoStar or Xceligent relationship, we helping you to have a simpler version open to the public. If you do not have an account with these two companies we can guide through that process.
-  Traffic Cameras – the Texas Department of Transportation provides access to their traffic cameras. They will show real-time video in your finished system.
-  Traffic Reports – this is an RSS feed to show traffic events.

-  Reuters US News – when you click on a news report, the map moves to the location of the event. You could include your Chamber events, like ribbon cutting, and the map will take your members to the location.



Reports

- 35 Detailed Reports – these are predefined, you do not have to learn a reporting tool. These are the most popular reports. You and your users have unlimited access. You can have reports for the entire city or a small area you drew on the map. These samples are examples only. They are not tied to Irving.
- Sample Reports





Live Maps



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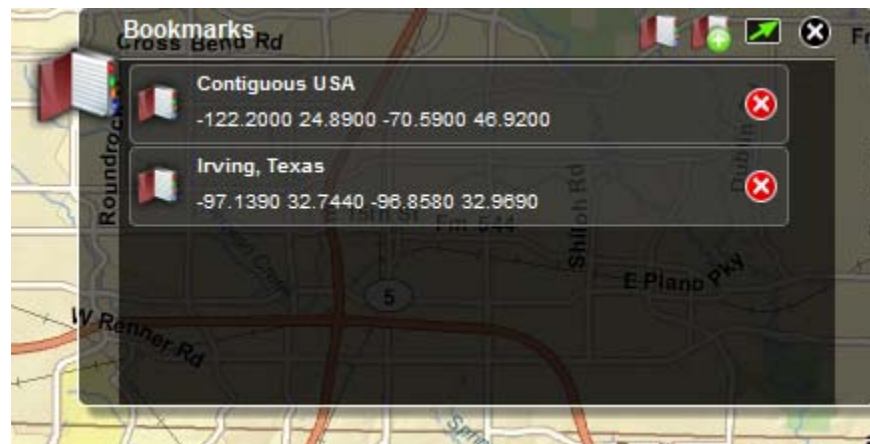
-  Assaults

-  Burglaries
-  Homicides

- Natural Hazards
- Weather
- Other Information
- Population Density
- NOAA Services
- Median Home Value
- Median Household Income



Bookmarks



- Contiguous USA
- Irving, Texas

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Thank you for your interest in our GeoCity Portal. Please give us a call and we would be glad to give you a one-on-one demonstration and explain the huge increases in productivity for your department.

Mike Strube

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