

Introduction Spokane Regional Site Selector Economic Development Website V 3.0

Ian Von Essen Spokane County GIS Manager ivonessen@spokanecounty.org Kerry R Brooks EWU Urban and Regional Planning <u>kbrooks@ewu.edu</u>



Outline

- Introduction
- Consortium Members
- Site selection trends
- Site purpose
- Site functions



SelectSpokane.com

- Is an interactive Geographic Information System (GIS) mapping program that provides enhanced economic development and site selection services to the business community
- Allows users to search for available commercial buildings and sites as well as generate site-specific demographic and business analysis reports
- Speeds up and simplifies the process of finding the optimal location for a business by providing public access to a range of valuable information

<u>SelectSpokane.com</u> allows citizens and businesses access to available commercial properties, business locations, land based GIS information, and demographic and market information. The site leverages the community's existing investments in GIS to foster economic development, empower developers and investors with information, and improve regional economic development capacity.



Spokane Regional Site Selector Consortium Members

Administrator

Eastern Washington University
 Urban Planning and Public Administration

Funding Members

- City of Spokane
- City of Spokane Valley
- City of Liberty Lake
- City of Cheney
- Spokane County
- Avista Corporation
- Greater Spokane Inc.

Real Estate Data Providers

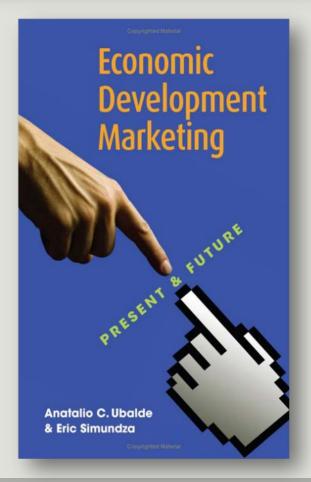
• Spokane Area Commercial Real Estate Brokers



WHY?



Trends discussed in study of the behavior of site selection professionals





750,000 businesses need new facilities each year





Changes in Site Selection	10 Years Ago	Now
Length of typical search	6+ months	4 - 8 weeks
Scope of initial screening	One or two dozen communities	Hundreds of communities
Percentage done remotely versus in-person	40% remote vs. 60% in-percon	80% remote vs. 20% in-person
#1 tool for learning about communities	Personal visit	Website/ Internet



Most valuable site features

Website Features	ED Rank
Websile realures	Important
Land/sites and buildings inventory	91%
Labor force (availability and wages)	91%
Demographic reports	90%
Infrastructure (utilities and transportation)	86%
Maps	85%
Major industries or business/industry clusters	83%
Staff directory and contact information	83%
Incentives	81%
Major employers	80%
GIS mapping tools for site selection analysis assistance	77%
Business assistance services/how to start a business	74%
Quality of life	73%
Employment training programs	70%
Testimonials and success stories	67%
Hyperlinks to other organizations	67%
News about community (past or present)	60%
Social media integration	60%
Comparisons to other areas	55%
Business list	53%
Formatting option for mobile devices/mobile apps	51%
Transactions	48%
Videos	33%
User-generated content	24%



Select Spokane site features

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Business assistance services/how to start a business	74%
Quality of life	73%
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Testimonials and success stories	67%
Hyperlinks to other organizations (state/regional)	67%
News about community (past or present)	60%
Social media integration	60%
Comparisons to other areas (state/regional)	55%
Business list	53%
Formatting option for mobile devices/mobile apps	51%
Transactions	48%
Videos	33%
User-generated content	24%



This site benefits

- Professional Site Selectors
- Commercial Realtors
- Economic development organizations
 - Greater Spokane Incorporated and similar
- Grant Writers
 - Public and private
- Education and research
- The region
 - With this site we are in the game



