

Taking GPT Airport to New Heights with ArcGIS StoryMaps

Case Study



About The Client

The Gulfport-Biloxi International Airport is the second largest airport in the state of Mississippi, welcoming nearly 800,000 travelers each year.

Centrally located on the Mississippi Gulf Coast in Gulfport, Mississippi (Harrison County), the airport is approximately two miles from Interstate 10, and two miles from the Port of Gulfport and the Gulf of Mexico.

Gulfport-Biloxi International Airport's 1,600 acres of property features a 160,000 sq ft airport terminal served by five major commercial airlines, two runways (9,000 ft and 4,900 ft), a state-of-the-art FBO, cargo and USO facilities, two hotels, an office park, and more.

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The Gulfport-Biloxi International Airport (GPT) is experiencing a surge in growth, thanks to the strategic development of its available parcels to generate revenue. However, the airport's previous approach to marketing these properties wasn't capturing the desired attention, prompting the search for a more impactful solution. Upon discovering the innovative capabilities of ArcGIS® StoryMapsSM, provided by GEO Jobe—a prestigious Platinum-level Esri Partner—they swiftly witnessed remarkable outcomes.



The Challenge: Transforming UAV Data & Property Documents into a Customized, User-friendly Marketing Tool

The method GPT was initially using to market their parcels is noninteractive for the end users and had not produced the desired results. With the available parcels buried on their website, it was difficult for potential investors to find, and did not provide all of the information they needed.

GPT was flooded with emails from developers seeking more information about the property. They needed an interactive way to convey all the necessary information in one solution.

Their top priority was a customized application that would be user-friendly, engaging to end users, and able to answer questions. The challenges were digesting the UAV footage and digitizing the pdfs GPT provided. This processing took time but provided the foundation for the customized maps displayed in the StoryMap.



The Solution: A Custom StoryMap That Transforms Passive Browsing into Active Engagement

GEO Jobe's CEO David Hansen and Chief Operating Officer Danny Menikheim introduced GPT to the idea of using a StoryMap.

GEO Jobe's Solutions Engineer at the time, Randee Miller, worked closely with GPT's Planning and Business Development team to design the StoryMap based on their needs. GEO Jobe's UAV Business Development Manager Reed Davis assisted with UAV footage and processing. GPT's team for this project consisted of Don Shepley, Director of Planning and Business Development, and Chaille Munn, Director of Marketing.

GPT was already utilizing ArcGIS Online, which gave them an advantage when deploying their economical development StoryMap. The existing hosted layers on GPT's AGOL made it easier for data manipulation by eliminating the need to publish new layers. Additionally, GPT provided UAV footage and marketing images.



GEO Jobe used these layers and assets to create a custom interactive marketing board highlighting the 241-acre parcel. This StoryMap provides comprehensive answers to the deluge of questions GPT receives. Now, instead of a static listing, potential developers can access the parcel information through an interactive and engaging story. Just one click allows the user to easily find all their answers.

The Impact: Instant Buzz, Lasting Efficiency

GPT published the StoryMap showcasing the available parcel and instantly received positive feedback from other development organizations. These organizations saw the StoryMap and wanted to know how they could do that for their listings.

Since then, the StoryMap has saved the Director of Planning & Business Development time by having all information in one place for public interaction. GPT no longer needs to send a PDF flyer to describe the parcel or explain how to navigate to the information on their website.

They don't have to track down files, ensure a drawing is current, or fight with a file too large to send through email. The StoryMap is easy for GPT to manage and share with others and by embedding it on their website they have made it front and center.

“ During the pandemic potential economic developers were not traveling or visiting property sites, but instead were window shopping online. The Esri storyboard has proven indispensable to present the Gulfport-Biloxi International Airport's Project Ready site in a powerful, friendly and easy-to-use format online.

Don Shepley, Director
Planning & Business Development
Gulfport-Biloxi International Airport

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Want to see how we can harness StoryMaps for your organization? Reach out today!



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