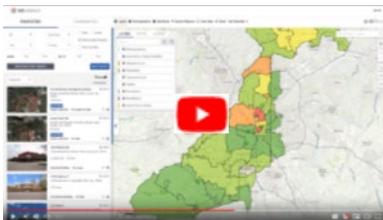


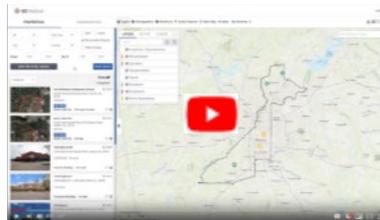


Hints, Tips & Tricks for Getting the Most from InvestPierceCounty.com

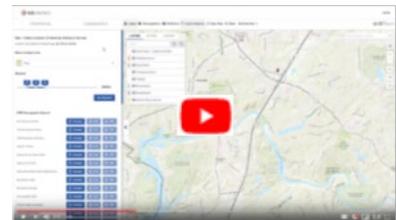
Brief video tutorials showing how to use InvestPierceCounty.com



How to navigate the site



How to search for a property



How to make custom reports

Topics:

[Site Navigation Basics](#)

[Ribbon Menu](#)

[Map Controls](#)

[Properties Panel](#)

[Layers & Layers Menu Box](#)

[Demographics](#)

[Workforce](#)

[Custom Reports](#)

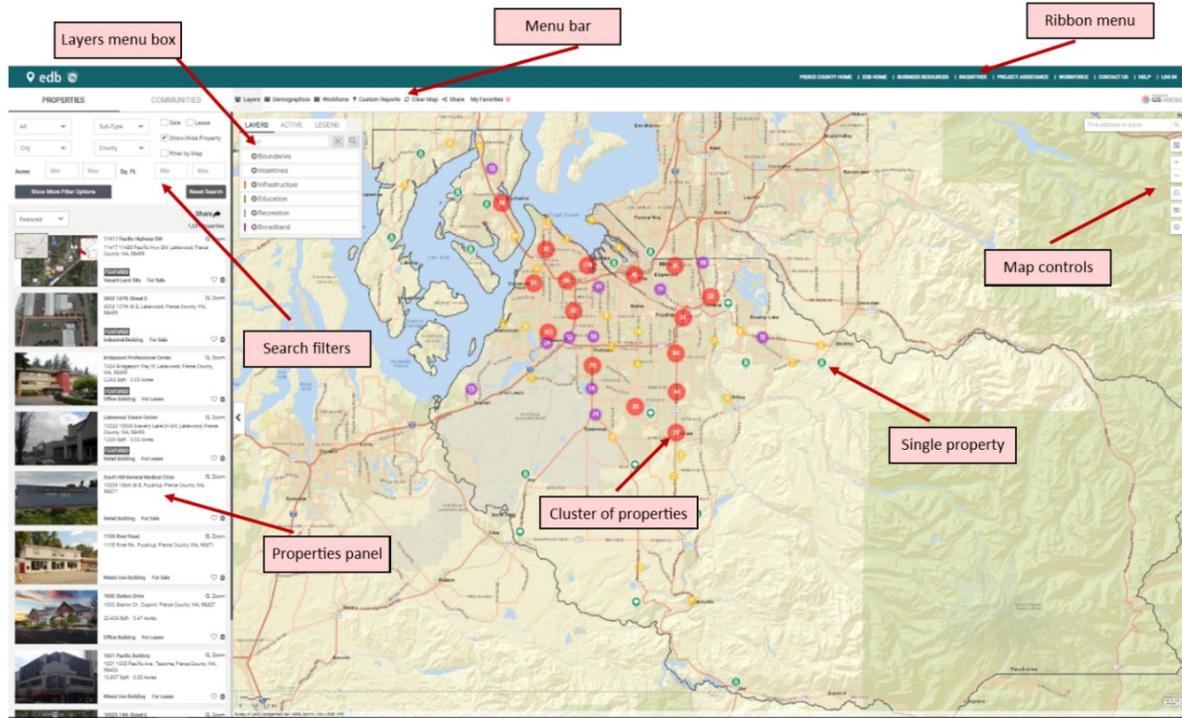
[Clear Map](#)

[Share](#)

[My Favorites](#)

[Add/Edit Properties](#)

Site Navigation Basics



The InvestPierceCounty.com website is divided into several sections. Each section provides options to help you get the most out of the site. They include:

- [Ribbon Menu](#) – Links to external sites
- [Menu Bar](#) – Options for working in InvestPierceCounty.com
- [Layers Menu Box](#) – Controls what information is shown on the map
- [Map Controls](#) – Control how the map looks
- Map Window – Shows property locations and other map features (pictured above)
- [Search Filters](#) – Provides several ways to search for property
- [Properties Panel](#) – Provides detailed information about properties

Each section is discussed in more detail below.