Site functional overview

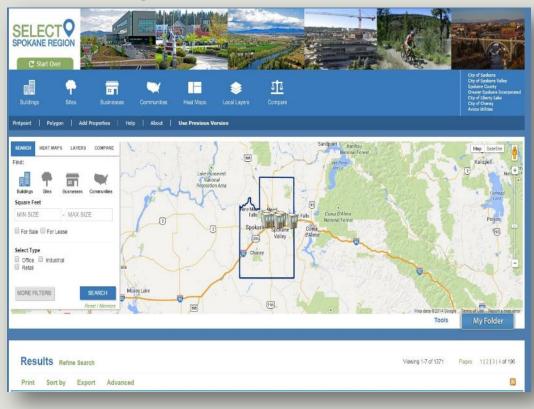


New in version 3.0

- Improved ease of use
- Improved reporting
- Improved analytical functionality
- Improved links to social media
- Commercial properties in incentive areas are now searchable by incentive area



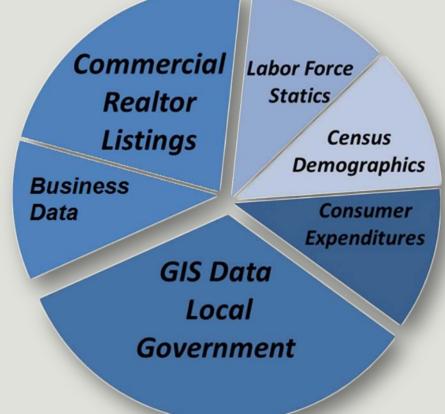
Desktop and mobile







Major components





Commercial Real Estate Data

- Currently (05 February 2015) 1285 listings on site
- Entered two ways:
 - Upload via agreement with Commercial Brokers Assoc. (CBA)
 - Broker self-entry
- How are the Commercial Real Estate listings maintained?
 - Weekly CBA update
 - Brokers (reminders for old listings)
- Why aren't all Commercial Real Estate listings on the site?
 - Commercial realtors decide what's posted and what's not



Local geospatial layers

- Airports
- Public school attendance zones
- Universities and trade schools
- Water and Sewer lines
- Incentive zones and special districts
- Municipal boundaries
- Water and Fire districts
- Local aerial imagery (orthographic and oblique)
- Parcels
- Bus and rail routes
- Zoning



Search property by attribute

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Search property by location: MF Tax

Exemption

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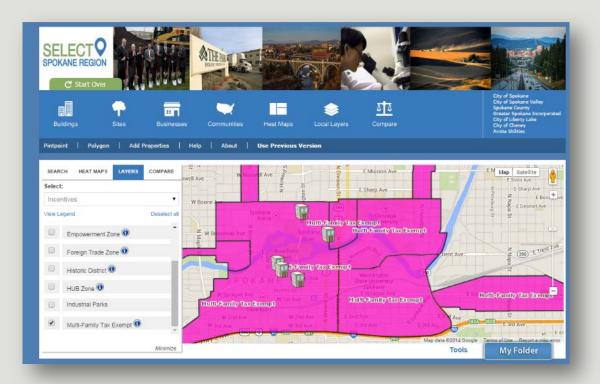
Business & Development Business Incentives

Development Incentives - Overview

The City of Spokene's Planning & Development can connect you with incentives that will save you money. Our Development Incentives Toolbox is full of handy local, state and federal money-saving incentives, related to:

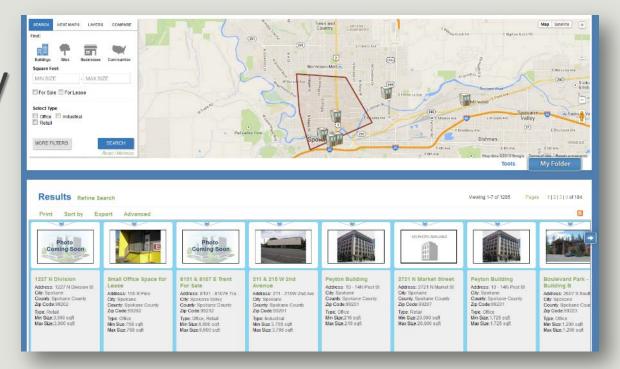
Multi-Family Tax Exemption (MFTE) Development Incentive

