SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2024.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact Gage Harter.

PROGRAM INFORMATION

County: ROANOKE

Program Title: WHAT'S DEVELOPING APPLICATION

Program Category: INFORMATION TECHNOLOGY

CONTACT INFORMATION

Name: DAVID WRAY

Title: GIS MANAGER

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Richard Caywood

Title: County Administrator

Signature:

EXECUTIVE SUMMARY

The Roanoke County Economic Development Department offers an extensive array of information and services designed to assist international and domestic businesses with establishing new facilities, relocating existing facilities, or expanding current facilities in Roanoke County. Roanoke County has enjoyed many successes over the past few years and wanted a method to promote these development projects throughout the county. The County of Roanoke **What's Developing web application** displays map locations of these projects along with images and related press releases. The application includes an interactive map with search capabilities, images of developments, descriptions of developments, and links to Roanoke County's Tax View application for more information about the mapped parcel. The What's Developing web application creatively and effectively provides insight into industrial, commercial, and residential development projects around Roanoke County. View the application at the following web address:

https://whatsdeveloping.roanokecountyva.gov/WhatsDeveloping/

THE PROBLEM OR NEED FOR THE PROGRAM

Roanoke County Economic Development needed a user-friendly method to promote successful development projects across the county. We needed a solution to display where these locations are on a map and with basic information about each site. The solution needed to be easy to find and use by potential developers and citizens alike. Economic Development staff reached out to Roanoke County Information Technology's GIS team to build an innovative solution in-house, with minimal staff hours and minimal expense to the Economic Development Department.

DESCRIPTION OF THE PROGRAM

Roanoke County's new What's Developing application is a customized solution that showcases the recent projects to promote the Economic Development success story throughout the county. The application was created by the Roanoke County Information Technology's GIS Services using Esri's ArcGIS for Enterprise platform with accessibility in mind, and an emphasis placed on integrating the latest technologies to ensure mobile compatibility and the use of location services. The solution customizes the stock Esri Attachment Viewer application to meet the project's requirements. The custom application includes a splash screen, Roanoke County custom quick address search, zoom and pan, a preview panel of images for developed properties, and an interactive map. The map displays recent commercial, industrial, and residential developments. The data included in the site is maintained by Economic Development staff by using a shared network folder to store the images and an excel spreadsheet that contains the information for each developed site. When data is updated, a python script is run to update the mapping and site data. The application is easy to maintain by Economic Development staff, with a minimal investment in staff and resources to develop. The final product provides our Economic Development staff with a simple and visual means to share recent successes throughout the county.

The total one-time project cost for the What's Developing web application is $8,400. The largest project cost in developing the application was allocating and prioritizing personnel time, not including Roanoke County's investment in the overall GIS Enterprise infrastructure. The hours were used to design, develop, configure, and maintain the enterprise GIS resources that are the foundation of the What's Developing web application. As part of the County's overall

GIS Enterprise infrastructure, the Esri Small Government Enterprise License Agreement is $55,000. The ELA provides unlimited access to ArcGIS for Enterprise software along with technical support from Esri.

The goal of this project was to provide easily generated and accessible information to promote recent Economic Development successes to Roanoke County citizens and to potential developers and investors. Maximizing Roanoke County's investment in enterprise GIS resources, the GIS team was able to develop this innovative application in-house by customizing an existing Esri template application, which allowed the team to deploy a final application within a short time frame. The Economic Development Department can update the data quickly and efficiently using the shared network folder and Excel worksheets familiar to staff. The information is available anytime, through any device, and can be easily modified if enhancements are needed in the future.

Roanoke County Economic Development has had many successes over the past few years and needed a method to promote these development projects to citizens, developers, and potential investors. The What's Developing GIS application was developed to display map locations and information on these new projects. The project provided Economic Development the innovative tool they needed to promote recent success stories and a resource to promote future growth in the county. The application was developed maximizing internal staff resources and investment in enterprise GIS software and infrastructure. The application has been a successful tool in assisting the Economic Development to fulfill its goals of assisting international and domestic businesses with establishing new facilities, relocating existing

facilities, or expanding current facilities in Roanoke County. Since the application's launch on

March 1, 2023, the What's Developing web application has served 1,561 pageviews.