The pin icons on the map represent either an available building...



...or an available site.



Once selected, the property icon will turn blue.



Always remember – the refresh button is your friend. If things start getting difficult, hitting the refresh button can usually get you back on track.

RIBBON MENU

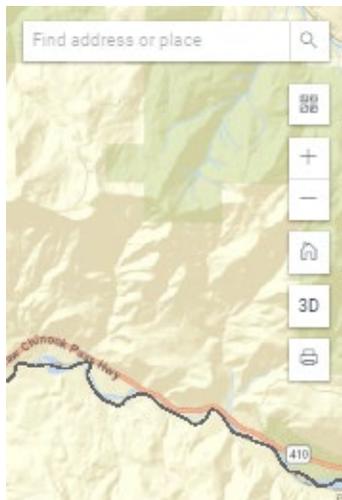
PIERCE COUNTY HOME | EDB HOME | BUSINESS RESOURCES | INCENTIVES | PROJECT ASSISTANCE | WORKFORCE | CONTACT US | HELP | LOG IN

The Ribbon Menu provides links to additional information about Pierce County, doing business here, and whom to talk with for assistance with your relocation or expansion project.

- Pierce County Home – link to the Pierce County Economic Development Department main page
- EDB Home – Link to the Economic Development Board for Tacoma and Pierce County home page
- Business Resources – Find links to many resources for starting a business in Washington
- Incentives – Information on the tax advantages of doing business in Pierce County
- Project Assistance – Learn how certain projects can get some extra help
- Workforce – Information on workforce and workforce development resources
- Contact Us – Whom to contact and how
- Help – The page you’re currently reading
- Log In – Log in here to manage your properties in InvestPierceCounty.com ([contact us](#) to create an account)

MAP CONTROLS

The map controls allow you to:



- Search for a specific address or place
- Change the background, or “base map”
- Zoom in
- Zoom out
- Return to the full extent of Pierce County
- 3D and Print – limited functionality, but give them a try

PROPERTIES PANEL

The “Properties Panel” provides the main method for finding properties and market information for areas around them. The information in this panel changes according to your selections. Starting at the top, there are two tabs: Properties and Communities.

Properties Tab

There are a variety of filters which allow you to specify some property details for your search. Below the filters is a list of available properties.

Using the filters you can choose buildings, sites or both, and can choose from a variety of sub-types, such as Industrial or Retail. You can also narrow your search to a specific city, and you can select only those for sale or for lease, and choose a range of sizes for acres or square feet. Selecting “Show More Filter Options” will allow you to search by price and by ZIP Code. Selecting “Reset Search” will clear all search parameters.

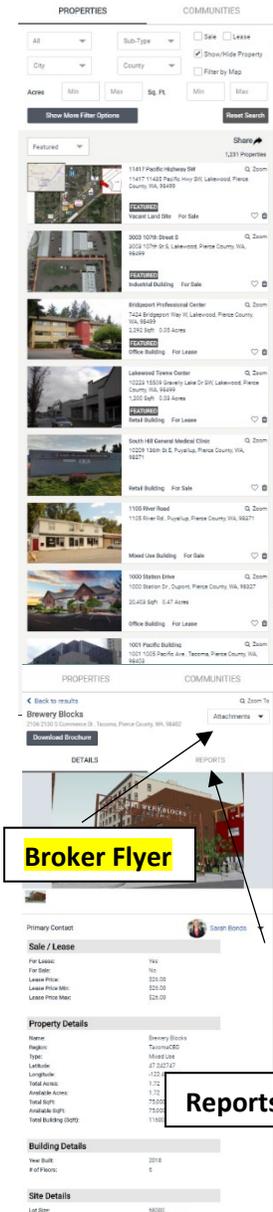
If you have not selected any filters, the list will scroll through all properties available in Pierce County. If you have used the filters, only the properties fitting your criteria will be displayed.