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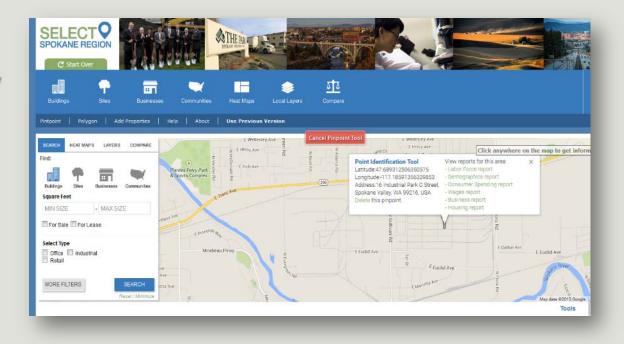


Search property by location: Polygon





Search property by location: Pinpoint





Explore and report on search results: Property

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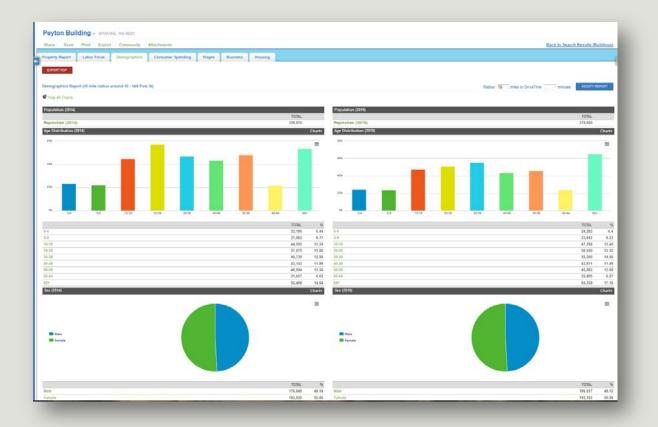
Explore and report on search results: Labor force

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3-9 Employees	3,215	17.30	Wholesale Trade (SIC 50-31)	8.623	4.53
10-19 Employees	1.748	9.40	Retail Trade (BIC 32-39)	42,237	12.91
26-43 Employees	1.621	6.35	Finance, Insurance And Real Estate (SIC 60-63) Services (SIC 79-63)	12.027	6.04
30-09 Employees	464	2.58	Public Administration (BC 90-98)	11.728	5.52
100-243 Employees 230-438 Employees	221	1.24	Unitascilled (SIC 39)	1.038	0.43
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Coat and Ore Mining	26	0.14	Coal and Ore Mining	192	0.08
Oil and Gas	3	0.02	Oil and Gas	7	0.00
General Construction	523	2.01	General Construction	2,977	1.40
Heavy Coostruction	765	3.78	Heavy Coostnuction	5,495	2.55
Food Manufacturing Tobseco Manufacturing	60	0.32	Food Manufacturing Tobacco Manufacturing	1,402	0.704
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Accarel and Testile Manufacturing	12	0.02	Apparel and Testile Manufacturing	147	0.01
Lumber and Wood Production	2	0.12	Lumber and Wood Production	250	0.140
Furniture Manufakturing	1	0.03	Furniture Manufacturing	34	0.025
Paper Manufacturing	12	0.05	Paper Manufacturing	457	0.22

* Note adjustable search radius



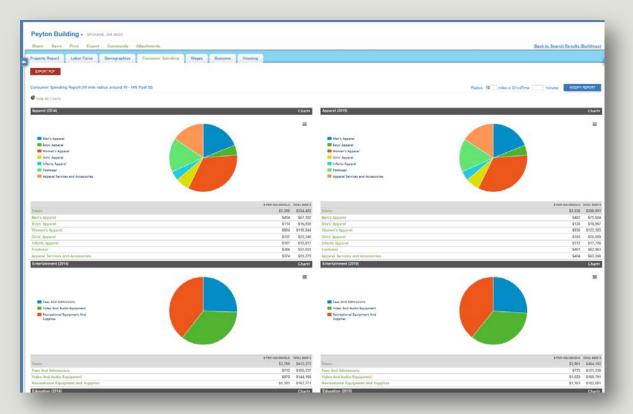
Explore and report on search results: Demographics





