

SUCCESS STORY

▶▶▶ EAGL-I, SITING A NEW PERSPECTIVE

PROBLEM

The Chippewa County Economic Development Corporation (CCEDC) did not have a GIS map and property inventory system that could be utilized not only by site selectors but by our Accidental Entrepreneur Program. The Accidental Entrepreneur Program identifies talented entrepreneurs that have experienced downsizing due to the recession. This program assists them in identifying the right location or establishing their own business while gathering important demographic information to be utilized in their due diligence and business plan development.

SOLUTION

Knowing that the best way to reach a wide audience is via the web, the CCEDC worked with Applied Data Consultants (ADC) staff to design and develop a GIS map and property inventory application to embed within the CCEDC website. The GIS application, EAGL-i (Economic Advantage Geo Locator interface), incorporates an interactive map with query and selection options, GIS analysis of integrated data, static reference pages and the ability to develop print-ready reports. EAGL-i's streamlined approach provides an easy-to-use interface that allows viewers to quickly access the property information without leaving the CCEDC website. In addition to common data from the US Census Bureau and national marketing data resellers EAGL-i incorporates local data such as industrial parks and TIFF zones.

RESULTS

The CCEDC has an outstanding dual use GIS website that not only satisfies site selector's needs but helps with entrepreneurial business establishment locations. Working with ADC enabled the CCEDC to develop a tool for the county that allows this small economic region to play a part in the national GIS arena at an affordable price.



“It is all done by ADC on time and under budget.”

Charlie Walker
President/CEO

Chippewa County Economic Development Corporation



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