

Abstract

With the proliferation of online GIS starting around 2012, costs for running GIS have come down so much that there are now many opportunities to spatially enable organizations like those in the non-profit sector that could not access the technology before. This research demonstrates how to administer a simple GIS system for a non-profit corporation in the performing arts sector, the Pacific Symphony. It illustrates how the symphony developed a basic pattern of spatial thinking and analysis that strategically aligned with their core organizational objectives. This project shows that even though the symphony lack the resources to invest in a professional GIS system, they were still able to utilize spatial technology by implementing a cloud-based GIS system to make their organization more successful. Esri's ArcGIS Online was used for this project because it is a cloud-based, user-friendly GIS software geared to those with little to no GIS experience. By overlaying the symphony's data with ArcGIS Online content, such as demographic data and tapestry segmentation, ArcGIS Online was able to help the symphony choose ideal locations to market and select among alternative performance venues. Additionally, it helped the symphony reduce costs by targeting the appropriate market and customer base. Two key findings coming out of this project are the importance of a GIS champion within the organization to make the GIS implementation successful, and the value of hands-on experience of Web GIS for integrating patterns of spatial thinking in the organization.