Explore and report on search results:

Consumer spending





Explore and report on search results: Wages

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eneral and Operations Managers	542.00	\$45.25	\$87,350	\$94,000	
larketing Managers	\$47.31	\$54.55	\$35,750	\$113.470	
ales Managers ales Managers	647.62	\$30.90	\$33,040	\$103,800	
uldic Relations and Fundraising Managers	\$35.51	\$30.90	\$73.670	\$10,000	
alic Relations and Fundracung Managers Invinistrative Services Managers	\$35.51	\$28.40	\$72,220	\$75,710	
	\$143.57	\$31.40	\$103.310	\$107,590	
mputer and Information Systems Managers					
naneial Managers	\$46.00	\$49.70	\$97,320	\$103,540	
sdustrial Production Managors	\$34,73	\$37.90	\$72,230	\$78,829	
orehasing Managors	\$28.78	\$79.75	\$80,660	\$82,885	
ansperiation, Storage, and Distribution Managers	\$38.00	\$39.08	\$79,040	\$81,250	
man Resources Managers	\$38.44	\$42.25	\$79,990	\$87,880	
anstruction Managers	\$40.43	\$45.29	\$84,090	\$94,210	
lucation Administrators, Preschool and Childcare Inter Program	\$21.83	\$22.92	543.400	\$47,600	
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ducation Administrators, Postsocondary	\$37.98	\$39.72	\$79.010	\$82,610	
eaties Administrators, All Other	\$27.03	\$31,22	\$56,230	\$54,940	
hitectural and Engineering Managers	\$53.56	\$55.95	\$111,410	\$118,450	
ed Service Managers	\$20.50	\$22.78	\$42,830	\$47,300	
edging Managers	824.16	\$26.94	\$50.250	\$54.020	
edical and Health Services Managers	\$43.52	\$47.33	\$90,350	\$95,490	
atural Sciences Managers	\$47.21	\$49.21	\$98,190	\$102,570	
reporty, Real Estate, and Community Association					
inagers	\$31.07	\$35.72	\$84,829	\$76,390	
saial and Community Service Managers	\$26.57	\$26.58	\$55,200	\$51,290	
inagers, All Other	\$44.39	\$46.21	\$92,320	\$96,110	
siness and Financial Operations Occupations	\$27.55	330.42	\$57,310	\$53,280	
helesale and Retail Buyers, Except Farm Products	\$23.83	\$24.64	\$45,570	\$51,260	
webasing Agents, Except Wholesale, Retail, and					
arm Products	\$25.00	\$25.05	\$52,010	\$53,760	
laims Adjustors, Examiners, and Investigators	\$28.58	\$29.20	\$55,280	\$60,720	
maliance Officers	\$28.61	\$30.67	\$59.520	\$53,790	
d Edimaters	\$22.65	\$25.54	\$47,910	\$33,120	
man Resources Specialists	\$24.07	\$24.95	\$50,040	\$51,910	
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nagement Analysts	\$34.03	\$55.56	\$70,790	\$74,590	
eting, Convention, and Event Planners	\$15.75	\$13,15	\$24,900	\$39,830	
draisers	\$22.46	\$22.70	\$46,738	\$47,210	
mpensation, Benefits, and Job Analysis Specialists	\$21.58	\$35.73	\$65,690	\$74,310	
lining and Development Specialists	\$23.75	\$25.11	\$45,410	\$52,220	



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Explore and report on search results: **Business** detailed

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Explore and report on search results: Housing

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Explore and report on search results:

