



How the Convergence Between AI and GIS is Changing Site Selection



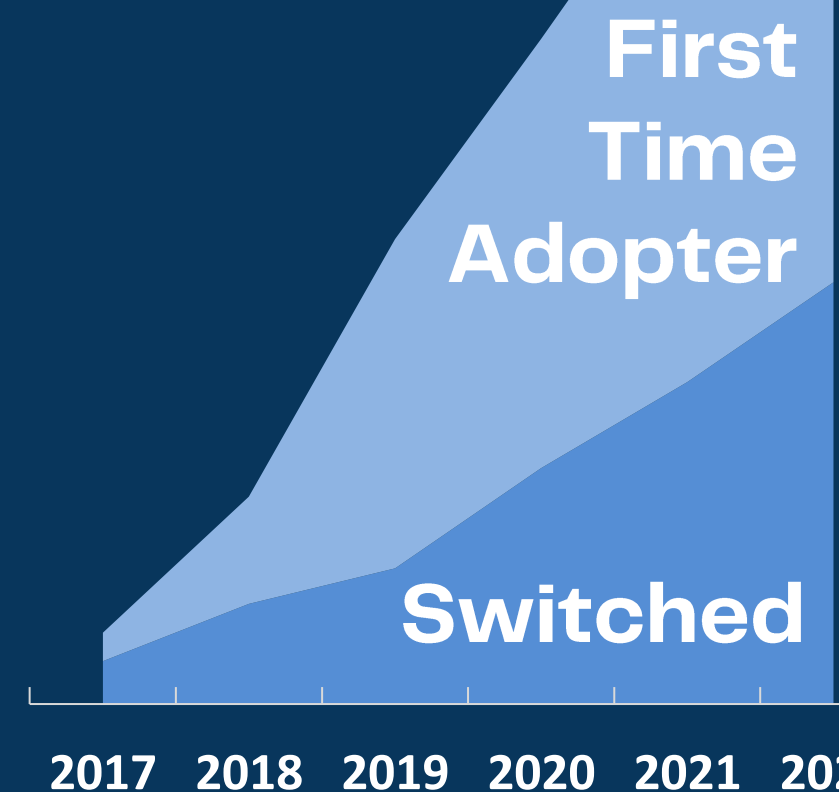
Economic Development's Technology Leaders



- Only Certified Esri Partner
- Unmatched Innovation
- Latest Technology

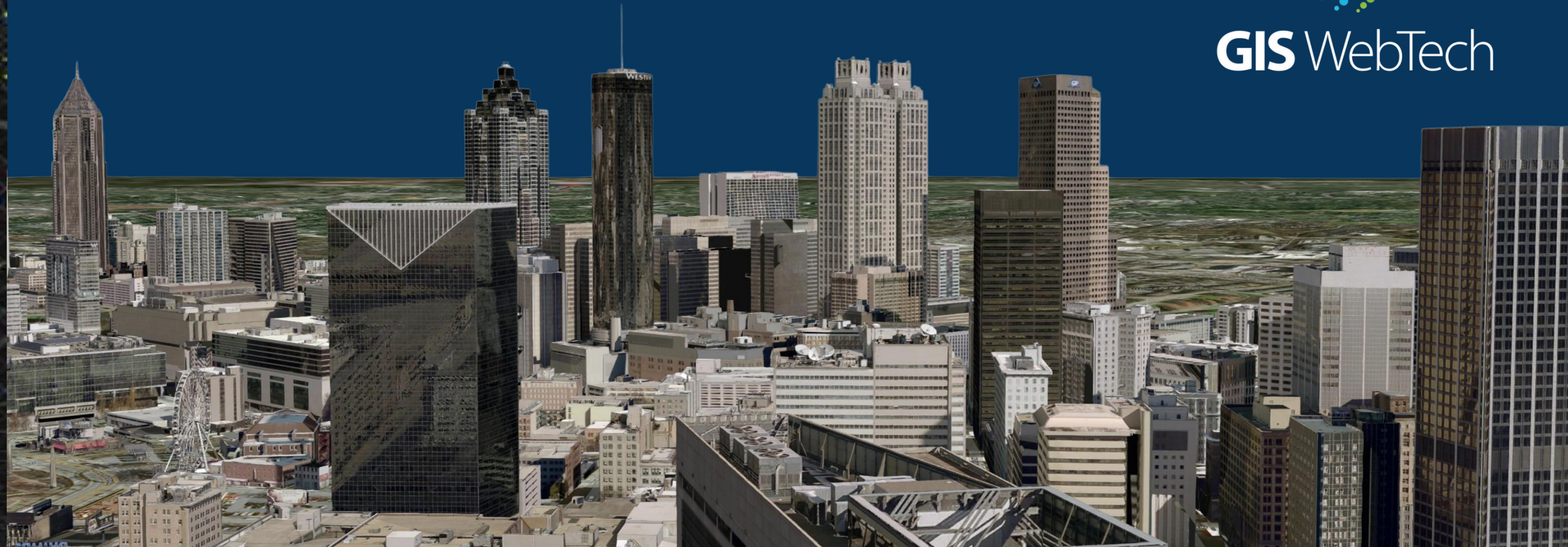


Fastest Growing



Interactive! Scan the QR Code

- Use the app to ask questions at any time
- We will show the QR code several more times



Interactive!