From the list of available properties, click to make your selection and the Properties Panel will change to include more detail about the property. When you click on a property, the icon on the map for that property will turn blue and you will have two tabs above the property detail – “Details” and “Reports.” In addition to the detail shown on the Properties Panel, you can also click on the “Attachments” button and get a link to the Broker Flyer, if one is available.

Reports

Clicking on the “Reports” tab gives you options to define a study area around the selected property. You can then generate a report for the study area. Study area types can be:

- Ring (concentric circles around the property)
- Driving Time (distance in driving minutes from the property)
- Driving Distance (distance in miles)
- Trucking Time (distance in driving minutes along freight routes)
- Trucking Distance (distance in miles along freight routes)
- Walking Time (distance in walking minutes)
- Walking Distance (distance in miles)



Reports available for a study area include:

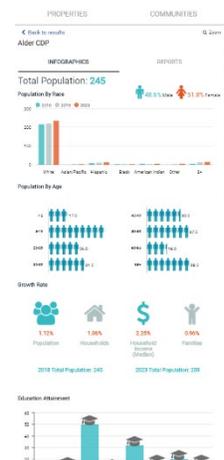
- | | | |
|---|---|--|
| 2010 Census Profile | Electronics and Internet Market Potential | Pets and Products Market Potential |
| ACS Housing Summary | Executive Summary | Recreation Expenditures |
| ACS Population Summary | Finances Market Potential | Restaurant Market Potential |
| Age 50+ Profile | Financial Expenditures | Retail Goods and Services Expenditures |
| Age by Sex by Race Profile | Graphic Profile | Retail Market Potential |
| Age by Sex Profile | Health and Beauty Market Potential | Retail MarketPlace Profile |
| Automotive Aftermarket Expenditures | House and Home Expenditures | Site Details Map |
| Business Locator | Household Budget Expenditures | Site Map on Satellite Imagery - 0.4 Miles Wide |
| Business Summary | Household Income Profile | Site Map on Satellite Imagery - 0.8 Miles Wide |
| Community Profile | Housing Profile | Site Map on Satellite Imagery - 1.6 Miles Wide |
| Custom Map Landscape | Landscape Summary Report | Site Map Report |
| Custom Map Portrait | Major Shopping Center Locator | Sports and Leisure Market Potential |
| Demographic and Income Comparison Profile | Major Shopping Center Map | Tapestry Segmentation Area Profile |
| Demographic and Income Profile | Market Profile | Traffic Count Profile |
| Detailed Age Profile | Medical Expenditures | Traffic Map |
| Disposable Income Profile | Net Worth Profile | Traffic Map - Close Up |
| Dominant Tapestry Map | | |

Communities Tab

The Communities Tab provides options to get infographics or generate reports for specific communities. Choosing “Cities” will provide a list of communities in Pierce County in the “Name” drop-down box. Select from a list of incorporated cities and CDP’s (Census Designated Places).

Clicking on one of the communities from the list in the panel will make the panel change into an infographic with demographic information about the community. There will also be two tabs above the infographic, “Infographics” and “Reports.”

You can generate the same set of reports (above) for any community you select.



MENU BAR & LAYERS MENU BOX

Layers Demographics Workforce Custom Reports Clear Map Share My Favorites 0

The Menu Bar provides options to access and share a variety of information. Each feature is discussed in more detail below:

- Layers
- Demographics
- Workforce
- Custom Reports
- Clear Map
- Share
- My Favorites

Layers and Layers Menu Box – Access A Variety of Map Features

The “Layers” menu box, which you can hide or open by clicking on the word “Layers” in the menu bar, gives you access to a variety of features you can show on the map.

The “Layers” tab in the Menu Box will allow you to turn layers on or off so they show or are hidden on the map. The “Active” tab will give you list of the layers that are currently showing on the map. The “Legend” tab will show you a legend for the currently active layers.

A short list of available layers includes:

- Zoning
- Parcels
- Industrial Areas
- Opportunity Zones
- Workforce Education
- Golf Courses
- Craft Beverages
- Coffee Shops
- Parks
- Bus Routes



Demographics – ESRI Census Data

Esri is one of the leading providers of geospatial information. They make software so you can put your data on a map. They also provide a lot of data. InvestPierceCounty.com includes a full set of data from the Census Bureau's American Communities Survey (ACS), as provided by Esri. Measures are provided with the data estimate (ACS), the Margin of Error (MOE) and Esri's estimate of the reliability of the estimate (REL), where lower values for REL mean more reliable estimates.