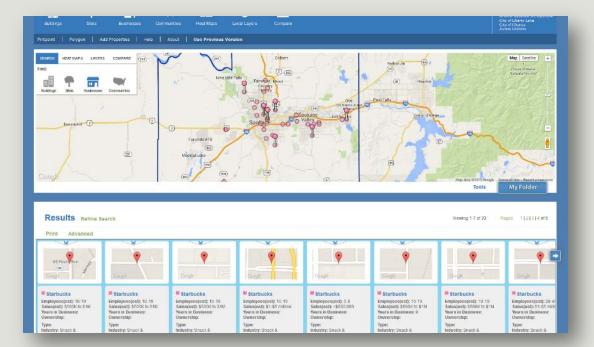
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Search for businesses by name

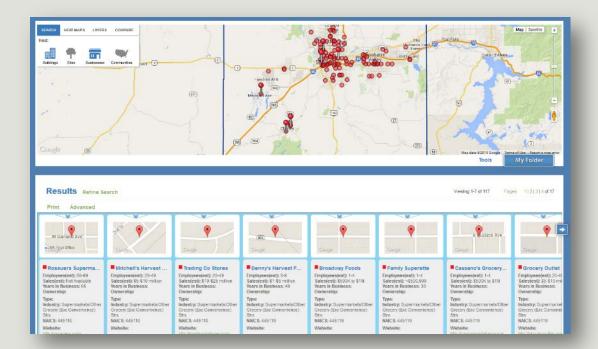
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Find:				
Buildings	Sites	Businesses	Communities	
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Search for businesses by NAICS code:

Example: 445110 Grocery





Compare Communities

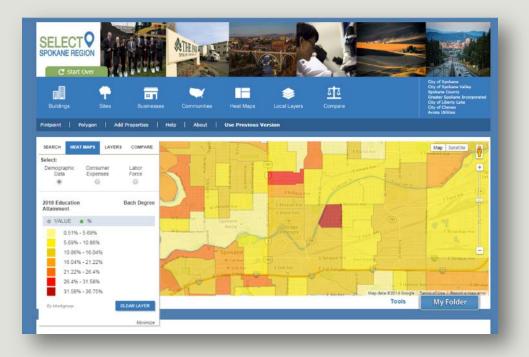
Example: Spokane vs Seattle

Share Save Print Export Find	I In Community	1		Back to Sear	ch Results (Buildings)
EXPORT PDF					
II Community Details (Spokane, Washington AN	ID Seattle, Washington)				
eople			Budgets		
	Spokane, Washington	Seattle, Washington		Spokane, Washington	Seattle, Washington
opulation	217,714	635,980	Household Expenditures (Average)	47,374	64,555
abor Force	106,560	374,588	Household Income (Median)	43,454	64,377
Job Growth Rate (1 Year)	8.1%	3.2%	Transportation		
Inemployment Rate	5.9%	4.6%		Spokane, Washington	Seattle, Washington
Aedian Age	34.64	36.03	Commute Travel Time (minutes)	20	25
Labor Force		12	Airports in Community	2	1
	Spokane, Washington	Seattle, Washington	Airports in Community = 50 miles	11	25
Bachelors Degree or higher	28,6%	55.1%	Distance to Interstate (miles)	In Community	In Community
ligh School Degree or higher	91.7%	92.4%	Distance to Rail (miles)	In Community	In Community
White Collar Workers	66%	68%	Latitude	47.673297671	47.6225043582
Blue Collar Workers	33%	31%	Longitude	-117.415259651	-122.324046523
Universities in Community	3	15			
	5	37			
Universities in Community + 50 miles		10			
	7	10			

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Create heat maps Example: Education Bachelor's Degree





