

# Taylorsville City sponsors training on website tool

by Raili Jacquet

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A marked interest at the recent Economic Development Forum spurred Taylorsville city officials to host a free training program for the Geographic Information Systems Prospector tool accessed from the city's website.

Real estate agents, title company employees and residents attended the training to see how to navigate the system first hand. Ted Andersen, a GIS Specialist, and Keith Snarr, Economic Development Director for Taylorsville, gave a step-by-step example of how to list a property on the website.

"This is a free service," said Andersen. "It is free advertising and we want people to use it. Get the word out that this is a useful tool and the more people we can get using it the more powerful it will be."

The GIS tool allows the user to search for specific properties by address or parcel number and get detailed information about the area. The demographics section of the webpage shows statistics of the surrounding neighborhood, such as population, employment, average household income and projections for the area in 2013. The tool also gives breakdowns of the population regarding percentage of males and females, age distribution, race distribution and education attainment for the residents in the area.

"That's what is nice," said Jonathan Taylor of Smith, Brubaker and Haacke Realty. "It is all in one place."

The tool allows the user to see what types of businesses are in the surrounding commercial area. The tool identifies businesses in specific categories (i.e., agriculture, communications, construction, etc.) and gives exact numbers in each section with percentages. A further description can be obtained by clicking the category and a list of businesses, with the locations shown on the corresponding map, will appear.

A complete aerial map remains on the left side of the screen while different parameter searches can be done on the right side. The current aerial map is from 2006 and updates are done every two years.

"I'm starting to see a lot of what I wanted to see," said Justin Clark of Founders Title Company. "Particularly with the real estate agents that we are working with, they want to see what businesses are around the listed property."

Realtors are also able to attach their fliers to the search page for the parcel number of the property they have listed. They can upload pictures, detail the selling points and add any pertinent information. Andersen mentioned the system can be "tweaked" and is open to any suggestions an agent or resident may have for the site.

The benefit for Taylorsville City is vast. To ensure that all commercial areas have been occupied brings in revenue and the residents, in turn, will profit.

"People wanted to know why we don't charge for this service," said Anderson. "It is simple. We want to make sure all of our retail spots are filled. It brings money into our city and that benefits us all."

For more information on obtaining a user ID and password to access the system for listings, contact Jean Ashby at [jashby@taylorsvilleut.gov](mailto:jashby@taylorsvilleut.gov) or 963-5400.



*Residents, title company employees and real estate agents learned about a tool accessed from the Taylorsville City website*



*Taylorsville Economic Development Director, Keith Snarr, left, meets with Council member Lynn Handy after the GIS Prospector Tool training on Nov 14*