



Spokane by the Numbers

Drive-by Market:

- Approximately **273,000 vehicles each day use surface streets to enter or exit the city**. About 50% of these vehicles come from north of the river, 10% from the west, and the remaining 40% split between the east and south with slightly more from the east.
- **Interstate 90 carries approximately 50,000 vehicles per day** in each direction through the city. As expected, the river crossing locations have the highest daily average surface street volumes. In general, the north/south streets carry more vehicles than the east/west streets. This is not surprising since Interstate 90 carries the majority of the east/west traffic.
- **Third Avenue is the east/west street that carries the most traffic with approximately 15,000 vehicles per day.**
- **There are over 9,700 parking spaces located Downtown at more than 50 parking facilities.**
- Spokane's average commute time is 21.4 minutes (*US Census – American Community Survey 2007*)

Higher Education Market:

- **The University District**, adjacent to Downtown, is home to three universities and **serves over 11,400 students**, making it the academic center for the Pacific Inland Northwest.
 - Continued excellence in research and education and the proximity of Gonzaga, Washington State University, and Eastern Washington University satellite campuses and the Riverpoint Higher Education Park to Downtown is beneficial for both the campuses and Downtown.
 - The **WWAMI (Washington, Wyoming, Alaska, Montana, Idaho) Medical Program and RIDE (Regional Initiatives in Dental Education) program** expanded medical and dental programs in 2008.
 - Investment by the Downtown Spokane Partnership, City, and private developers is prompting residential and mixed-use development at the edges of the University District.
 - **Spokane ranked 38th in a 2006 review of all 331 metro areas in the U.S. on the University Creativity Index.** The index is a measure of how US metro areas are capitalizing on their university capabilities and other creative assets. A ranking in the top 50 means a region has considerable assets to work with and is well positioned to leverage those assets for improved innovative and economic development.

- **Gonzaga University** had an enrollment total of 7,319 with approximately 63% undergraduate students in 2009.
 - Gonzaga's 2006 Enrollment breakdown by gender:

	MEN	WOMEN	TOTAL
Undergraduate	1,951	2,324	4,278
Graduate	703	957	1,657
Doctoral	51	69	121
Law	310	245	555
Non-Credit/ESL	71	54	125
TOTAL	3,086	3,649	6,736

- Gonzaga employs 348 faculty members and 648 non-faculty employees.
- **Washington State University (WSU) Spokane** currently has a total enrollment of 1,580 students, 71.1% female and 28.3% male.
 - Graduate students and professional studies comprise approximately 41% and the remaining 59% are undergraduates. The average age of a WSU Spokane student is 30. WSU Spokane employs 385 full-time employees.
- **Eastern Washington University (EWU)** has enrollment of approximately 9,831 students, 43% male and 57% female.
 - EWU Spokane has 2,550 students currently enrolled.
 - Nearly 75% of Eastern's 70,000 alumni live and work in the state of Washington.
- **Community Colleges of Spokane** as of October 2009 serves 18,575 students through **Spokane Community College, Spokane Falls Community College and the Institute for Extended Learning**. Its District Administration employs 75 staff members in the University District at 501 N. Riverpoint Blvd., owned by the CCS Foundation.



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- **Whitworth University** has an undergraduate enrollment of approximately 2,331, graduate enrollment of 276, and 127 full-time faculty members.
- **Sirti University District** headquarters thirteen high-tech and six life-sciences companies and organizations and many more off-campus clients through Sirti client acceleration services.
 - Sirti provides over 40,000 square feet of state-of-the-art wet labs, light manufacturing space, and conventional office space, all in an acceleration environment.
 - Successful Sirti startups include GenPrime, ReliOn, MatriCal, Aegis Biosciences, Pondera Engineers, and CSK Communications. Signature Genomic Laboratories and ALK-Abello Source Materials spearhead life-science innovation while other companies forge leading-edge development on a number of fronts.
- **Potential Demand for Types of Businesses & Services**
 - See *right*. Students, faculty, and staff of both WSU and EWU indicated a desire for many things that do not currently exist; they also indicated that they would use these things *if they did exist*.
- **The region is home to 18 universities and colleges with over 65,000 students enrolled.**
- **Spokane Educational Attainment:**
 - High School Degree: 90.8%
 - Some College: 26.7%
 - Bachelors Degree: 17.3%
 - Post-Baccalaureate Degree: 9.5% (*U.S. Census – American Community Survey, 2007*)

(2004 Survey)	# of Students	Grocery
WSU	875	57%
EWU	1,594	62%
EWU/WSU Subtotal	2,469	1,487
Gonzaga	5,524	90%
Gonzaga Subtotal	5,524	4,972
Market Potential	6,459	

Health Care Market:

- The University District’s proximity to the **medical district, whose growth is predicted to exceed \$420 million** in payroll by 2010, is a great resource and factor to its success and development. The campuses and area hospitals create a synergy, resulting in successful businesses who want to be located in the Downtown and University District vicinity.
- About **8,400 employees are associated with healthcare institutions** located in or near Downtown, including Community Health Systems’ Deaconess Medical Center, Providence Health & Services’ Sacred Heart Hospital, Shriner’s Hospital, and Rockwood Clinic, to name a few. From 1999 to 2004, the **healthcare sector experienced a 39% growth (3,751 jobs)**. The region’s healthcare workforce exceeds 29,000.
- The influential presence and relationships between healthcare, health-related companies, and education are helping to foster an emerging bio-medical cluster catalyzing startups within the region. To accommodate this demand, an **estimated 800,000 square fee of medical office space** have been added to the market in the last 10 years. Growth in the sector is also benefiting from Washington State’s investment in educational sectors.

