



Economic Development Division
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Business. Life. Balance.

FOR IMMEDIATE RELEASE

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CITY OF EAU CLAIRE ACQUIRES COMMUNITY ANALYST SOFTWARE

EAU CLAIRE, WI – The City of Eau Claire [Economic Development Department](#) recently purchased an annual contract for Esri’s [Community Analyst](#) software, a cloud-based GIS application. This program gives the city leaders access to a significant amount of data, report features, and map overlay graphs to help them make educated decisions in planning for our city’s future.

The variables range from demographics, health, economic/business, education, housing, crime, and market potential. These tools will support the city in prioritizing projects, allocating resources for the greatest impact, and understanding the behaviors and preferences of the people in our communities.

The City of Eau Claire Economic Development Division used the program recently to help the owner of CherryBerry, the new frozen yogurt store opening soon on Golf Road. In thanking the city, the owner claimed that Esri produced a “Very thorough report!” and helped in making some business decisions.

The software is cloud-based, so the data is constantly being updated for the most up-to-date results. It looks at both past data trends and future projections and computes drive times around a specified location. The map graphics help communicate information in a clear and effective manner.

For more information on the City of Eau Claire’s Community Analyst program, or to request a report, please contact the Economic Development Department at 715-839-4914 or visit us online at www.EauClaireDevelopment.com.

About the Economic Development Division:

As a division of the City of Eau Claire, our mission is to grow local businesses, facilitate expansions, and recruit outside businesses to locate in Eau Claire in order to increase quality of living, add well-paying jobs and grow tax base.

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