

# City of Richmond, TX

Reference  
**Jose Abraham** (Director of Planning)

Turnaround Time  
**30 Days**

Technical Challenge  
**High**

Prime Consultant  
**enCodePlus**

## Background

Richmond, Texas is one of the fastest growing suburbs of the greater Houston region. With many suburbs competing for economic growth, the Development Corporation of Richmond (DCR) is interested in setting the foundation for a sustainable economic development for the City of Richmond.

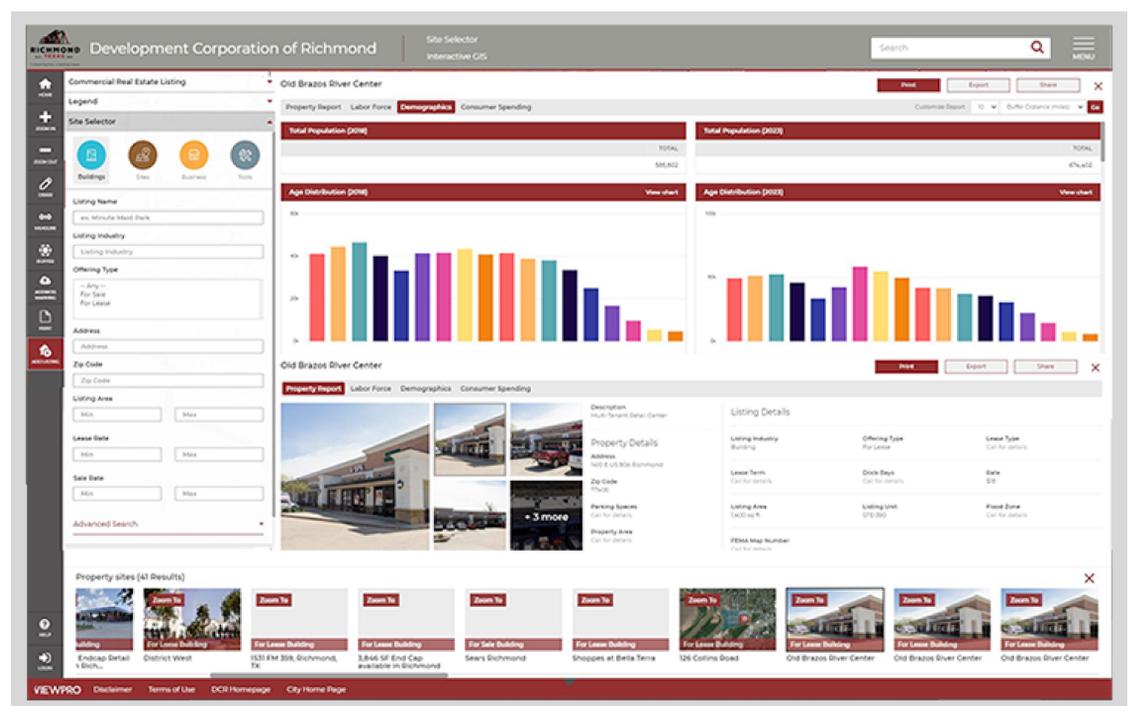
## Problem

The leadership at DCR is looking to attract and retain businesses with a well-thought-out and innovative strategy by showcasing the city's unique strengths and its smart development strategies through an interactive and easy to use geospatial tool.

- **Accessible and scalable**  
Need for faster, cleaner and more accessible to reach a wide network of audiences beyond Texas to address national and global demands.
- **One-Stop Decision-making**  
Make an informed decision about the site, and analysing the surrounding demographics while collaborating with the local community and utilising ready to use local government data.

## Summary

As modern cities begin to showcase their USPs to seek business investment, GeoLocator tool helps draw business' attention to the city's unique strengths. The tool uses Esri's real-time Demographic and Business Analytics to offer business intelligence for identifying infrastructure assets and factors contributing to the current trends in development.



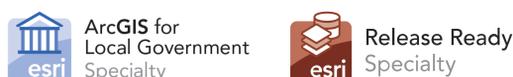
## Solutions

DCR recognizes the competitiveness in the market in order to showcase their USPs to seek business investment. DCR opted for ViewPro's GeoLocator tool - an essential apparatus in a fiercely competitive market to retain business customers and tax dollars within its city limit and prevents the city from losing out to a neighbouring city.

- GeoLocator allowed DCR to display and filter available properties for sale and lease that are dynamically updated in real-time. ViewPro's cutting-edge technology leverages 3rd party data in addition to its proprietary tool to create its own listings. It is designed to be scalable to accommodate DCR's varying demands.
- GeoLocator allows cross-platform collaboration with other ViewPro products such as GeoZone and GeoComment making the data exchange extremely efficient saving time and money.
- GeoLocator tools provided instant access to Esri's Demographic and Business Analyst data that generates specialised reports to provide logical reasoning to potential developers and investors who are considering Richmond as their business home. The user saves time investigating sites of interest by pulling in clear graphs and visuals with the latest data rendered with impressive speed and presentation.
- Timely and necessary data provided by GeoLocator tool clearly gave business stakeholders a piece of mind and enticed them to build, expand, and maintain business interest within the city limits.



Esri Software Used



Esri Technical Specialties

**GEOZONE**  
**GEOLOCATOR**

ViewPro Product Used