Agenda

- 1. Review pre-conference survey**
- 2. Opening remarks**
- 3. Q&A / Discussion**



Pre-Conference Survey

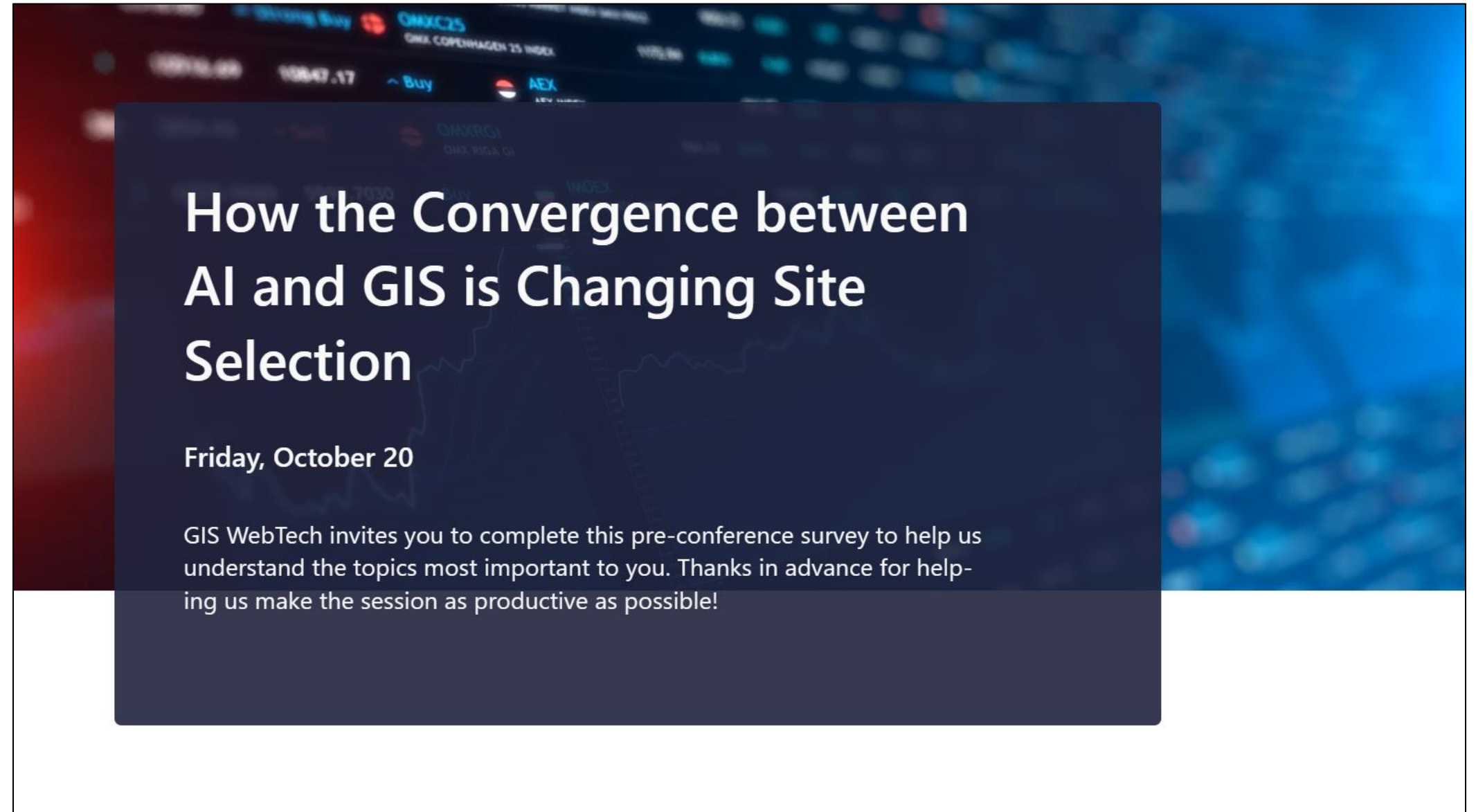


- **Short survey to help tailor the discussion**

- **Sent to all EDCC registrants**

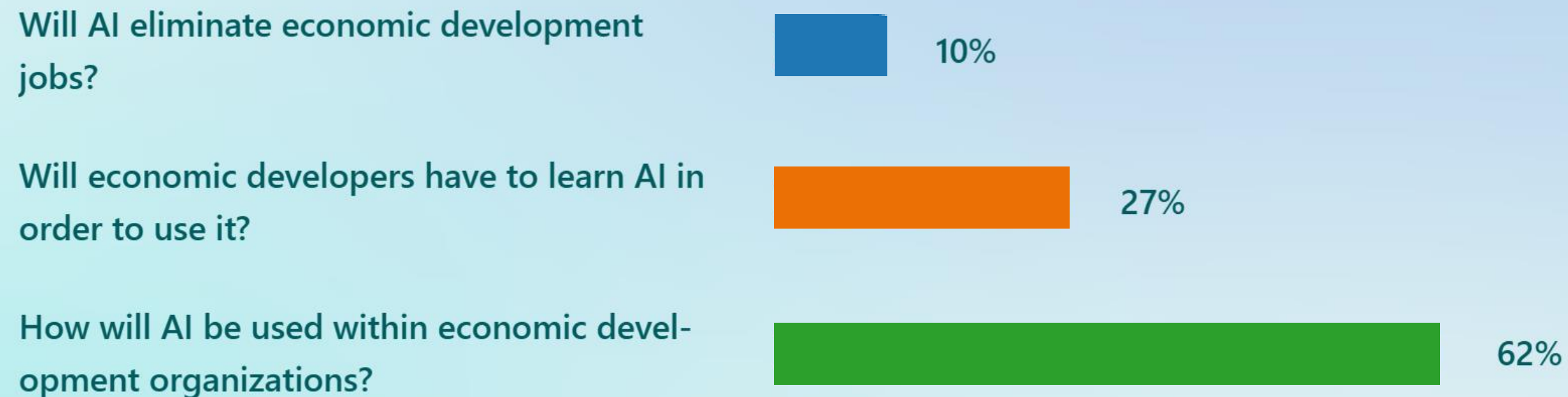
- **18 responses**

- **83% of respondents are economic developers**



Survey Results

In this session Ron Bertasi, CEO and co-founder of GIS WebTech, will give a quick primer on artificial intelligence and cover how it will impact site selection. Which of these additional topics would you like us to cover? Select as many as you like.



Survey Results



Please feel free to write any question(s) that you would like us to address. (Don't worry, the session will be interactive and we will use technology to allow you to ask questions directly from your phone in real time, as well.)



