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**EMPIRE STATE DEVELOPMENT LAUNCHES INNOVATIVE WEBSITE TO ATTRACT BUSINESS AND JOBS TO NEW YORK STATE**

*Specialized GIS software and corresponding web platform will host ESD's site and facility database and provide dynamic data to prospective businesses*

Empire State Development (ESD) and GIS Planning, Inc. today announced the launch of a new website, <http://NewYorkState.ZoomProspector.com>, designed to help expanding businesses find locations in New York State best suited to their needs. Developed and hosted by GIS Planning, the site provides immediate access to a wealth of in-depth information previously unavailable in one place.

With this new system, data including dynamic real estate, demographic and industry breakdowns are available free and instantly for all cities and counties in New York, along with a database of available properties with images. In addition, ESD's 10 Regional Offices will promote available sites, facilities and communities on this website.

"It is critical that New York State have a site selection tool on par with its robust online presence—particularly with the advent of the New York First website in October—and we are now proud to say we have one," said ESD Chairman & CEO Dennis M. Mullen. "This website has very real implications for the business community as it provides instant access to detailed site selection data, increasing New York's capacity to respond more efficiently and effectively to businesses looking to expand or relocate here. Post-launch, ESD will immediately hold training sessions with our partners at the local level who provide the raw data on available facilities and sites throughout the state."

The Geographic Information System (GIS)-powered website is built upon Google Maps technology, and offers state-of-the-art site selection mapping capabilities. The new website is also integrated with GIS Planning's national site selection search engine, <http://www.ZoomProspector.com>, which allows visitors to conduct national searches of cities and commercial properties that match their unique criteria.

"We've built the only website that actually convinces a business why they should locate in a particular place in the State of New York," said Anatalio Ubalde, CEO of GIS Planning. "Our software explains and quantifies how properties differ by offering details about what surrounds them, including the labor force, complimentary businesses, geographic access and more."

"Rochester was the first community in New York State to utilize GIS Planning's ZoomProspector system, and we commend ESD for adopting this technology statewide," said Mark S. Peterson, President and CEO of Greater Rochester Enterprise. "We've found it to be an effective way to competitively market our region's commercial sites, buildings, and talented workforce, and seamlessly fulfill site selector inquiries. We believe this new technology will do the same for communities throughout New York."

Businesses and site selectors interested in New York State may access the new website through ESD's agency website, <http://esd.ny.gov>, and through New York First, [www.NYfirst.NY.gov](http://www.NYfirst.NY.gov), New York's statewide business resource portal.

Other notable features of this new service include:

- Integration with Google-based mapping, including Google Street View and Google Earth
- User preference-based searches by distance or drive time, including consumer cost
- Workforce and business data within a chosen geography
- Extensive community reports and demographic heat maps
- Customized GIS mapping layers
- Quick and easy property uploads

Empire State Development is New York's chief economic development agency and administrator of the statewide business resource portal New York First ([www.NYfirst.NY.gov](http://www.NYfirst.NY.gov)). ESD is committed to being recognized on a global scale as the economic development engine driving job growth, strategic investment and prosperity in New York State. ESD is intent on paving the way for New York State to become the leader of the innovation economy and one of the most business-friendly, productive and competitive economic development climates in the world. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information on Empire State Development, visit [www.esd.ny.gov](http://www.esd.ny.gov).

**About GIS Planning, Inc.:** [GIS Planning, http://www.gisplanning.com](http://www.gisplanning.com), is the world leader in online economic development solutions. Over 13,000 U.S. cities in 42 states are served by GIS Planning's Geographic Information System (GIS) Software, which

provides real estate, demographic and industry data to help site selection professionals. GIS Planning invented <http://www.ZoomProspector.com>, a free website that enables companies to identify the best locations to start-up, expand or relocate. GIS Planning is an exclusive partner of the International Economic Development Council, and has been on the Inc. 5000 list for the past four years.

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