



## ECONOMIC DEVELOPMENT

### User

Corpus Christi Regional Economic Development Corporation

### Partner

GIS WebTech, Esri Business Partner.  
Based in Atlanta, GA

### Challenge

Replace self-service solution incapable of connecting municipalities and data into a seamless, single solution

### Solution

ArcGIS Desktop, Business Analyst, GIS WebTech Recruit

### Results

Online solution seamlessly connected regional partners enabling unprecedented data collaboration. CCREDC is getting on the shortlist and winning more projects by reducing the prospect's decision risk and uncertainty

## POWERING NEXT GENERATION ECONOMIC DEVELOPMENT

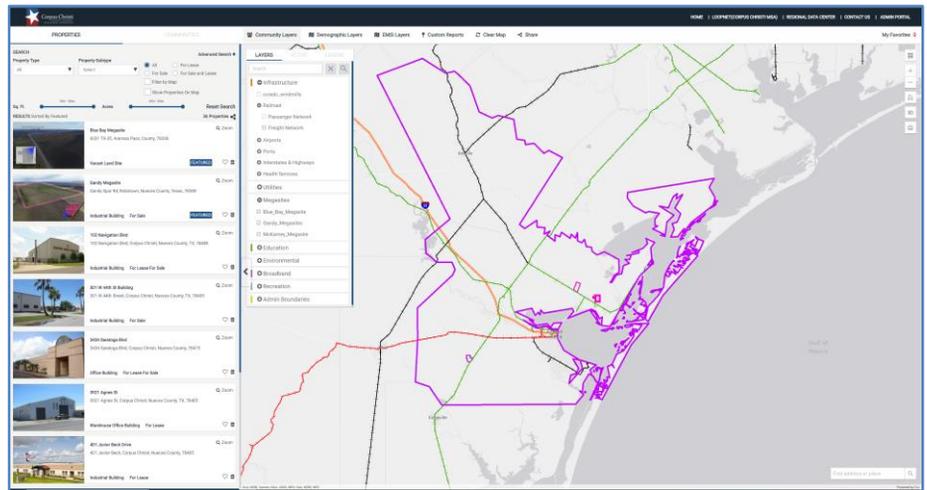
The Corpus Christi Regional Economic Development Corporation (CCREDC) is a private / public non-profit organization responsible for creating, managing and supervising programs and activities that promote, assist, and enhance economic development within the city of Corpus Christi. For economic development organizations (EDOs) getting on the shortlist is paramount. It is the opportunity to attract investment, create jobs, increase tax revenue, and improve the quality of living.

### The Challenge

The vision was to connect the Coastal Bend regional counties and municipalities using a common technology platform and solution to display economic development data critical to site selection decisions. This would improve the probability of being selected for a site selector's shortlist to win projects increasing business investment and job creation. Their online solution was incompatible with ArcGIS and incapable of making the necessary connections.

### The Partner

GIS WebTech, a technology developer, creates solutions for economic development. Recruit, their flagship solution, helps economic development organizations attract investment, drive job creation, and grow existing businesses within their communities. Using Recruit, site selectors can easily identify and analyze ideal locations. GIS WebTech solutions are built natively on the ArcGIS platform ensuring compatibility and data consistency with other Esri GIS users.



“With Recruit I am able to demonstrate the solution online and take it on-site with prospects to demonstrate all infrastructure layers including sites that are most attractive for industrial development by showing sites that are not in flood zones, are near four lane highways, key pipelines, rail lines, etc. There is no substitute for this solution to show this kind of information.”

**Tommy Kurtz**  
Vice President  
Corpus Christ Regional Economic  
Development Corporation

## The Solution

To start CCREDC invested in ArcGIS Desktop and Business Analyst Online ensuring platform consistency and data collaboration between stakeholders.

CCREDC switched their online site selection solution to GIS WebTech’s Recruit solution. Recruit is built natively on ArcGIS and unlike other market solutions it provides clients’ with full access to control and make accessible data and layers to their target audience.

To bring the regional partner's data into a single solution GIS WebTech collaborated with the stakeholders and synchronized map services hosted in the cities’ and counties’ GIS department ArcGIS account into Recruit.

GIS WebTech provided CCREDC with an administrative panel to manage the infrastructure layers enabling them to select the layers they wanted to activate, and to decide which layers to make publically or privately accessible. Selections are immediately active and accessible to site users.

## The Results

Since going live CCREDC is responding to more Requests for Proposal and Requests for Information from sources like the Texas Governor’s Office of Economic Development and Tourism, national site selectors, and real estate brokers and in a more professional delivery. CCREDC is receiving more calls and interest with the new solution. Prospects, both foreign and domestic, are very impressed with the access and completeness of available data as well as the site responsiveness. Sharing critical decision data in an intuitive solution creates a competitive advantage relative to other market solutions.

A major benefit is data consistency through an automated solution. The authoritative source maintains their “system of record” and when they make changes to the data it is automatically revealed in Recruit ensuring users have up to date data. No action is required of CCREDC.



**GIS WebTech**

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