Export reports to: PDF Excel Word

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	realistics	\$2,424	\$219,601	Totals:			\$2,569	\$247.0									
	Men's Apparel	\$459	\$41,621	Men's Appa	rel		\$488	\$46,93									
- 5	Boys' Apparel	\$116	\$10,579	Boys' Appar			\$123	S11.85									
	Women's Apparel	\$811	\$73,487	Women's A			\$858	\$82.57									
	Sirls' Apparel	\$160	\$14,555	Girls' Appar			\$169	\$16.30									
	nfants Apparel	\$108	\$9,869	Infants App			\$115	\$11.05									
	ootwear	\$389	\$35.298	Footwear			\$406	\$39.05									
	Apparel Services and Accessories	\$377	\$34,192	Apparel Ser	vices and Accessories		\$408	\$39,28									
1	intertainment (2014)			Entertainme	nt (2019)												
	PERHOUSEHOLD	00.000		* PER HOUSEH	000			TOTAL									
	fotals:	\$2,825	\$255,952	Totals:			\$3,002	\$288,6									
	Fees And Admissions	\$721	\$65,372	Fees And Ad			\$784	\$75,40	and the second second								
	Video And Audio Equipment	\$984	\$89,192		Audio Equipment		\$1,036	\$99,65									
	Recreational Equipment And Supplies Education (2014)	\$1,119	\$101,388	Education (2	Equipment And Suppl	les	\$1,181	\$113,5	72								
	PERHOUSEHOLD		1014, 10005	1 PERHOUSEH			-	TOTAL	0003								
	fotals:	\$1.183	\$107.204	Totals:			\$1,289	\$124.0	00								
	Books And Supplies	\$165	\$15.009	Books And S	upplies		S180	\$17.36	3								
2	fuition	\$1,017	\$92,195	Tuition			\$1,109	\$106,6	38								
	food and Beverages (2014)				verages (2019)												
	PERHOUSEHOLD	AT 700		4 PERHOUSEH	010			TOTAL									
	fotals: Food At Home	\$7,798 \$4,074	\$706,502 \$369,081	Totals: Food At Hor			\$8,198 \$4,242	\$788,1 \$407,8									
	Food Away From Home	\$3,130	\$283,567	Food At Hor Food Away			\$3,321	\$319,2									
	Alcoholic Beverages	\$594	\$53,854	Alcoholic Be			\$635	\$61.06									
	Sifts (2014)	2004	333,834	Gifts (2019)	rereges		2035	301,00									
	IPERHOUSEHOLD		TOTAL BOOD'S	1PERHOUSEH	out			TOTAL	00078								
	fotals:	\$1,325	\$120,073	Totals:			\$1,432	\$137,6	71								
	Gifts Of Apparel	\$263	\$23,891	Gifts Of App	arel		\$284	\$27,37	1								
	Sifts Of Apparel Accessories	\$33	\$3,038	Gifts Of App	arel Accessories		\$36	\$3,480									
1	Gifts Of Education	\$267	\$24,218	Gifts Of Edu	cation		\$288	\$27,74	19								
5 0	Sifts Of Recreation	\$90	\$8,183	Gifts Of Rec	reation		\$97	\$9,379	1								
<u> </u>																	



Spokane's Regional Economic Site Selector

An online tool to for locating commercial property & Market Information



Thank you!



Questions?



Consortium Member Contacts

Ian Von Essen

Spokane County GIS Manager Phone: (509) 477-6344 ivonessen@spokanecounty.org

Kerry R Brooks PhD Associate Professor Planning & Public Administration Eastern Washington University Phone: (509) 828-1230 kbrooks@ewu.edu

Wendy Smith Economic Development Industry Manager Greater Spokane Inc. Phone: (509) 321-3644 wsmith@greaterspokane.org **Boris Borisov** City of Spokane Planning and Development Services Phone: (509) 625- 6156 <u>bborisov@spokanecity.org</u>

Mike Basinger AICP Economic Development Coordinator City of Spokane Valley Phone: (509) 720-5331 mbasinger@spokanevalley.org

Allen Cousins Senior GIS Analyst Avista Utilities Phone: (509)495-2801 allen.cousins@avistacorp.com