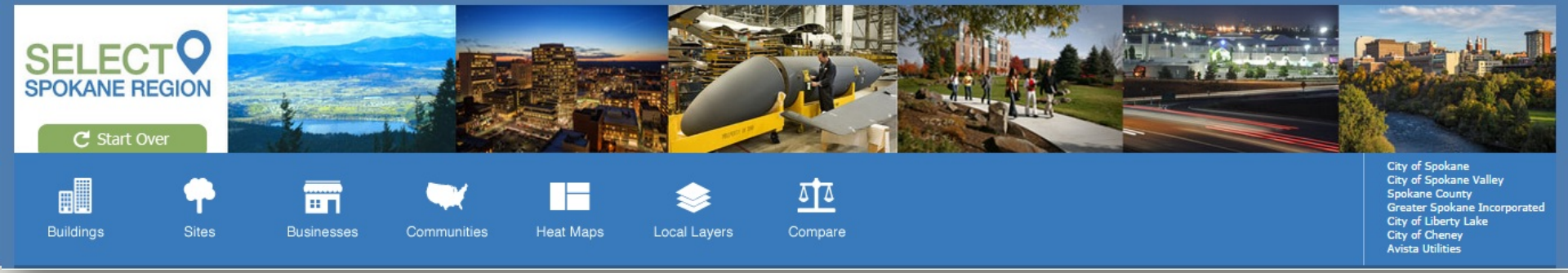

Introduction
Spokane Regional Site Selector Economic Development Website V 3.0

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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

SelectSpokane.com 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.

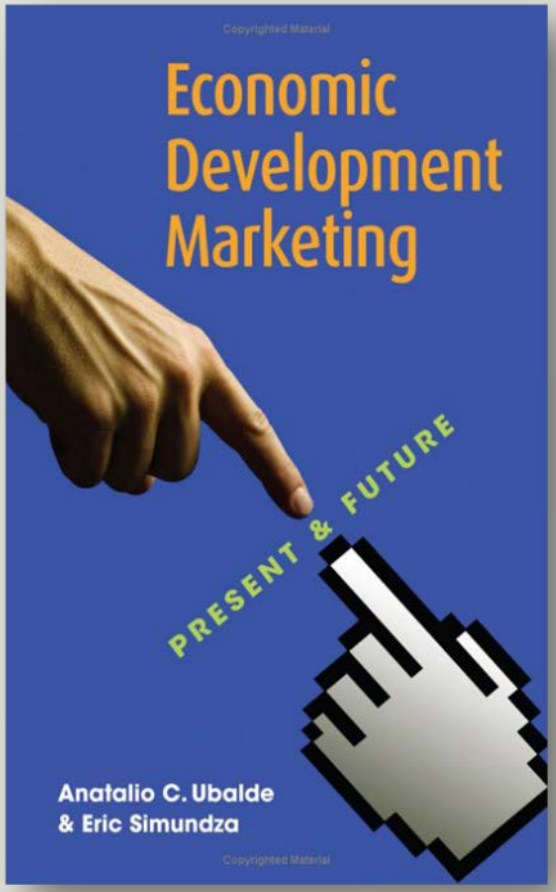
Real Estate Data Providers

- Spokane Area Commercial Real Estate Brokers

SELECT
SPOKANE REGION
Start Over
Buildings
Sites
Businesses
Communities
Heat Maps
Local Layers
Compare
City of Spokane
City of Spokane Valley
Spokane County
Greater Spokane Incorporated
City of Liberty Lake
City of Cheney
Avista Utilities

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-person	80% remote vs. 20% in-person
#1 tool for learning about communities	Personal visit	Website/ Internet

Most valuable site features

Website Features	ED Rank 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%

Source: Ubalde, & Simundza 2012

Select Spokane site features

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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

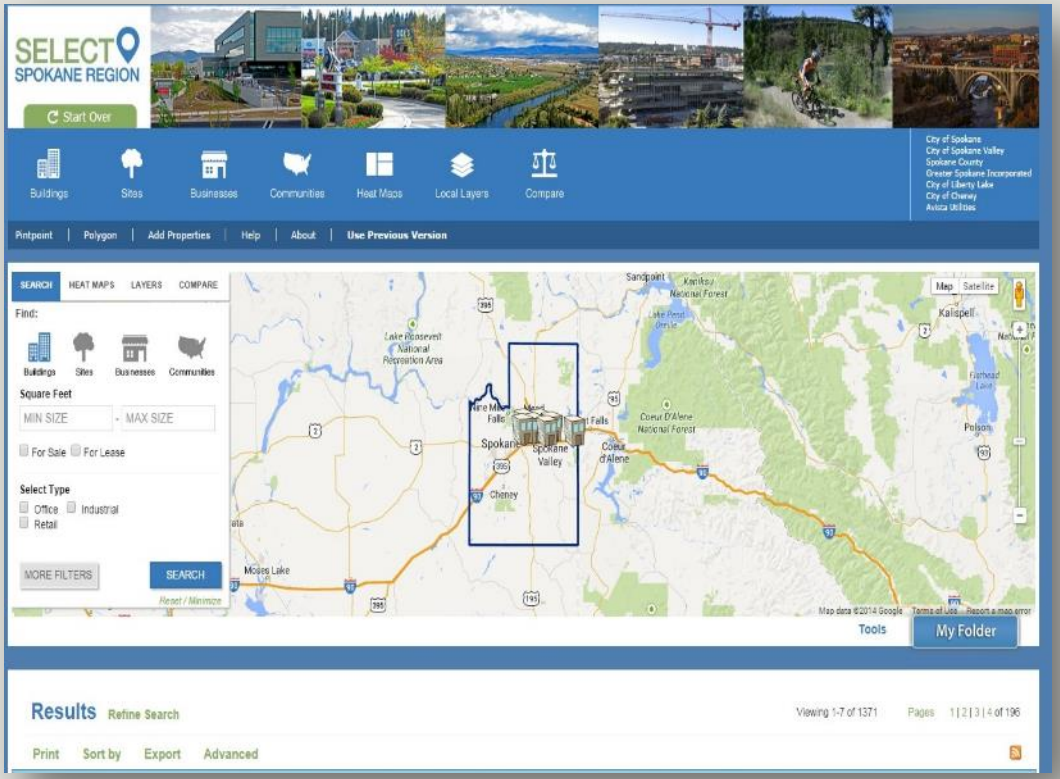
- Professional Site Selectors
- Commercial Realtors
- Economic development organizations
  - Greater Spokane Incorporated and similar
- Grant Writers
  - Public and private
- Education and research
- The region
  - With this site we are in the game

