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St. Tammany Corporation Launches New Strategic Economic Development Website

In Partnership and Collaboration with GIS Planning, InveST St. Tammany Features Intuitive and Innovative Location Analysis Data Tools

MANDEVILLE, La – St. Tammany Corporation CEO Chris Masingill is proud to launch the organization’s strategic economic development website, InveST St. Tammany, to spur business growth, attract investment and create jobs. The new website is powered by GIS Planning’s industry-leading technology for property search and analysis to promote the region for business relocation and expansion.

The new economic development website and web tools make property listings and workforce data for St. Tammany Parish instantly accessible in a clear, relatable format to community leaders, site selectors, realtors, and businesses making location or expansion decisions. The intuitive, mobile-friendly web tool is free to use and requires no additional account to access information.

InveST St. Tammany provides data and statistics including available labor pool, economic indicators, business resources, commercial site availability, key infrastructure, demographics, and targeted industries.

A user-friendly, interactive data tool powered by GIS Planning’s industry-leading ZoomProspector software ensures that businesses making location decisions can view available commercial sites and buildings and research critical demographic, workforce, consumer spending, talent, and business data. The St. Tammany Corporation also makes extensive use of the standalone Intelligence Components to add interactive data to their web pages, such as a Community Profile infographics, talent pool data to track degrees conferred and top programs of study in the region, demographic data, and much more.

“GIS Planning data tools provide easy, direct access to the specific location, workforce and talent, and industry data businesses, organizations, and individuals need to make critical business decisions,” said Chris Masingill, Chief Executive Officer of St. Tammany Corporation.

“St. Tammany Corporation’s vision is to strategically align the economic landscape in St. Tammany to be the destination of choice for highly skilled talent, business formation, attraction, expansion, and retention. These data tools illustrate why St. Tammany can be the destination of choice for you and your business.”

The interactive tools offer much more than a searchable properties database - they also enable deep analysis of demographics, workforce, business, industry, consumer spending and infrastructure data. Stakeholders in the St. Tammany parish, including property owners, developers and listing agents can take

full advantage of the mobile-friendly tools to support business, create jobs, and power economic growth across the region.

St. Tammany Corporation's new website couples these listings and layers with additional proprietary data sources like Applied Geographic Solutions, National Center for Educational Statistics, Emsi, and DataAxle (formerly InfoGroup USA). Some key unique features include:

DEMOGRAPHIC ANALYSIS: Visitors can research population, education attainment, household information, and even employee types by distance or radius from a selected property, or even a pin on the map and export the information in ready-to-go reports.

BUSINESS REPORTS: The business database can help identify industry clusters and potential customers, competitors and suppliers. Use heat maps to visualize consumer spending across the region. An excellent resource as well for retail site locations.

WORKFORCE DATA: Powerful occupation, labor force, wage and talent data can help existing businesses and prospective investors make informed decisions to grow the regional economy.

For more information on the valuable economic development tools and resources for existing businesses, site selectors, and prospective businesses in our community, visit www.InveSTStTammany.com.

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About St. Tammany Corporation: As the lead economic development organization for St. Tammany, St. Tammany Corporation serves as the comprehensive resource center for business services throughout the parish. St. Tammany Corporation's services include business retention, site selection, workforce development, research and data services, state and local incentives, business attraction, talent retention, certified site development, relocation support, and marketing St. Tammany. Since the organization's launch in 2018, St. Tammany Corporation facilitated business expansion and attraction announcements representing over \$60 million in capital investment and 1,520 new and retained jobs in St. Tammany Parish.