

# Pinellas County Economic Development

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Technology  
that means  
Business

**integrated GIS application**

**database-driven directories**

**intuitive administrative portal**

**dynamic site content**

## About PCED

The Board of County Commissioners and the County Administrator created Pinellas County Economic Development in late 1997. PCED's mission is to retain existing businesses as well as attract new high-quality businesses that pay a living wage. The aim is to improve the business climate within the county by acting as a liaison between public and private sectors while facilitating the availability of a qualified workforce.

## The Situation.

PCED need a Web-based system that could quickly and effectively disseminate a plethora of County population, geographic and economic data. The goal: to develop the area's leading online information resource for businesses and residents considering a move to Pinellas County – *all while keeping the site manageable and user-friendly.*

## The Solution.

DataGlyphics developed a fully dynamic, database-driven site – featuring a Networking Directory, Event Calendar, Geographic Information System (GIS), streaming media capabilities and intuitive navigation. The Networking Directory is searchable via new NAICS codes, and the Event Calendar allows PCED partners to logon and post their public events. With *GIS Site Assistant*, visitors can search on a combination of demographic and geographic data. And through the intuitive backend administrative portal, PCED personnel can easily manage site content, send targeted email, upload audio and video, and more – with no programming skills required.

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