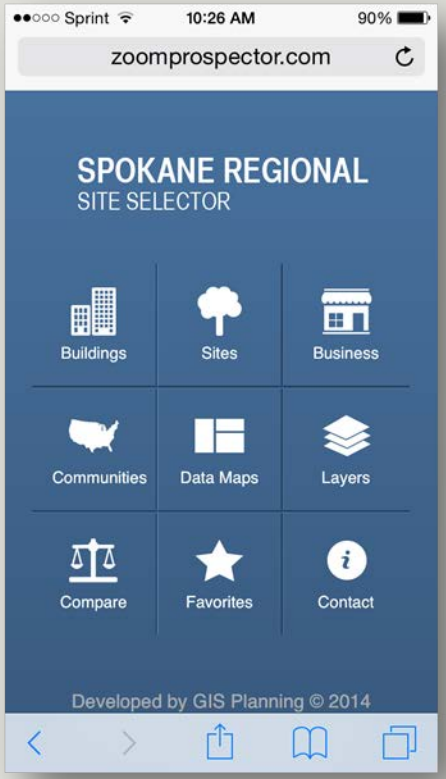
Site functional overview

New in version 3.0

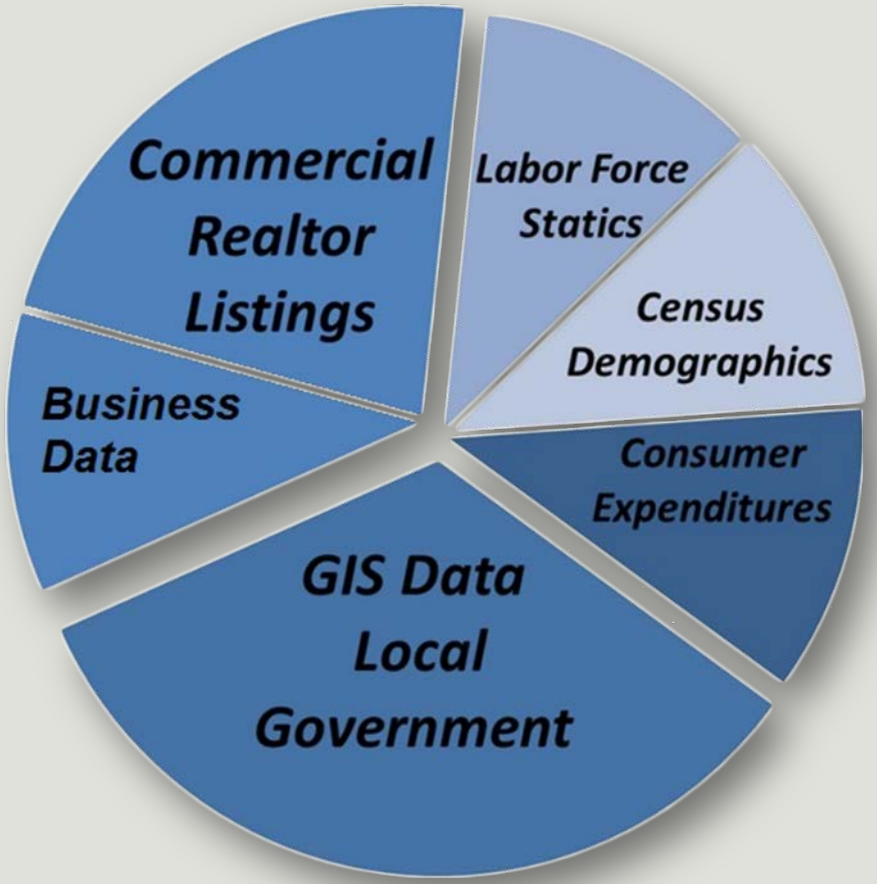
- Improved ease of use
- Improved reporting
- Improved analytical functionality
- Improved links to social media
- Commercial properties in incentive areas are now searchable by incentive area

Desktop and mobile





Major components



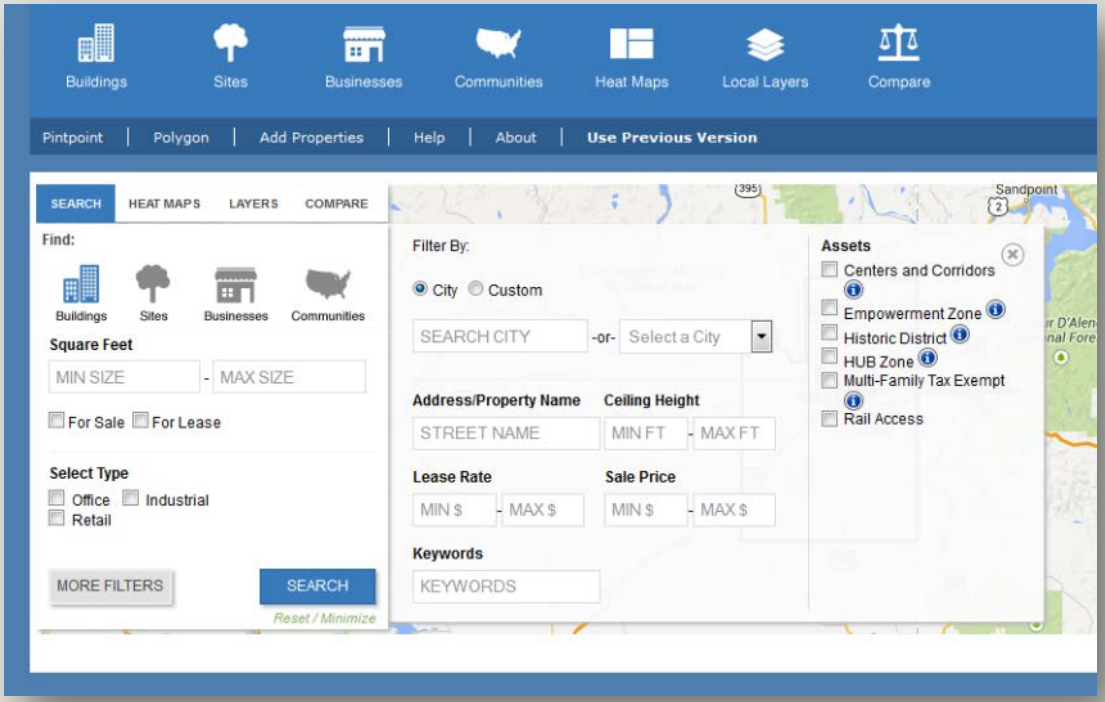
Commercial Real Estate Data

- 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

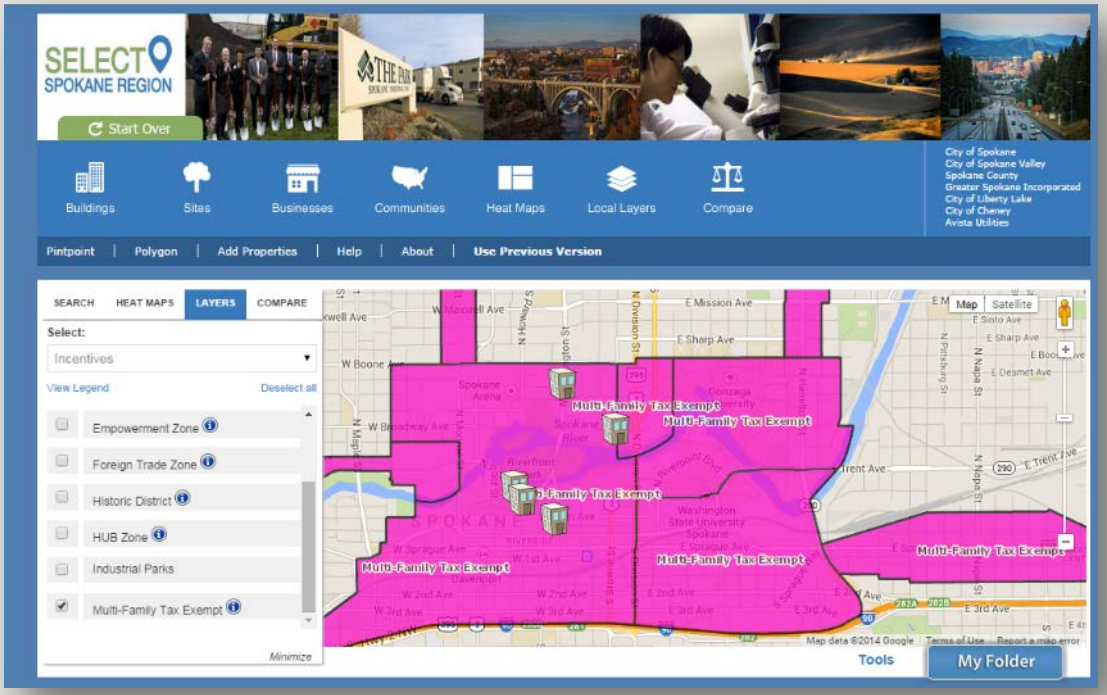
- Airports
- Public school attendance zones
- Universities and trade schools
- Water and Sewer lines
- Incentive zones and special districts
- Municipal boundaries
- Water and Fire districts
- Local aerial imagery (orthographic and oblique)
- Parcels
- Bus and rail routes
- Zoning

