



Bring Your Economic Development Site to Life ~



Bringing your economic development site to life via the internet can be challenging. It's hard to know all the information a site selector might be looking for and it's especially difficult to help site selectors envision the site's full development potential.

Trying to help overcome these challenges and utilizing Esri's multi-media technologies, we've developed a cost-effective solution with our StoryMaps. A StoryMap includes:

- an overview of the community and area industries,
- site utilities and transportation access information,
- a conceptual site layout,
- a 3-D view of the conceptual layout, and more.

This information is easy to navigate, and the 3-D layout goes beyond a conceptual layout to bring the site to life and help a site selector envision the site's development potential. Curious about the StoryMap experience? Feel free to take your own StoryMap tour [here](#).

If you'd like to learn more about our StoryMaps, feel free to contact me at sbrowning@banning-eng.com.

A screenshot of an ArcGIS StoryMap titled "Westpoint Business Park". The map shows a 3D rendering of a proposed industrial site layout with several large grey buildings and blue ponds, situated in a rural area with green fields and a road. A legend on the right lists layers: Parking Spaces, Buildings, Pavement, Ponds, and Grass. The left sidebar provides information about the site, including its location in Hendricks & Morgan Counties and its proximity to Interstate 70. It also lists individual building layouts and a 3D view of the proposed site layout.

~ Sarah Browning
Business Development Director