- **Two Questions Added to Slido App**
- **We Will Get Back to Those!**

Quick Primer on Artificial Intelligence for Economic Developers



GIS WebTech

What Artificial Intelligence Is Not: Cognition

Reasoning

Judgment

Intuition



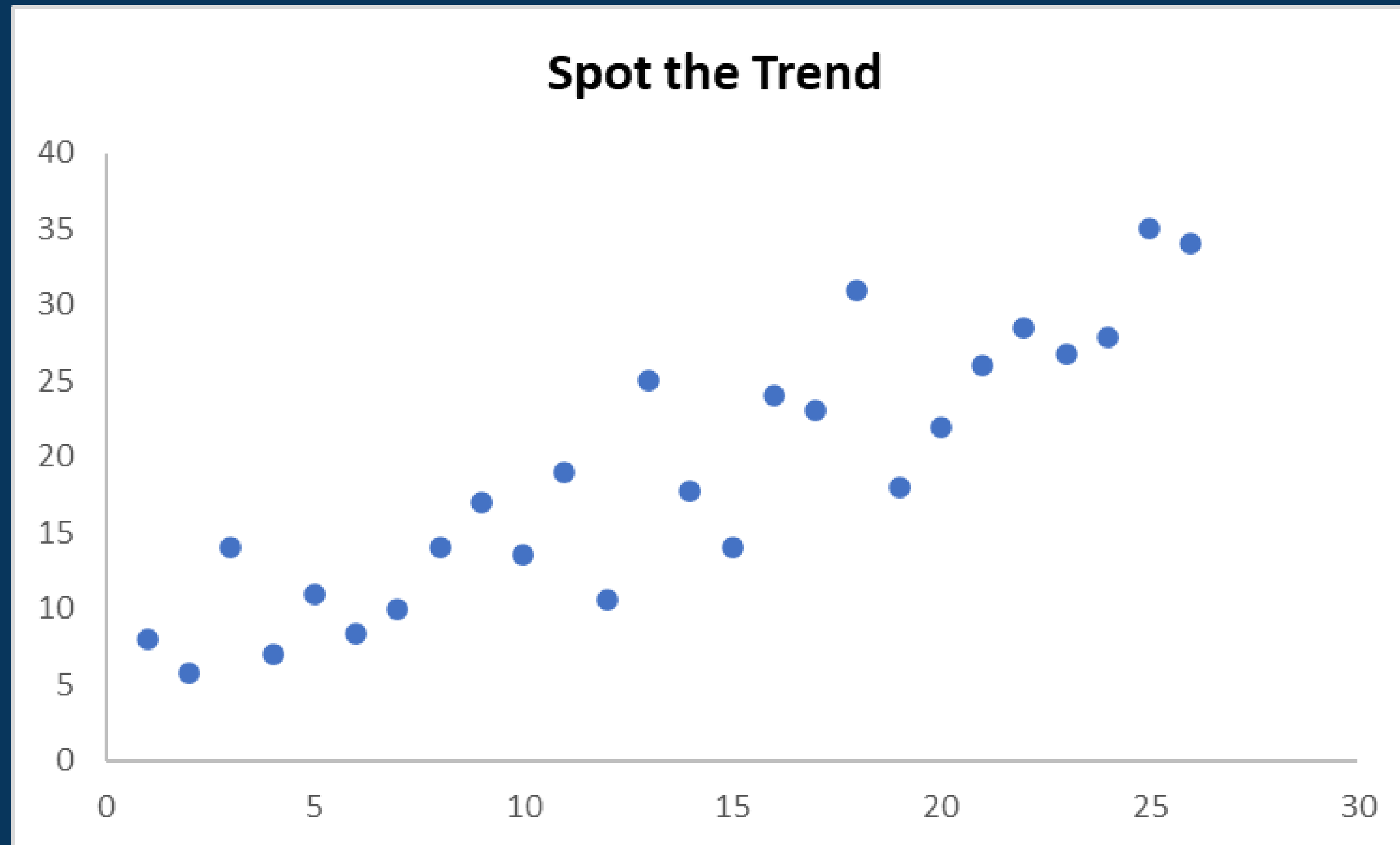
What AI Does



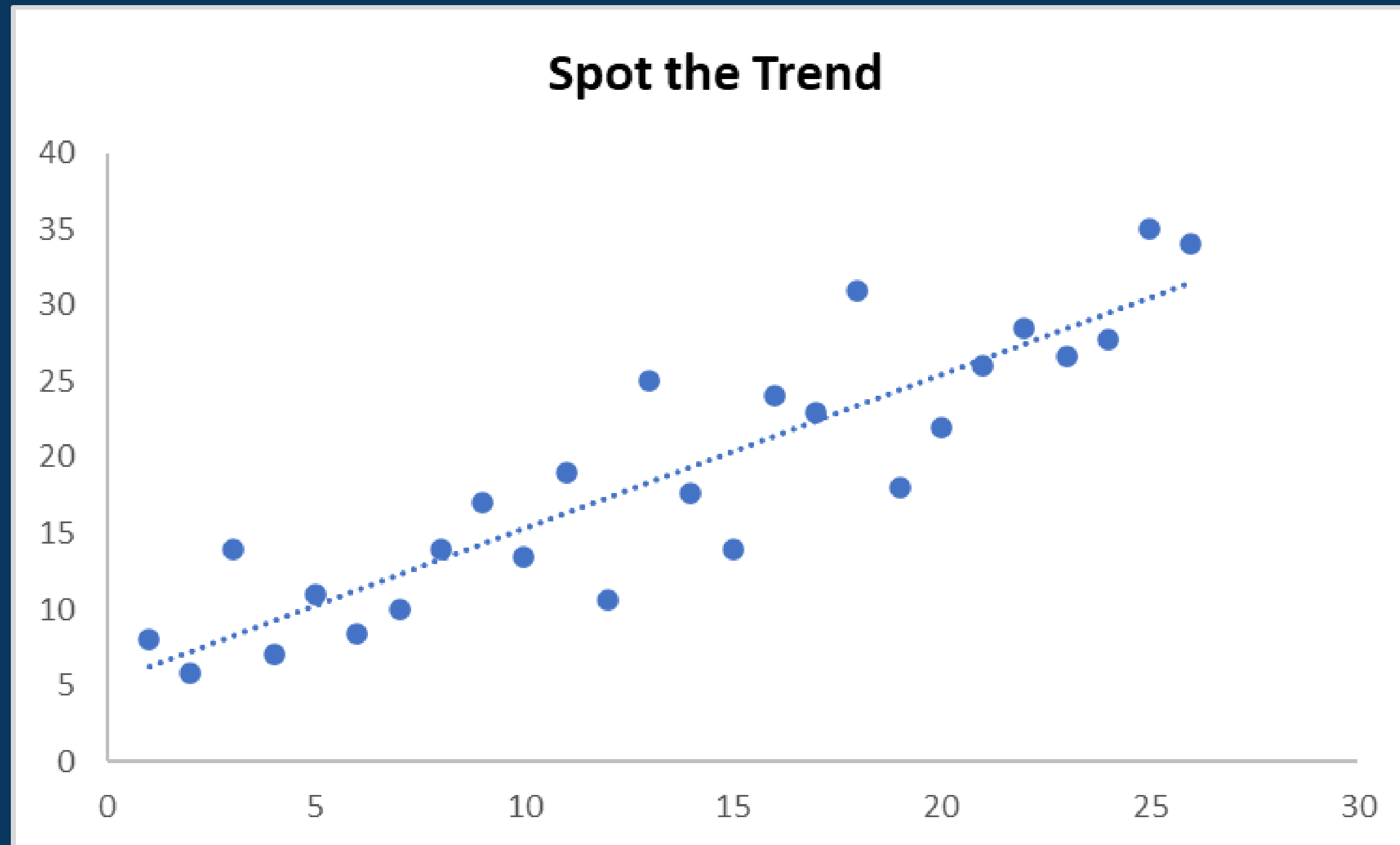
AI Finds Previously Unknown Patterns in Large and Complex Data Sets