Search property by attribute



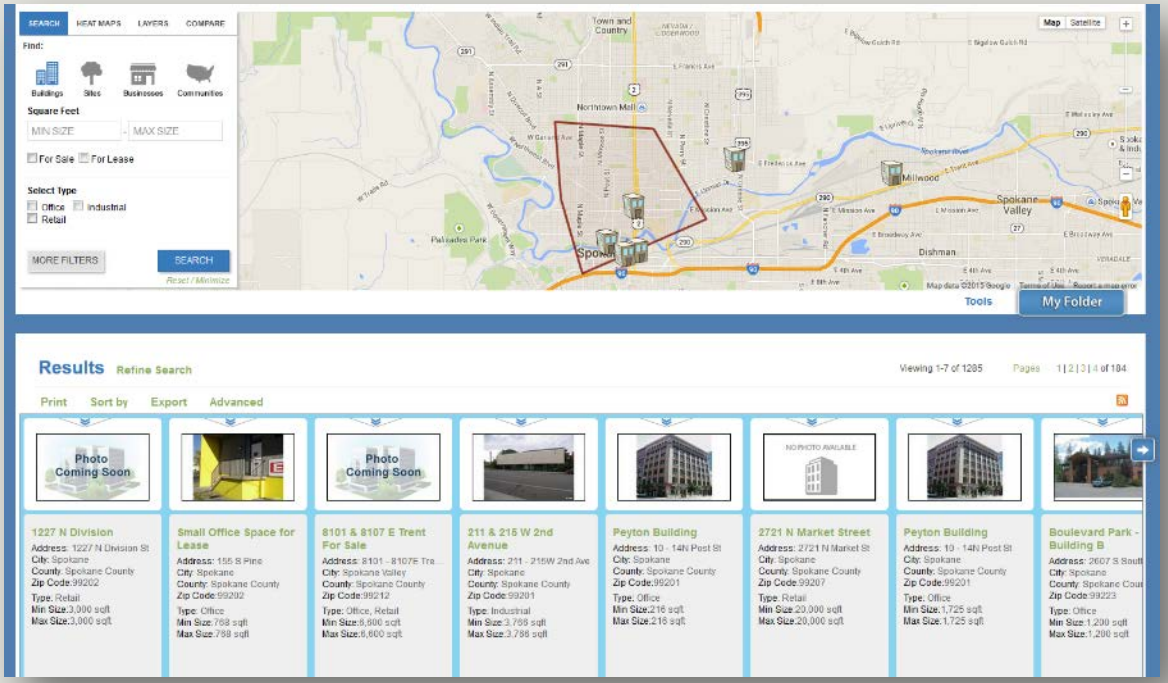
Search property by location:

MF Tax Exemption



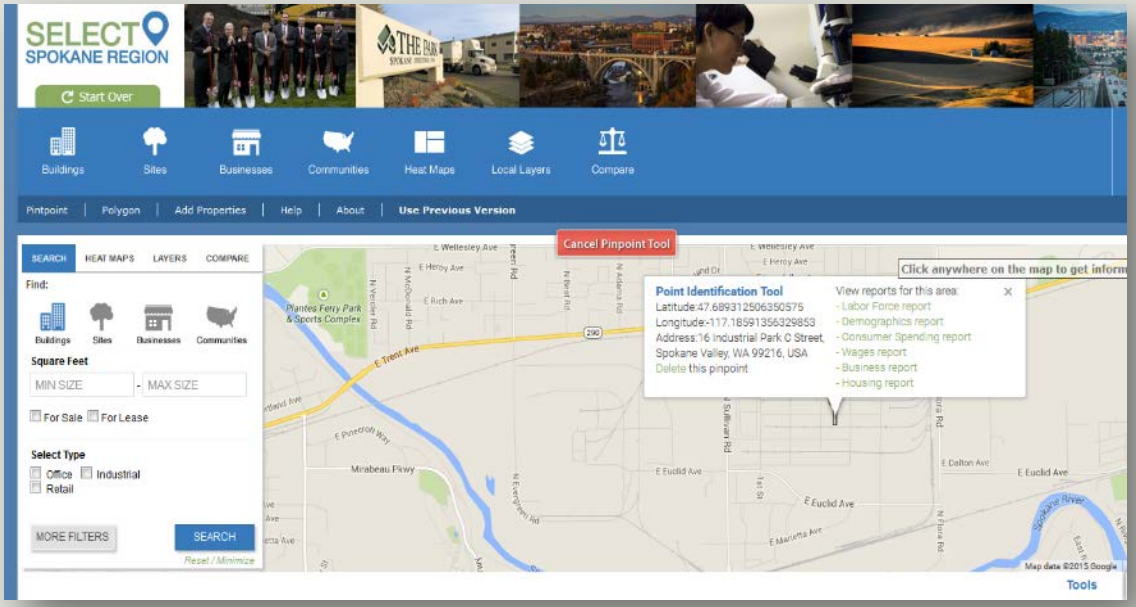
Search property by location:

Polygon



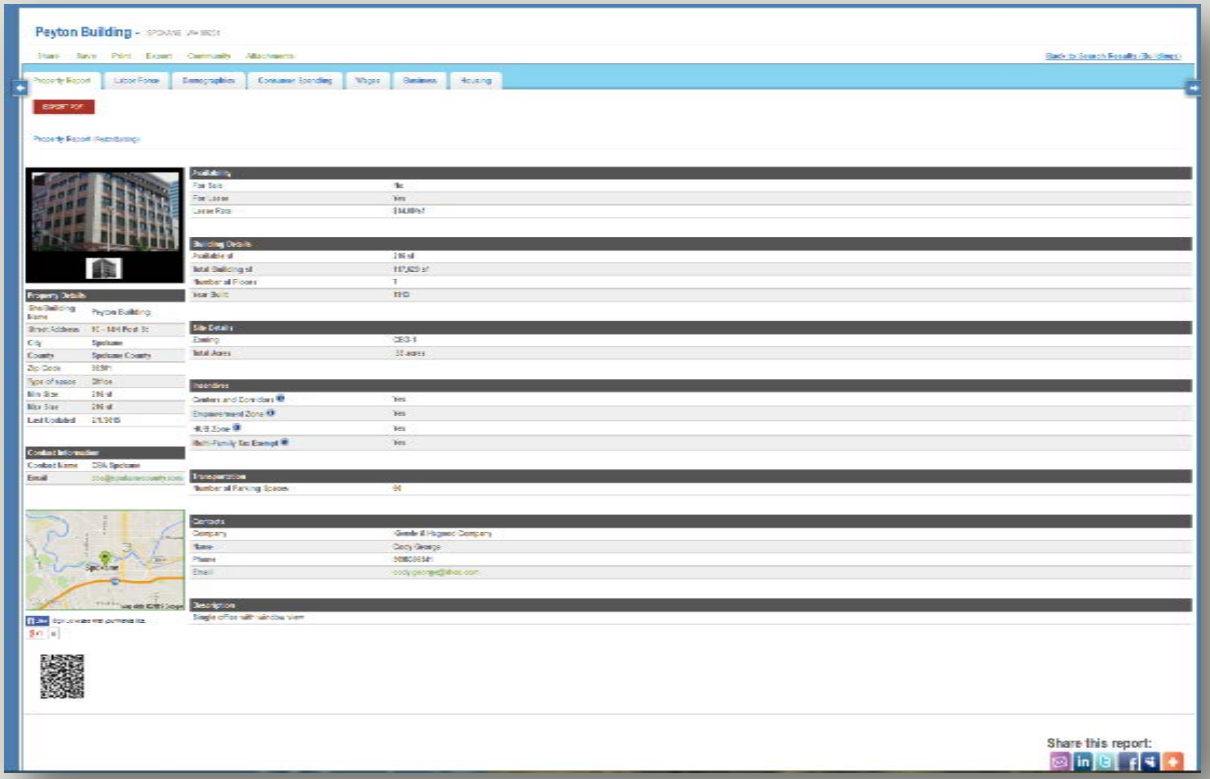
Search property by location:

Pinpoint



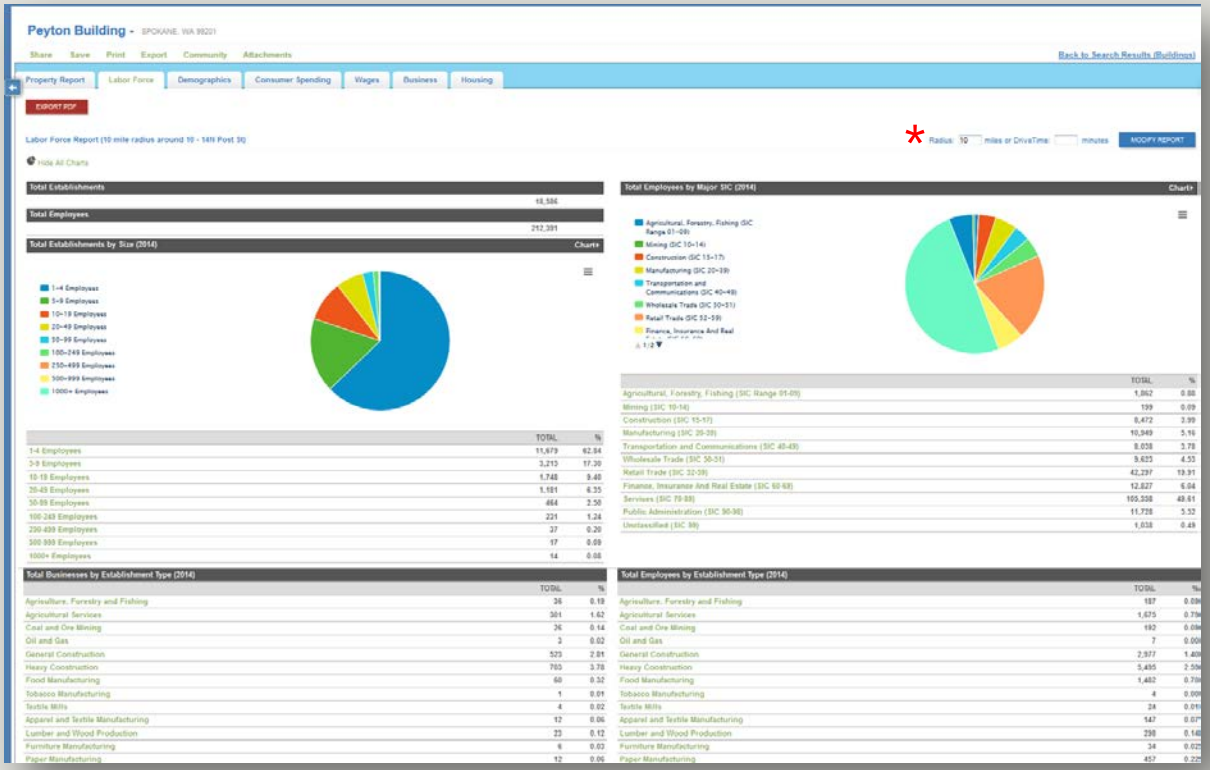
Explore and report on search results:

