

GeoCity Portal

Geography Drives Your Cities Businesses

Solutions

Understanding Your City is Key

GeoMarket Solutions has been a leader in providing Economic Development Boards and city executives with the information they need to improve their cities. Utilizing our GeoCity Portal will give your city an additional advantage in the market place. Spreading the news about your city involves understanding your citizens; where do they live, how do they spend their money, and what are their spending habits? But also, a city wants to empower its local business owners and developers.

GeoCity Portal

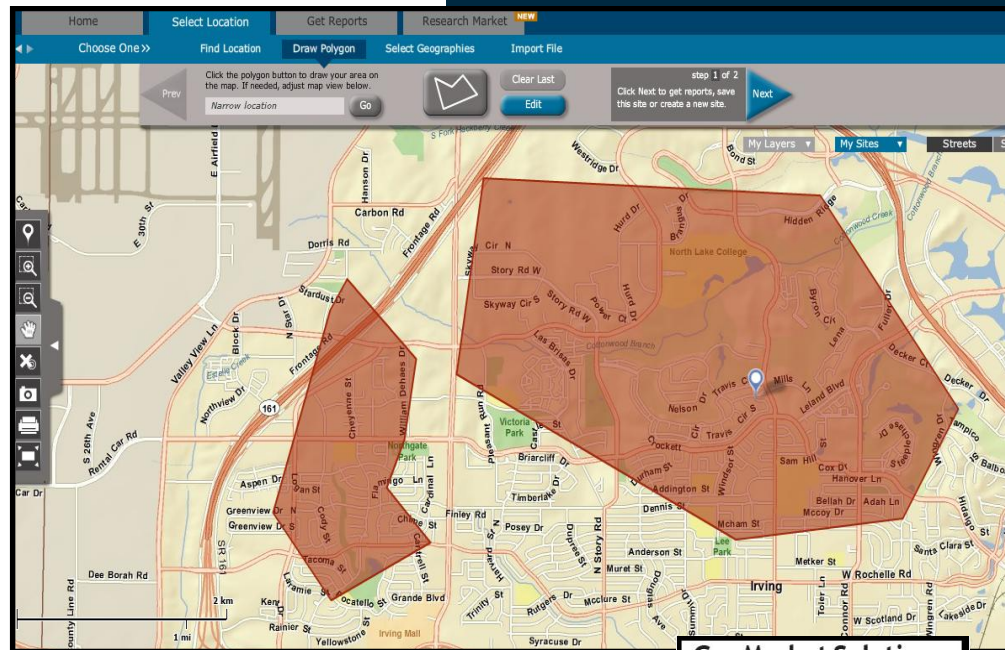
Our GeoCity Portal provides your city with an integrated system which you can share with others via a secure website. It gives you an outstanding research tool to evaluate new sites, new areas and markets. By accessing the GeoCity Portal over the web, you and your local community will have access to the latest demographic information on the citizens and their spending characteristics. You can pick a point on the map, see drive times from that point and pre-defined reports about the underlying population and existing businesses. You can also see voting boundaries, city facilities, and local crime statistics.

Being able to understand the characteristics of the city benefits you in several ways:

- ⇒ Increase your sales tax revenue by recruiting new stores based on the spending habits and desires of the local population.
- ⇒ Prepare presentation materials that will help you sell the city to business relocations or expansions.
- ⇒ Empower developers to do research and expand their knowledge of your city.
- ⇒ Recruit new businesses with state-of-the-art tools like the GeoCity Portal.
- ⇒ All of the data and results are accessible to everyone. The web-based solution gives secure access to all the information. The mobile solution gives your staff the ability to do research from the field
- ⇒ Understanding your citizens is paramount. The GeoCity Portal allows you to share the latest information in a cost efficient way.

GeoCity Portal Can Help Answer:

- ⇒ How should I redevelop that empty strip center?
- ⇒ Where can our businesses get information about our citizens desire for goods?
- ⇒ What are the spending habits our citizens across all categories of goods and services?
- ⇒ Where can I see what businesses are competing for my customers?
- ⇒ Where are there available commercial properties?
- ⇒ How many people are within a 5, 10, or 15 minute drive of my store?
- ⇒ How are recent crime events spread across the city?



Know Where—Know Now

