

INVESTPIERCECOUNTY.COM LINKS TECH AND DATA TO GROW BUSINESS

A power-packed website is available that will drive additional business to local commercial real estate brokers, and help companies looking for properties find just what they need right here in Pierce County.

Launched in April, **InvestPierceCounty.com** is an extensive online search tool of the **Commercial Broker Association (CBA)** listings designed to help business owners, brokers, site selectors and communities locate available commercial and industrial sites and buildings in the county.

The website, under the leadership of **Pierce County** Executive Bruce Dammeier, is a partnership between the **Pierce County Economic Development Department** and the **Economic Development Board for Tacoma-Pierce County**. The site offers a free, searchable database of hundreds of available buildings and sites, along with maps of demographics and customized reports. It's also a first-of-its-kind collaboration. Pierce County and the EDB partnered with **GIS WebTech**, the global leader in software solutions for economic development and site selection, to integrate CBA data, combining the most advanced economic development solution with the best properties data in Washington State.

"InvestPierceCounty.com provides great data resources to decision makers as they analyze and select business locations," Dammeier said. "This robust new tool combines technology and data into one place to help businesses locate, expand and grow in Pierce County. It's a great way to showcase the opportunities our county has to offer."

A win-win-win situation

The benefits of the partnership are deep and far-reaching:

- **Brokers** use the geographic information systems (GIS) solution and access available market data to showcase properties to decision makers. That means added exposure of available properties.
- **Site selectors and business owners** gain access to regional data to inform site-selection decisions.
- **Communities** use reliable, third-party data sources to support their business recruitment and retention efforts.

Users can overlap data to create on-demand reports that combine property listings with labor market information, incentive information, infrastructure, census data, maps, local amenities and more.

"Data on listed properties is great, but data without context is just that — data," said Rob Allen, Pierce County senior economic development specialist. "InvestPierceCounty.com brings property listings together with demographic data, market data and local features to help turn the data into actionable information."

Think of it as window-shopping, with the ability to sort the window you're shopping in. If someone is looking for a property with around 100,000 square feet of flex space that's 30 minutes from **SeaTac International Airport** in an unincorporated area serviced by rail, InvestPierceCounty.com has the capability to quickly pull up what's available.

Right on the curve

In today's modern site-selection process, people are digitally checking out Pierce County far in advance of when they actually make contact. "In the marketplace, there is a growing expectation among site selectors and real estate executives that we have high-quality, deep real estate information readily available," said Sarah Bonds, EDB vice president of business recruitment. "With this new tool, we're right on the curve, if not ahead of it."

"It's a great tool with a lot of potential," said Jeff Lyon, EDB board member and chairman and CEO of **Kidder Mathews**, the largest independent commercial real estate firm on the West Coast. "The more information you can have in a single source, the better it is for everyone."

InvestPierceCounty.com is a powerhouse, and such an information-rich tool can be daunting. Webinars are scheduled for 11 a.m. PT June 3 and 10 a.m. PT June 10 for anyone interested in learning how to use the website. Pierce County Economic Development and the EDB are available to schedule additional webinars and in-person training, respond to questions and provide more information.

- EDB: Sarah Bonds, sarah@edbtacomapierce.org, 253.284.5892
- Pierce County Economic Development: Betty Capestany, director, betty.capestany@piercecountywa.gov, 253.798.6926, and Rob Allen, rob.allen@piercecountywa.gov, 253.798.6915

CURRIE & BROWN OPENS DOORS IN TACOMA

When Lynda Meadows joined **Currie & Brown** last year as a director of the organization's Washington State office, she and co-director Christine Williams oversaw a small crew in a shared space in Seattle's Pioneer Square. The company provides construction-consulting services around the globe. The regional office works with lenders and private equity providers that loan money for large commercial construction projects, providing customized, up-front due diligence services as well as monthly site inspections and reporting.



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To create sustainable, methodical processes for the construction-auditing piece of the business, Meadows needed to hire additional people and bring them together in a dedicated workspace.

The high price tag to lease in Seattle, and the fact that most employees lived in the South Sound, led Meadows to Pierce County. In April, Currie & Brown opened its doors at 1201 Pacific Ave. in downtown Tacoma. The office has a staff of seven, but Meadows hopes to expand as the business grows. Their new space will help make that happen.

While Meadows did the footwork to find the site, it wasn't until she connected with the EDB that she tapped in to resources in the business community. That door opened after a chance encounter with Kari Scott, former EDB chair and **Wells Fargo** regional vice president and senior vice president for commercial banking. Scott connected Meadows with the EDB, which introduced Meadows to Gloria Fletcher, **City of Tacoma** business development manager. Fletcher kept a close eye out as Currie & Brown went through tenant-improvement permitting on a tight deadline.

An open house is slated for 4-7 p.m., July 10. Currie & Brown will showcase their construction expertise, and subject matter experts from business lines will be on hand. A presentation on construction-cost data should interest anyone in real estate. In the meantime, contact Meadows at 253.740.6704 or Lynda.Meadows@curriebrown.com.

Teamwork is a service of the EDB, a non-profit corporation focused on recruitment and retention of primary businesses in Tacoma and Pierce County, Washington, USA.

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