Property



Explore and report on search results:

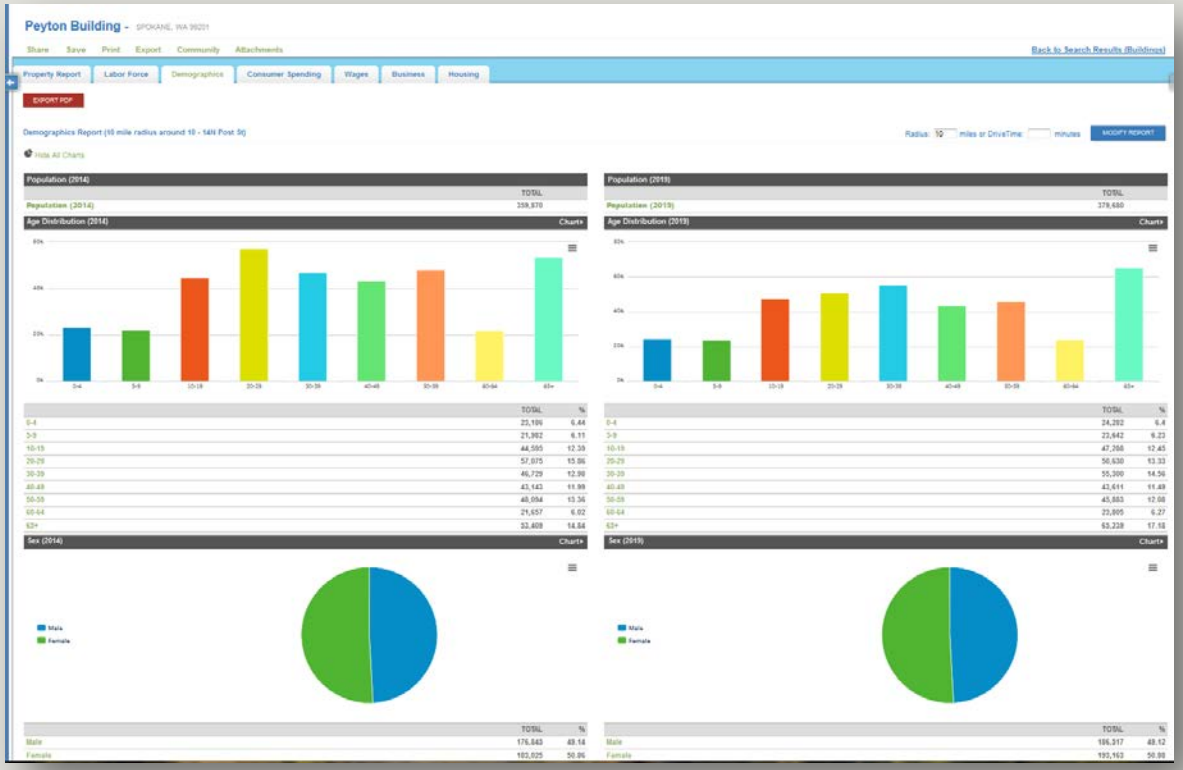
Labor force



* Note adjustable search radius

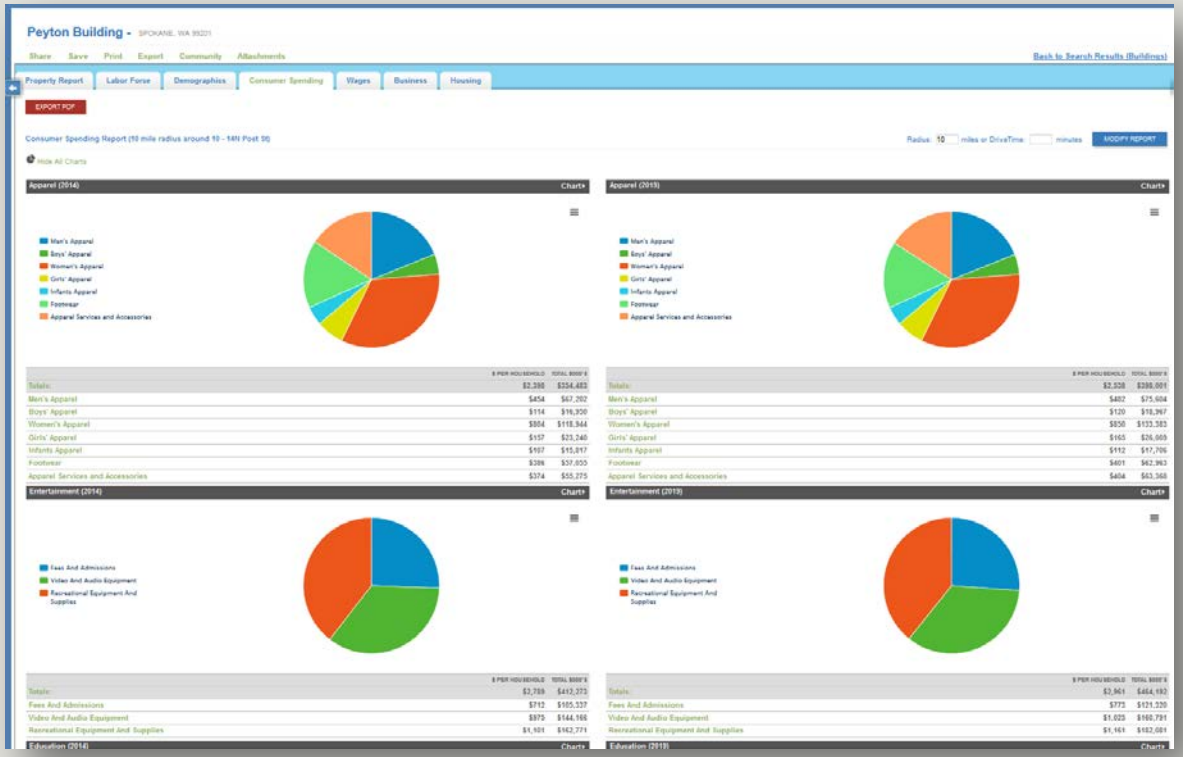
Explore and report on search results:

Demo-graphics



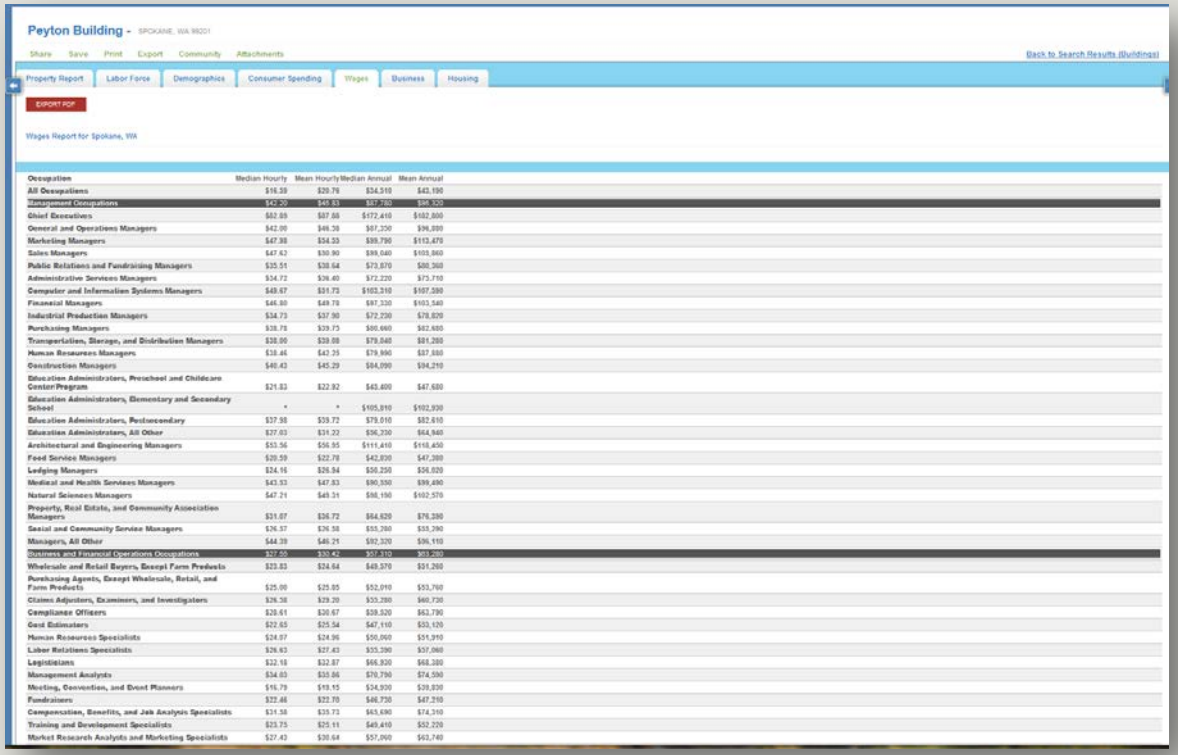
Explore and report on search results:

Consumer spending



Explore and report on search results:

Wages



Peyton Building - SPOKANE, WA 99201

Share Save Print Export Community Attachments

Back to Search Results (Buildings)

Property Report | Labor Force | Demographics | Consumer Spending | Wages | Business | Housing

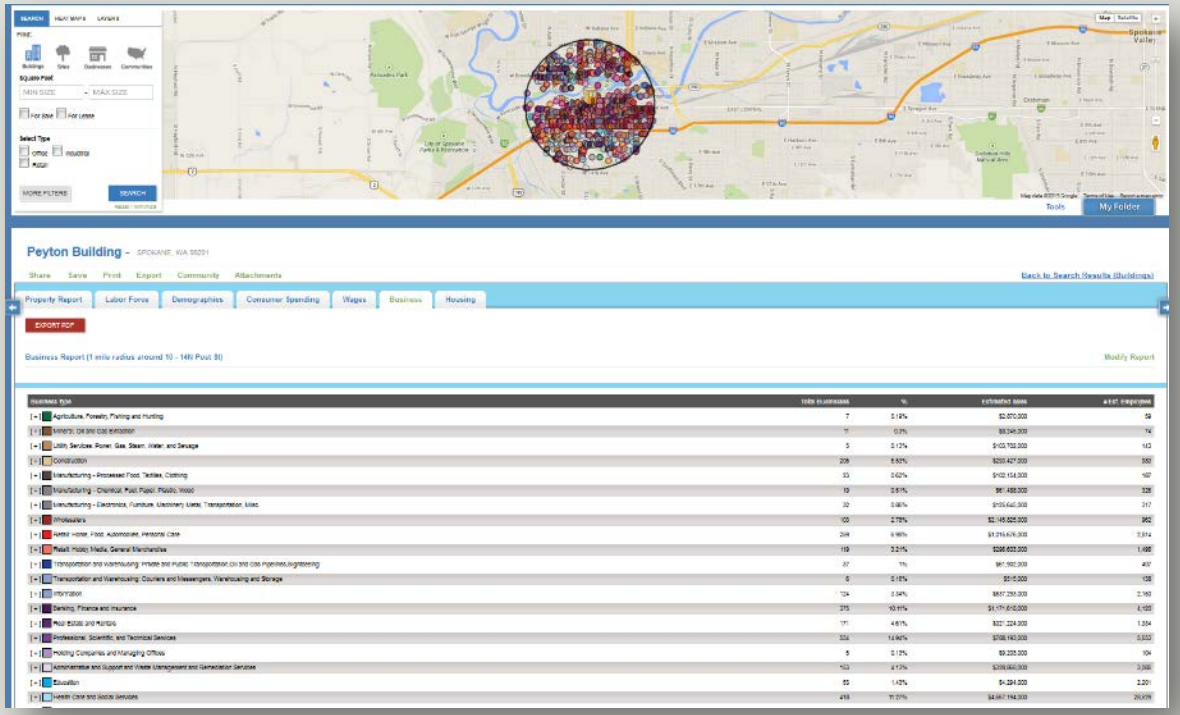
EXPORT PDF

Wages Report for Spokane, WA

Occupation	Median Hourly	Mean Hourly	Median Annual	Mean Annual
All Occupations	$16.59	$20.76	$34,510	$43,190
Management Occupations	$42.20	$45.93	$87,780	$96,320
Chief Executives	$82.69	$87.66	$172,410	$182,600
General and Operations Managers	$42.00	$46.58	$87,330	$96,890
Marketing Managers	$47.38	$54.53	$98,590	$113,470
Sales Managers	$47.63	$50.90	$99,040	$105,860
Public Relations and Fundraising Managers	$35.51	$38.64	$73,870	$80,360
Administrative Services Managers	$34.72	$36.40	$72,220	$75,710
Computer and Information Systems Managers	$49.67	$51.73	$103,310	$107,590
Financial Managers	$46.80	$49.78	$97,330	$103,540
Industrial Production Managers	$34.73	$37.90	$72,230	$78,820
Purchasing Managers	$38.78	$39.75	$80,660	$82,680
Transportation, Storage, and Distribution Managers	$38.00	$39.08	$79,040	$81,280
Human Resources Managers	$38.46	$42.25	$79,990	$87,880
Construction Managers	$40.43	$45.29	$84,090	$94,210
Education Administrators, Preschool and Childcare Center/Program	$21.83	$22.92	$45,400	$47,680
Education Administrators, Elementary and Secondary School	*	*	$105,810	$102,930
Education Administrators, Postsecondary	$37.98	$39.72	$79,010	$82,610
Education Administrators, All Other	$27.03	$31.22	$56,230	$64,940
Architectural and Engineering Managers	$53.56	$56.95	$111,410	$118,450
Food Service Managers	$20.59	$22.78	$42,830	$47,380
Lodging Managers	$24.16	$26.84	$50,250	$55,820
Medical and Health Services Managers	$43.53	$47.83	$90,550	$99,490
Natural Sciences Managers	$47.21	$49.31	$98,150	$102,570
Property, Real Estate, and Community Association Managers	$31.67	$36.72	$65,820	$76,380
Social and Community Service Managers	$26.37	$26.58	$55,280	$55,290
Managers, All Other	$44.39	$46.21	$92,320	$96,110
Business and Financial Operations Occupations	$27.55	$30.42	$57,310	$63,280
Wholesale and Retail Buyers, Except Farm Products	$23.83	$24.64	$49,570	$51,260
Purchasing Agents, Except Wholesale, Retail, and Farm Products	$25.00	$25.85	$52,010	$53,760
Claims Adjusters, Examiners, and Investigators	$26.58	$29.20	$55,280	$60,730
Compliance Officers	$28.61	$30.67	$59,520	$63,780
Cost Estimators	$22.65	$25.54	$47,110	$53,120
Human Resources Specialists	$24.07	$24.96	$50,060	$51,910
Labor Relations Specialists	$26.63	$27.43	$55,390	$57,060
Logisticians	$32.18	$32.87	$66,920	$68,380
Management Analysts	$34.03	$35.86	$70,790	$74,590
Meeting, Convention, and Event Planners	$16.79	$19.15	$34,930	$39,830
Fundraisers	$22.46	$22.70	$46,730	$47,210
Compensation, Benefits, and Job Analysis Specialists	$31.58	$35.73	$65,690	$74,310
Training and Development Specialists	$23.75	$25.11	$49,410	$52,220
Market Research Analysts and Marketing Specialists	$27.43	$30.64	$57,060	$63,740