- Uses computational statistics
- Requires huge amounts of computing power

Trends in Simple Data Sets Are Easy to Determine

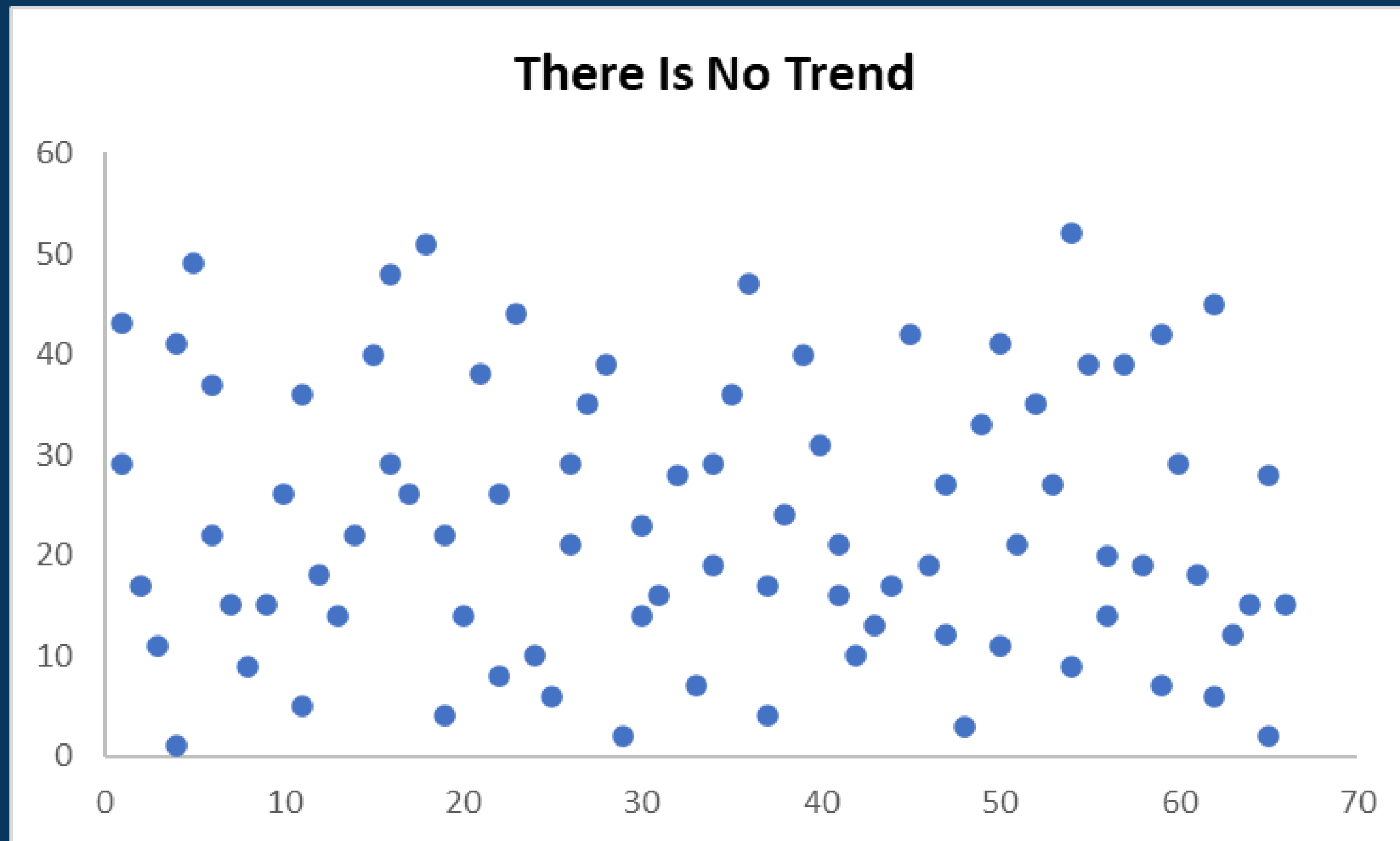


Trends in Simple Data Sets Are Easy to Determine

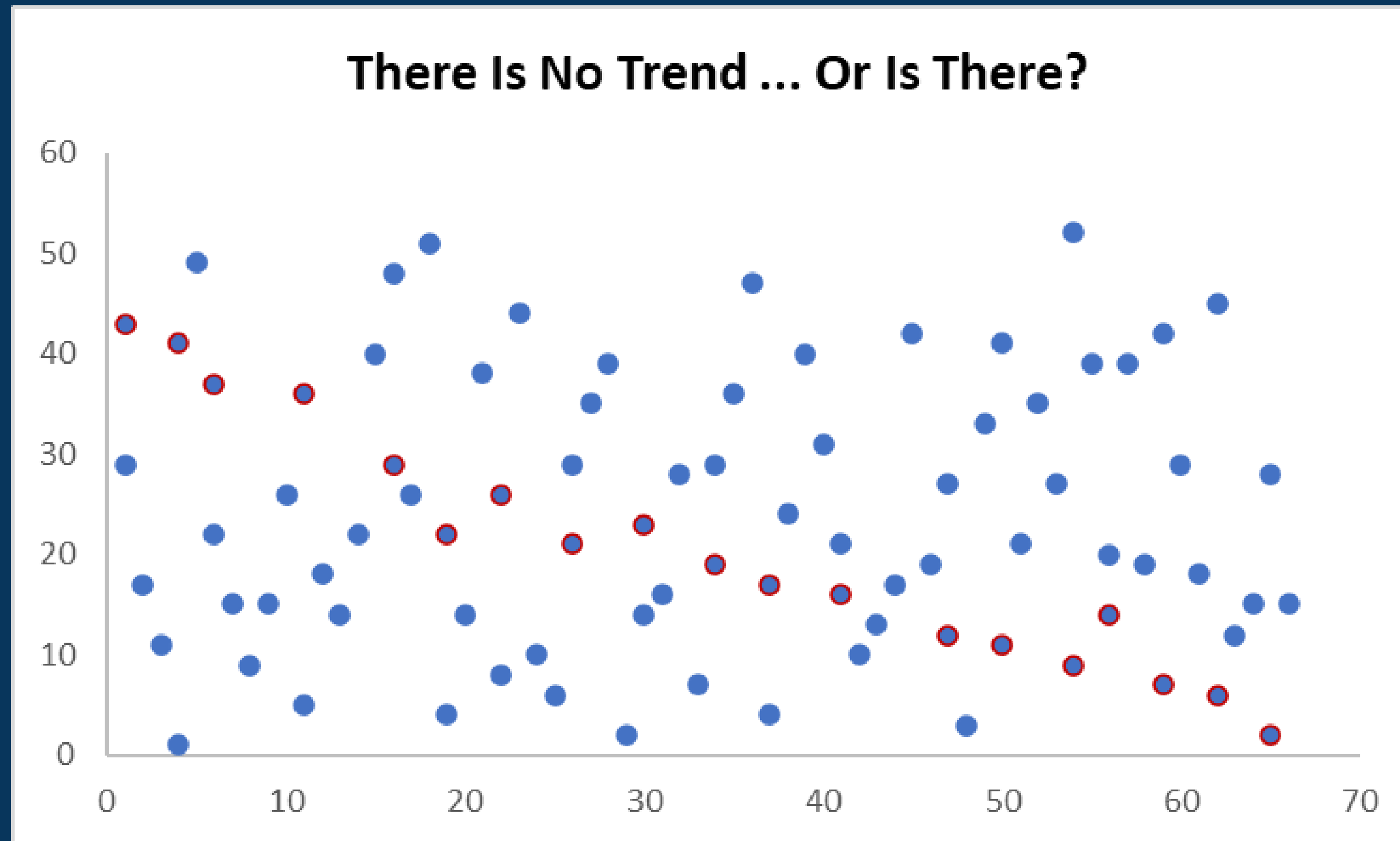


$$r^2 = 0.81$$

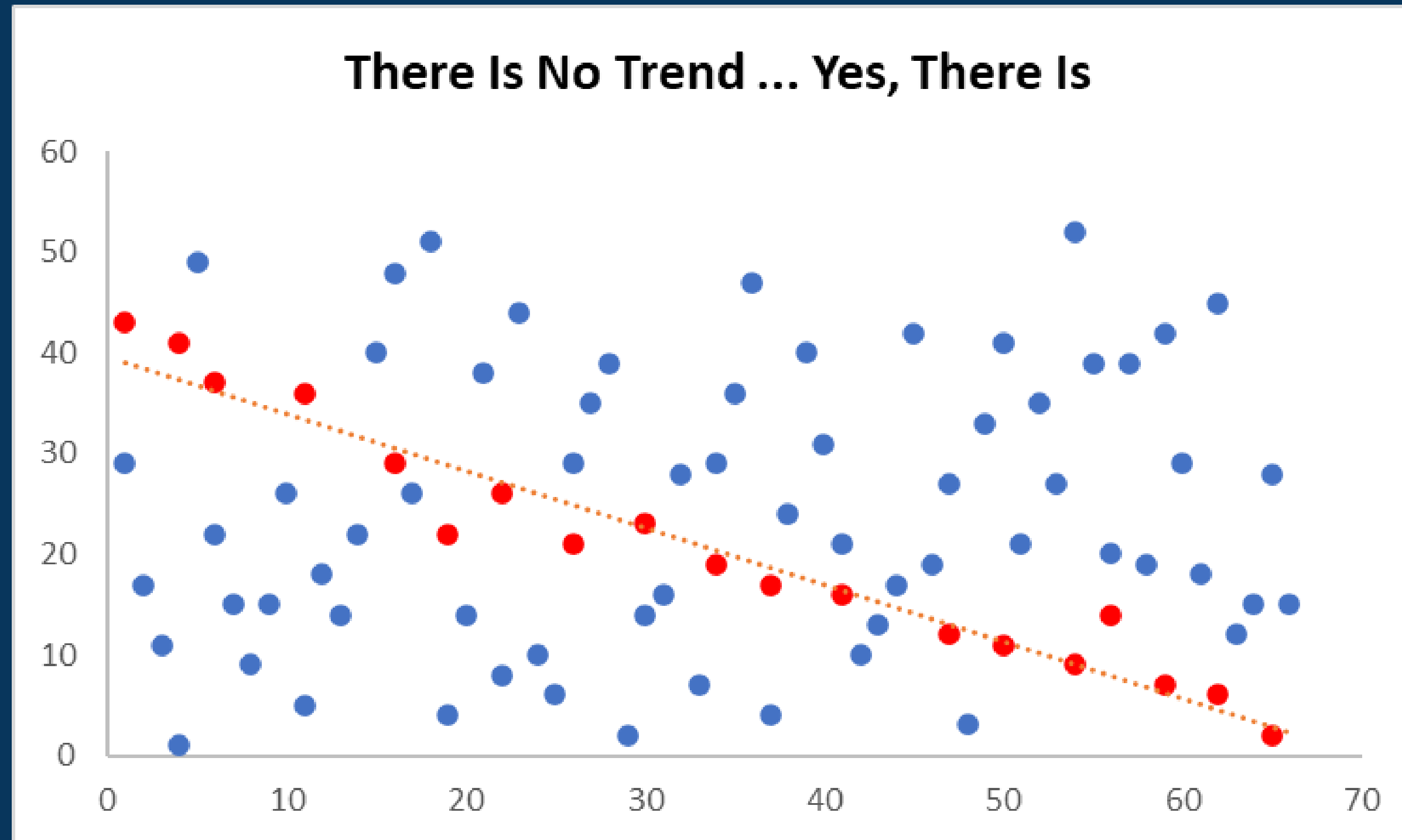
Trends in Complex Data Sets Are Less Obvious



Trends in Complex Data Sets Are Less Obvious



Trends in Complex Data Sets Are Less Obvious



AI Is a Natural Fit for Site Selection

- **Businesses / Site Selectors**
- **Economic Developers**



AI for Site Selection: Businesses / Site Selectors

1. Business Enters its Parameters

- Geographic boundaries
- Distance to interstate
- Rail access required
- Mechanical engineers
- Cost of living index

2. AI app accesses relevant data

- GIS data like geography, distance to interstate, rail access
- Workforce data like mechanical engineers
- Demographic data like cost-of-living index
- Property listings