Here are some links to help you understand the data:

[Esri Data Portfolio](https://bit.ly/esridataportfolio) | bit.ly/esridataportfolio

(pdf) [Esri Demographic and Business Data List](https://bit.ly/ACSvariable) | bit.ly/ACSvariable

[Esri Census and ACS](https://bit.ly/censusandacs) | bit.ly/censusandacs

[American Community Survey \(ACS\)](https://bit.ly/UScensusACS) | bit.ly/UScensusACS

Workforce – EMSI workforce data

The workforce data available on InvestPierceCounty is limited. If you need more detailed workforce data, please contact us. We want to provide you with data specific to your project.

Economic Modeling Specialists Incorporated (EMSI) is a leading provider of workforce data. The data presented in InvestPierceCounty.com is 2-digit Standard Occupational Code (SOC) employment data at the ZIP-code level. What you see is their estimate of how many people work in a given ZIP-code area, in a given occupation. SOC codes are used by the Bureau of Labor Statistics to classify the work people do, regardless of what industry they work in. You can find more information about EMSI and the SOC system using these links:

[Economic Modeling Specialists Incorporated \(EMSI\)](https://www.economicmodeling.com) | www.economicmodeling.com

[Bureau of Labor Statistics, Standard Occupational Classification](https://www.bls.gov/soc) | www.bls.gov/soc

Custom Reports – Esri Community Analyst & Tapestry Segmentation

You may want to create a report for a study area without choosing a specific property. The selection of reports available are the same as for properties and communities. You can find more information about the reports and the data they draw from at these links:

[Community Analyst Reports](https://bit.ly/CAreports) | bit.ly/CAreports

(pdf) [Esri US Data Fact Sheet](https://bit.ly/esrifactsheet) | bit.ly/esrifactsheet

Tapestry Segmentation reports

Among the custom reports you can create are market segmentation reports. These reports are powerful tools for understanding the households in your study area.

[Tapestry Segmentation](https://bit.ly/tapestryseg) | bit.ly/tapestryseg

How to use

Once you click on “Custom Reports” from the menu bar, you’ll see a box on the left of the screen with some sliders, a drop-down menu and a button that says, “Get Reports.”

- 1) Hover over the map and the see the curser has changed to a crosshair;
- 2) Click on the map at your point of interest (be sure to click on the map before taking the next steps, or you won’t get the information you’re after);
- 3) In the box on the left, choose the kind of area you want, like ring or drive time;
- 4) Use the sliders to set the distances for each area, like 1, 3 and 5 miles;
- 5) Click on “Get Reports”, and you’ll see all the options for available reports. You will also see the areas you chose highlighted on the map. You can view a sample report to see what information it contains, download the data as an Excel file, or generate a printable version.

Clear Map

Just like it sounds: click “Clear Map” to remove everything you’ve added.

Share

When you find some properties or features you want other people to see, you can easily share it with them. Clicking on “Share” will create a link to the map that you can email to them.

My Favorites

When searching for properties, did you “♥” some? Clicking “Favorites” will take you to all the properties you marked.

Add/Edit Properties

If you have a user account, you can add and manage properties. [Contact us](#) to get an account.

1. Click “Log In” in the upper right corner
2. Enter your username and password
3. At this point, you are presented with a page that lists all the properties you’ve added
4. To start adding properties, click in the upper right corner where it says “+ADD A NEW PROPERTY”
5. A form pops up on screen, and from here you can add as much information as you like about how to contact you and about the property
6. Click on the various tabs at the top (Property, Services, Costs, Identity, Details and so on), then either add text or use the drop-down menus where they are provided
7. MAKE SURE, ON THE “DETAILS” TAB, THAT “Property Surface Size” and “Property Surface Size (Acres)” ARE SET TO THE SAME VALUE AS “Available Surface Size” and “Available Surface Size (Acres)”
8. When you’re done, use the very skinny scroll bars along the right side to scroll to the bottom
9. If you’ve included a property address, click on the “GEOCODE” button near the bottom of the form and the Lat/Long boxes will get completed automatically – this is how the program know where to place the property on the map
10. Then click on “SAVE” and you’re done with this property

In the list of properties you’re managing, you should see a listing for the property you just entered. Add more properties using the same steps. To edit or delete a listing, click on the “*ACTIONS” button next to that listing. Click “Delete” to remove the property, or “Edit” to go back to the editing window where you first created the listing.

Still need help? Give me a call.

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