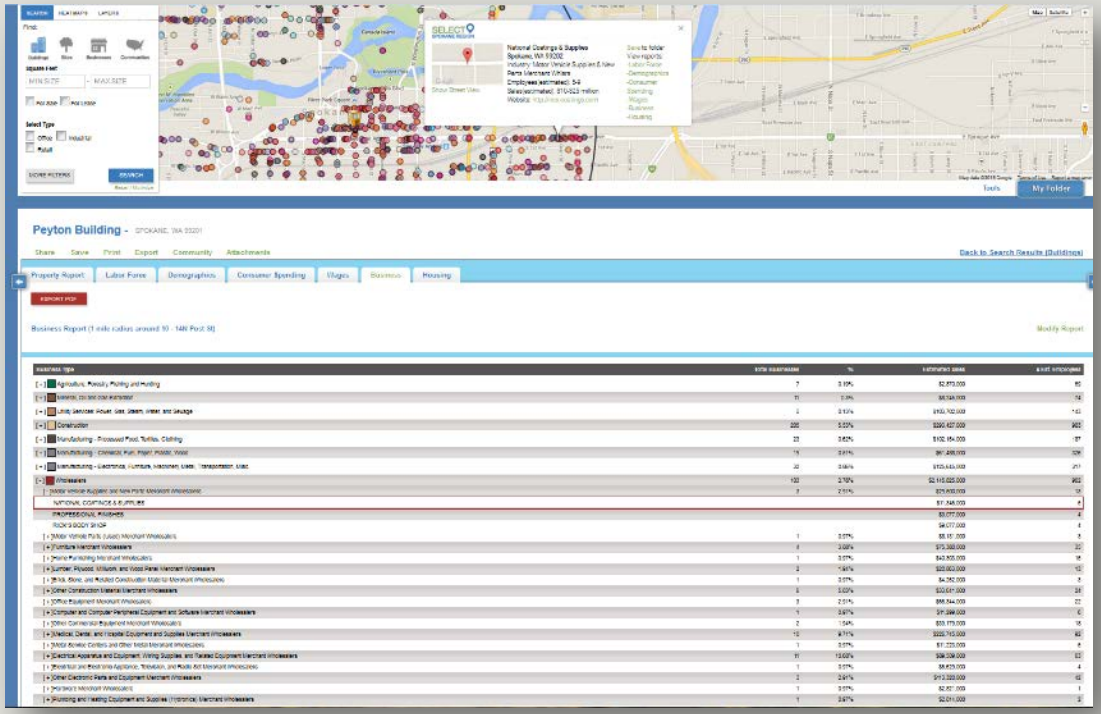
Explore and report on search results:

Business general



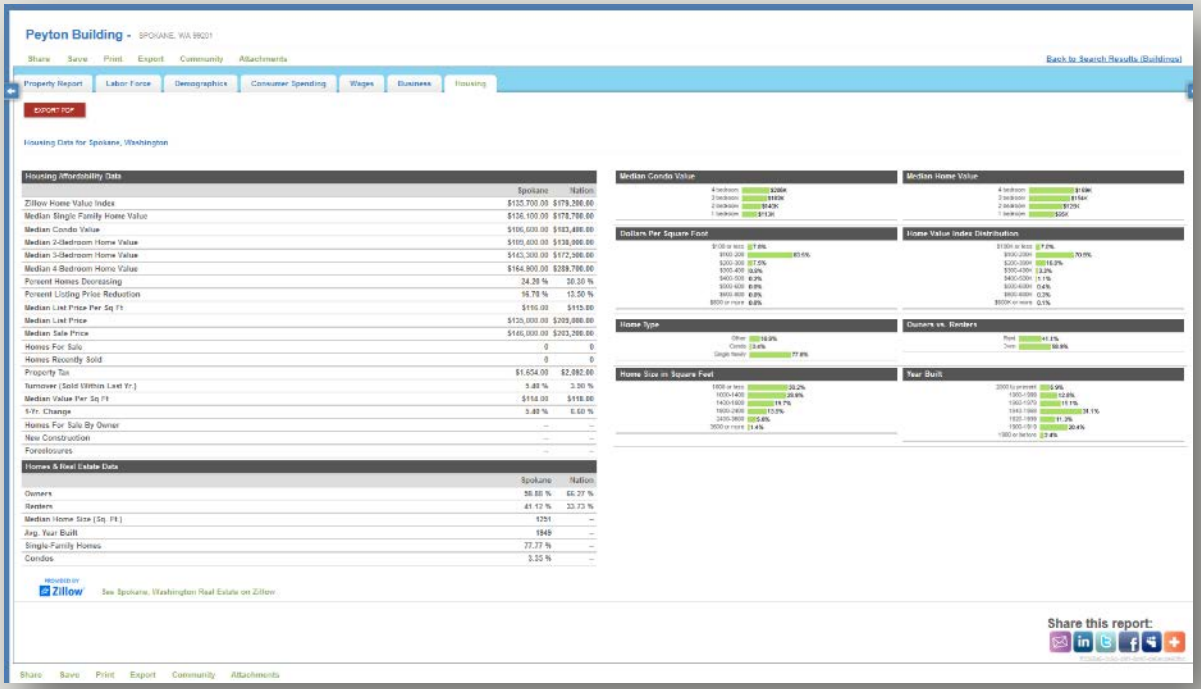
Explore and report on search results:

Business detailed



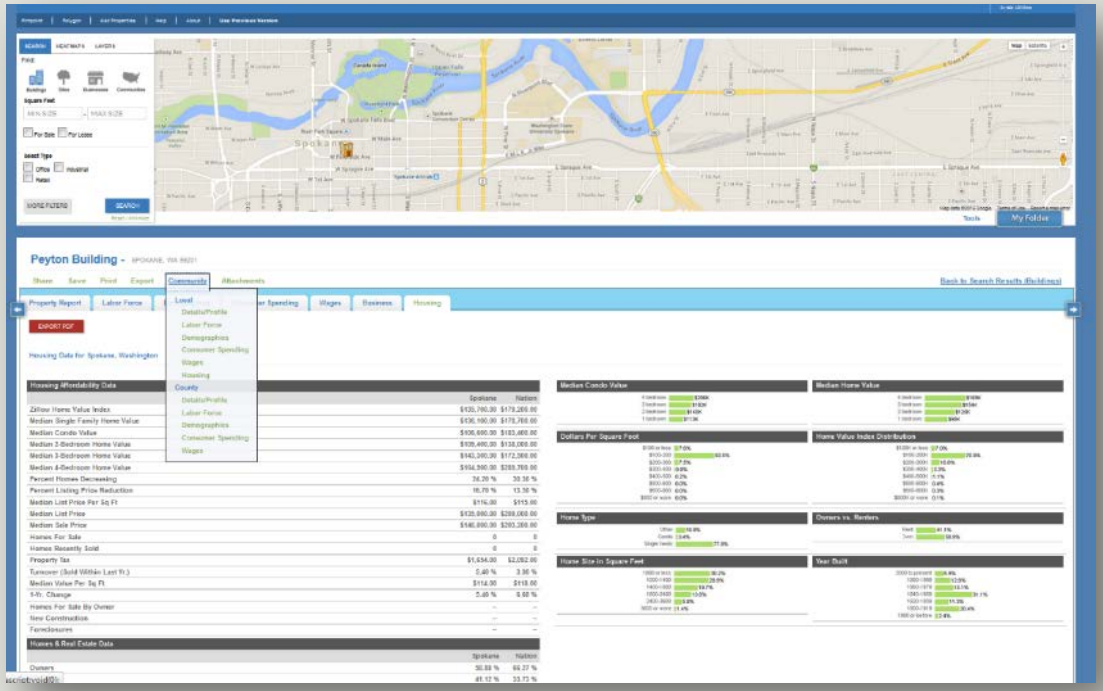
Explore and report on search results:

