



CoreNet Economic Development Award  
TVA Response to Review Criteria

1. How were the goals and objectives of [TVAsites.com](http://TVAsites.com) clearly defined?

TVA formulated its goals and objectives to boost its competitiveness and find new ways to reach site selection decision-makers while taking advantage of the true potential of the Internet. We wanted to design a “one-stop shop” that would give users a quick and easy way to acquire the information they needed to make site location decisions. By putting ourselves in the client’s shoes we asked, “What would I want if I were a site selector? What do I need and how would it work?” We envisioned a catalyst that would promote partnerships for regionalism in economic development by providing a powerful, user-friendly database to centralize site searches.

2. What is innovative about [TVAsites.com](http://TVAsites.com)?

The speed of the system allows the user to quickly access detailed property and site information for over 1,600 available sites covering 210 counties in a seven-state, 80,000-square-mile region. A customizable search function saves wading through numerous inappropriate choices. The depth of the system offers immediate access to demographic and business planning data that give a complete picture of how a location best meets a client’s needs. Illustrations within the powerful GIS-based mapping function add compelling visual elements that allow the user to view locations in relation to cities, roads, and railways, etc. - a feature that’s particularly beneficial to global users. The size of [TVAsites.com](http://TVAsites.com) makes it the world’s largest Internet-based GIS system for site selection analysis.

3. How impactful are the results?

The response has been overwhelmingly enthusiastic, and site selectors tell us they use this system first when searching for information. Small communities in the region use the system to create professional and highly detailed prospect packages that would previously have been beyond their technological capabilities. The State of Tennessee gave its stamp of approval and adopted [TVAsites.com](http://TVAsites.com) as its primary building and land search database. Wal-Mart is using the site to sell the large vacant stores in its real estate portfolio. Putting the global marketplace within the reach of the entire regional economic development community has also created a new level of positive media exposure and goodwill.

4. How are the results measured?

Since the May 2004 launch, more than 21,000 user sessions have generated multiple leads each week. The usage statistics feature tracks measurable results which have shown that viewers representing over 40 countries have accessed this site and in January 2005, an average of 500 visitors a day stayed on the site for more than seven minutes. Every \$1 invested in [TVAsites.com](http://TVAsites.com) has created \$18 in value with data integration and improved efficiencies. A time savings analysis reveals a 98 percent reduction in turnaround time and labor. It takes 0.8 hour to gather information on the site, compared with 48.4 hours using a manual process for the same amount of data. Our cost studies show savings of \$1,525 for each site search and data analysis compared with the manual process.