3. App identifies and ranks properties

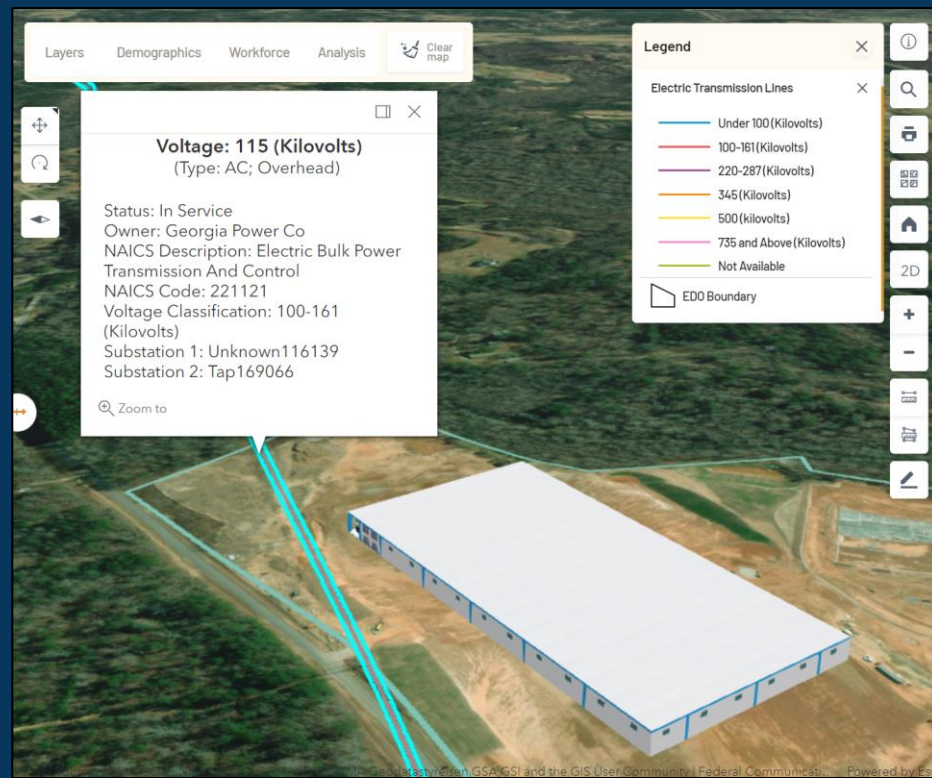
- Properties on the market
- Parcels not on the market



AI for Site Selection: Economic Developers

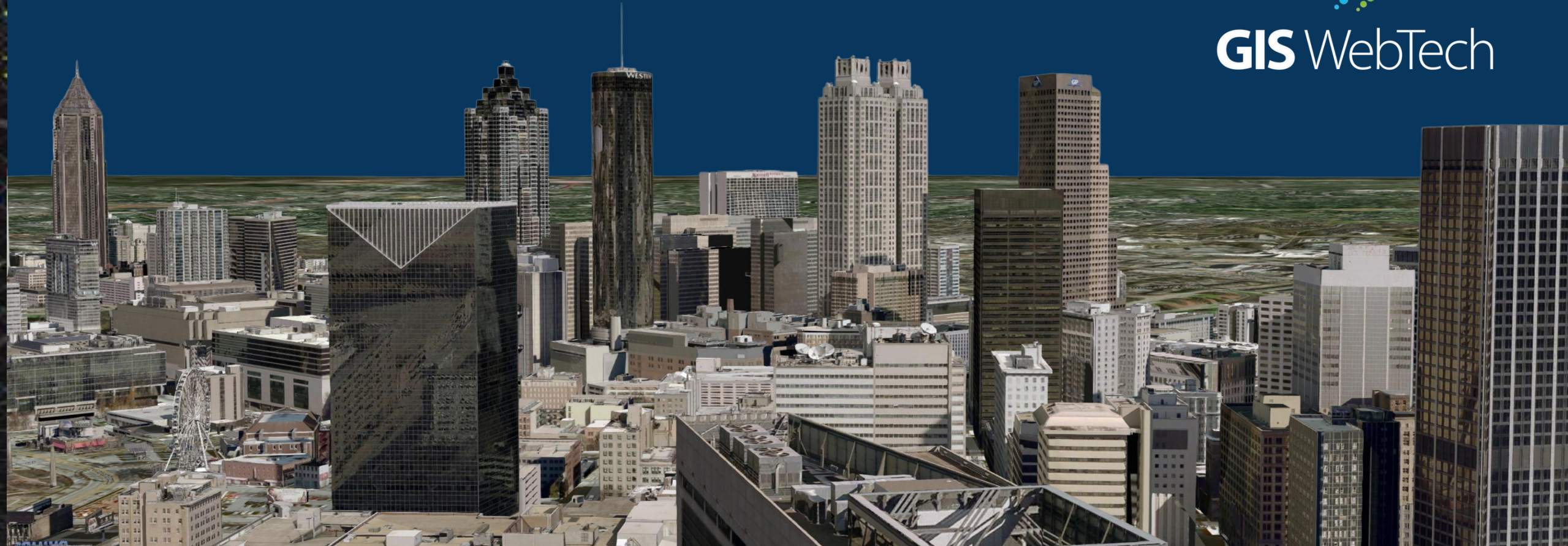
Find the Highest Value Sector

Find the Highest Value Properties



Interactive Discussion

Use the app to ask questions at
any time





Thank you!

Ron Bertasi

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