Housing

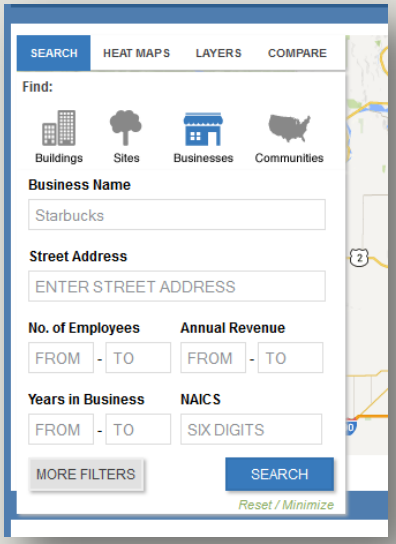


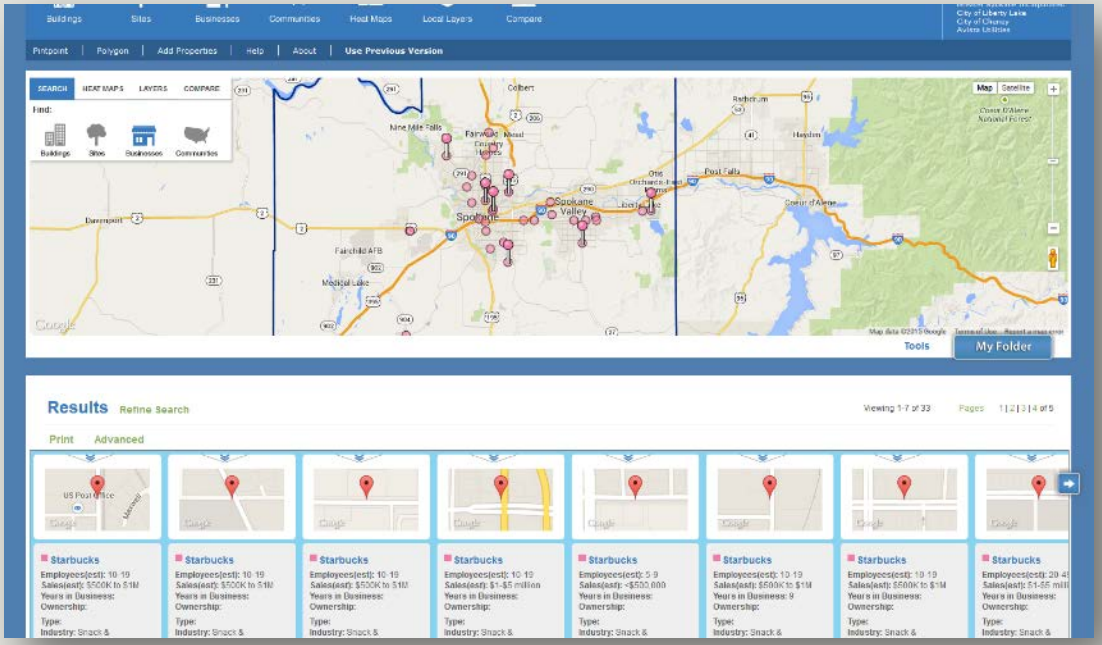
Explore and report on search results:

Also available for county & community



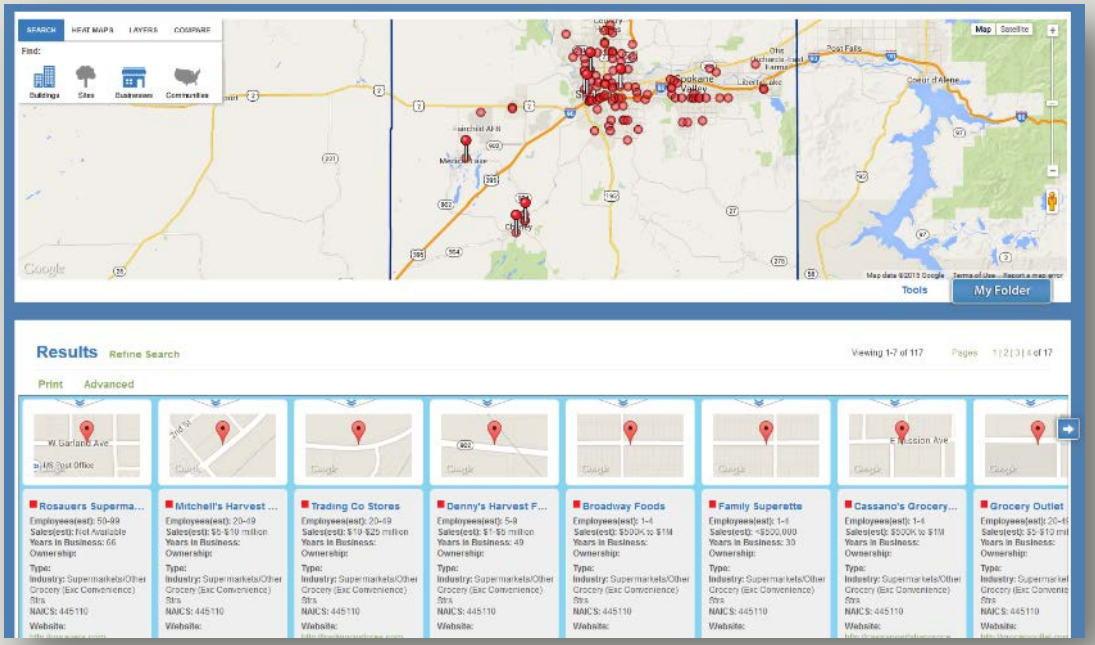
Search for businesses by name





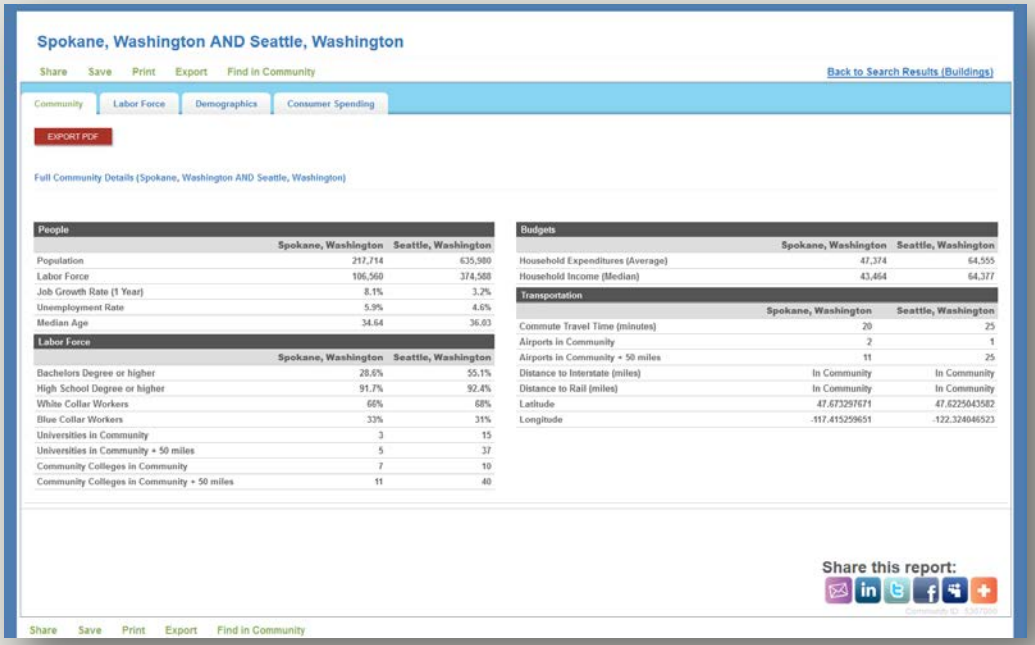
Search for businesses by NAICS code:

Example: 445110 Grocery



Compare Communities

Example: Spokane *vs* Seattle



Spokane, Washington AND Seattle, Washington

Share Save Print Export Find in Community

Back to Search Results (Buildings)

Community | Labor Force | Demographics | Consumer Spending

EXPORT PDF

Full Community Details (Spokane, Washington AND Seattle, Washington)

People	Spokane, Washington	Seattle, Washington
Population	217,714	635,980
Labor Force	106,560	374,588
Job Growth Rate (1 Year)	8.1%	3.2%
Unemployment Rate	5.9%	4.6%
Median Age	34.64	36.03

Labor Force	Spokane, Washington	Seattle, Washington
Bachelors Degree or higher	28.6%	55.1%
High School Degree or higher	91.7%	92.4%
White Collar Workers	66%	68%
Blue Collar Workers	33%	31%
Universities in Community	3	15
Universities in Community + 50 miles	5	37
Community Colleges in Community	7	10
Community Colleges in Community + 50 miles	11	40

Budgets	Spokane, Washington	Seattle, Washington
Household Expenditures (Average)	47,374	64,555
Household Income (Median)	43,464	64,377

