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Thank you, **Team Nearmap** 

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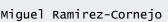
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Full name:

Date:









Traditionally dairy farming land, the City of Eastvale in northwestern Riverside County, California, was incorporated in October 2010 and began development of a new, livable city. The city's Community Development Department relies on Nearmap imagery to make informed construction decisions.

### **CHALLENGE**

Faced with planning and designing a new city, and attracting businesses to boost the economy, The City of Eastvale's community development department needed up-to-date imagery to drive smart decision-making. With limited resources preventing the use of drones or commissioned flyovers, and a small workforce of around 30, the department sought an easy-to-use solution that would deliver measurable results.

#### **SOLUTION**

Previously relying on aerial maps that could be up to four years old, the city began working with high-resolution, Nearmap imagery. Integrated with ArcGIS, this enabled the city to tell an accurate construction story, attracting new businesses that would contribute long-term economic

"It's powerful for developers and site selectors to see what is actually going on instead of having to figure it out or rely on old imagery. With Nearmap, it's as good as if they had driven over here themselves."

Miguel Ramirez-Cornejo, Economic Development Senior Management Analyst, City of Eastvale. gains to its 73,000-strong population. With only 5% of the city's land left for development, intelligent site selection and complementary positioning of new businesses would ensure long-term viability.

## **BUSINESS IMPACT**

Attracting new business was part of the drive to reverse the \$73M in lost annual revenue as residents left due to lack of choice. The ability to show prospective tenants the state of development in the city—while other maps were still showing vacant lots—helped secure valuable proposals. In just 12 months, the city quickly realized financial gain by providing residents with lifestyle, dining and entertainment facilities positioned in prime locations.



\$3M

IN ANNUAL REVENUE GAINS



95%

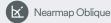
OF CITY AREA DEVELOPED



73,000+

FAST-GROWING POPULATION







# NEARMAP FOR GOVERNMENT:

To learn more about how aerial imagery can improve your development processes, visit: **www.nearmap.com** 