Transportation	Spokane, Washington	Seattle, Washington
Commute Travel Time (minutes)	20	25
Airports in Community	2	1
Airports in Community + 50 miles	11	25
Distance to Interstate (miles)	In Community	In Community
Distance to Rail (miles)	In Community	In Community
Latitude	47.673297671	47.6225043582
Longitude	-117.415259651	-122.324046523

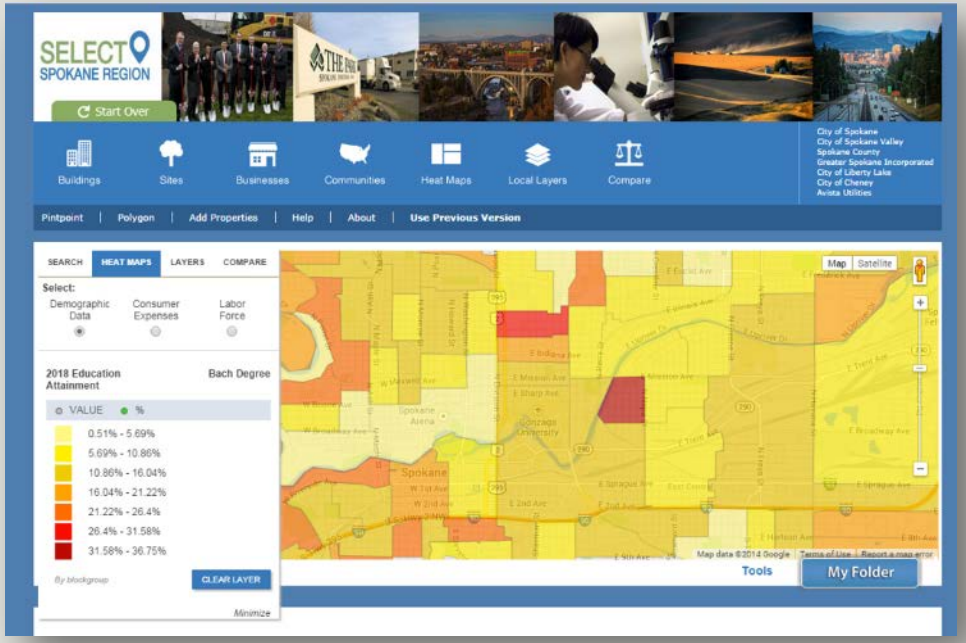
Share this report:

Share Save Print Export Find in Community

Create heat maps

Example:

Education Bachelor's Degree

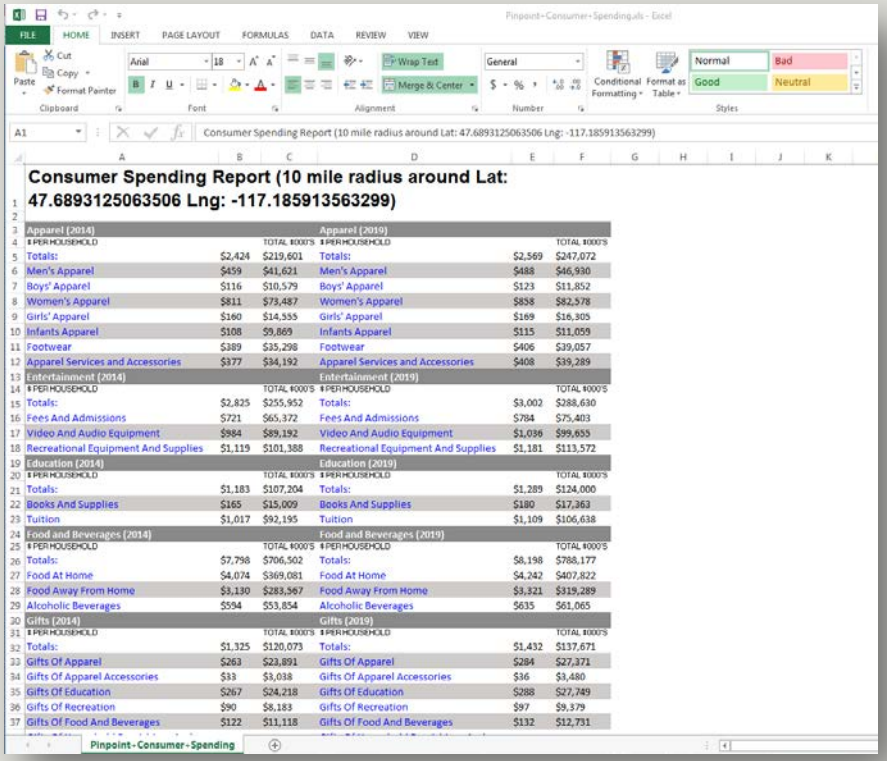


Export reports to:

PDF

Excel

Word



Consumer Spending Report (10 mile radius around Lat: 47.6893125063506 Lng: -117.185913563299)

Apparel (2014)			Apparel (2019)		
$ PER HOUSEHOLD		TOTAL $000'S	$ PER HOUSEHOLD		TOTAL $000'S
Totals:	$2,424	$219,601	Totals:	$2,569	$247,072
Men's Apparel	$459	$41,621	Men's Apparel	$488	$46,930
Boys' Apparel	$116	$10,579	Boys' Apparel	$123	$11,852
Women's Apparel	$811	$73,487	Women's Apparel	$858	$82,578
Girls' Apparel	$160	$14,555	Girls' Apparel	$169	$16,305
Infants Apparel	$108	$9,869	Infants Apparel	$115	$11,059
Footwear	$389	$35,298	Footwear	$406	$39,057
Apparel Services and Accessories	$377	$34,192	Apparel Services and Accessories	$408	$39,289
Entertainment (2014)			**Entertainment (2019)**		
$ PER HOUSEHOLD		TOTAL $000'S	$ PER HOUSEHOLD		TOTAL $000'S
Totals:	$2,825	$255,952	Totals:	$3,002	$288,630
Fees And Admissions	$721	$65,372	Fees And Admissions	$784	$75,403
Video And Audio Equipment	$984	$89,192	Video And Audio Equipment	$1,036	$99,655
Recreational Equipment And Supplies	$1,119	$101,388	Recreational Equipment And Supplies	$1,181	$113,572
Education (2014)			**Education (2019)**		
$ PER HOUSEHOLD		TOTAL $000'S	$ PER HOUSEHOLD		TOTAL $000'S
Totals:	$1,183	$107,204	Totals:	$1,289	$124,000
Books And Supplies	$165	$15,009	Books And Supplies	$180	$17,363
Tuition	$1,017	$92,195	Tuition	$1,109	$106,638
Food and Beverages (2014)			**Food and Beverages (2019)**		
$ PER HOUSEHOLD		TOTAL $000'S	$ PER HOUSEHOLD		TOTAL $000'S
Totals:	$7,798	$706,502	Totals:	$8,198	$788,177
Food At Home	$4,074	$369,081	Food At Home	$4,242	$407,822
Food Away From Home	$3,130	$283,567	Food Away From Home	$3,321	$319,289
Alcoholic Beverages	$594	$53,854	Alcoholic Beverages	$635	$61,065
Gifts (2014)			**Gifts (2019)**		
$ PER HOUSEHOLD		TOTAL $000'S	$ PER HOUSEHOLD		TOTAL $000'S
Totals:	$1,325	$120,073	Totals:	$1,432	$137,671
Gifts Of Apparel	$263	$23,891	Gifts Of Apparel	$284	$27,371
Gifts Of Apparel Accessories	$33	$3,038	Gifts Of Apparel Accessories	$36	$3,480
Gifts Of Education	$267	$24,218	Gifts Of Education	$288	$27,749
Gifts Of Recreation	$90	$8,183	Gifts Of Recreation	$97	$9,379
Gifts Of Food And Beverages	$122	$11,118	Gifts Of Food And Beverages	$132	$12,731

Spokane's Regional Economic Site Selector

An online tool to for locating commercial property
& Market Information

SELECT
SPOKANE REGION
Start Over
Buildings
Sites
Businesses
Communities
Heat Maps
Local Layers
Compare
City of Spokane
City of Spokane Valley
Spokane County
Greater Spokane Incorporated
City of Liberty Lake
City of Cheney
Avista Utilities

Thank you!

SELECT
SPOKANE REGION
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City of Spokane Valley
Spokane County
Greater Spokane Incorporated
City of Liberty Lake
City of Cheney
Avista Utilities
Pintpoint | Polygon | Add Properties | Help | About | Use Previous Version

Questions?

Consortium Member Contacts

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Wendy Smith
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