Workforce Market:

- Within the economy, the **service sector is projected to comprise 37% of all jobs**, for a total of 124,745 jobs.
- Spokane maintains its role in the region as a center for **regional trade, state and local government jobs. Combined, these two sectors comprised 32%** of Spokane’s economy in 2005 (retail trade comprised 17% and state and local government comprised 15%).
- The **education, health care, and social services sector combine for about 26% of the total employment** in both the County and City in 2006, making it the largest single sector. Employment in these interrelated sectors has increased by 66% over the last 15 years.
- **Employment in professional and related services**, which includes a number of high-technology sectors, has almost doubled in the County since 1990. Currently this sector provides about 21,000 jobs, **representing about 10%** of the total economy.



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- The **region is home to 50 biotech and biomedical firms**, which draw primarily on a young, educated workforce. This same demographic has a preference for Downtown living. These businesses find it easier to recruit workers who want to live close to their jobs.
- **By 2030, 77,473 new jobs** are projected in the Spokane economy. This amounts to a 22.9% overall growth projection.
- **Over 26,000 employees (over 13% of Spokane County's workforce) work in the Downtown Spokane vicinity daily.** Over 2,300 Downtown businesses represent over 11% of the total Spokane County businesses.

Housing Market:

- **204,400 people live in the City of Spokane**, expected to grow to 230,000-280,000 by 2025. **459,000 people live in Spokane County and approximately 593,442 in the Spokane Region (50 mile radius)** (WA State Office of Financial Management, 2008). Spokane's median income is \$46,956 (Spokane Journal Market Fact Book, 2008).
- **Spokane's median home price is \$211, 872** (Association of Realtors Real Estate Report, 2007) and the **median household income is \$46,956** (Spokane Journal Market Fact Book, 2008).
- **Downtown Spokane's population is more than 2,550** with over 2,100 units, representing about a 25% increase in the last five years. **More than 5,000 live in the Downtown vicinity.**
- Major planned or proposed projects are **expected to increase the Downtown population in the next seven years.** Many of the market segments targeted by the new projects suggest a potential shift in demographics away from lower-income groups and seniors to higher-end empty-nesters and younger professionals.
- **Housing demand** in Downtown Spokane is expected to increase substantially (250-400 units per year) in the next 20 years. Young professionals, age 25-35, and Baby Boomers, age 43-61, tend to desire Downtown living, which makes up over 40% of Spokane's population.
- The **market potential for new market-rate housing units** to be leased or sold within Downtown Spokane is 4,100 households.
 - Just under half of the potential market currently lives in Spokane and the majority is expected to move from the Seattle/Tacoma area (11%), Southern California (4%) or elsewhere in the nation (35%).
 - The household groups that comprise the potential market are younger singles and childless couples (53%), well-to-do empty nesters and retirees (41%), and a range of urban families (6%).

Tourism and Business Travel Market:

- The **arts, entertainment, and recreation services sector has increased by almost seven fold** over the last 15 years, making it the fastest growing sector in the region.
- **Increases in the volume of travelers that pass through Spokane** and thus, spend money on the local goods and services, have a significant impact on the region's economy.
- **Spokane International Airport saw 3,423,500 total passengers** in 2008
- **Visitor spending increased at an average annual rate of about 6.7%** 2001-2006, which is a slightly higher rate of increase than the County experienced 1991-2001.
- **Visitors spent \$805.1 million in Spokane in 2007**, creating \$60 million in non-residential tax dollars and 10,600 jobs. Spending was up nearly % from 2006 or \$65.3 million ([Washington State County Travel Impacts report](#)).
- **Spokane County was 2nd in the state for hotel/motel expenditures in 2006 with \$390.2 million**, up from \$362 million in 2005, trailing only King County, and supports 9,860 tourism jobs countywide (*October 2007 Dean Runyan Associates report*).
- **Spokane has booked 133 groups, resulting in 189,000 hotel room nights and a \$229 million economic impact 2008-2013**, including the largest convention ever – the National Square Dance convention in June 2012 and the National Trust for Historic Preservation October 2012.
- **Spokane has Certified Tourism Ambassador national certification program**, in which Spokane is the smallest city to participate 600, will be certified by end of 2009.



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- The **2007 State Farm U.S. Figure Skating Championships** eight-day event **generated \$30 million** and set a new attendance record of 154,893, besting the 125,345 mark set in Los Angeles in 2002. The event was awarded “Sports Event of the Year” by *Sports Travel Magazine* over the Super Bowl, World Series, NASCAR, and other prominent national events. Spokane was recently awarded the **2010 U.S. Figure Skating Championships** where the U.S. Olympic Team will be chosen for the **2010 Winter Olympics** in Vancouver, B.C.
- Other noteworthy 2007 events included the NCAA Men’s Division I First and Second Round Basketball Championships, the Antiques Roadshow, and the Pacific Northwest Qualifier volleyball event. Spokane continues to host record breaking sporting events including NCAA events. **2010 will bring an estimated \$50 million dollars to Spokane from sports related visitors.**
- All these events resulted in increased hotel room demand in Spokane County. Room revenue escalated 15% in October 2007 over 2006, the highest increase since 1991 (*Smith Travel Research Inc.*). An 8% rise in room demand, or 95,000 additional rooms, and an elevation in room rates contributed to the increase. The U.S. Figure Skating Championships accounted for about 14,000 of those additional room nights. **Room-tax revenues soared to \$1.9 million** during this period up from \$1.6 million through October 2006. The 2006 year totaled almost \$2 million, up 10% from the previous year.
- *Washington CEO* recently **ranked the Spokane Convention Center number one in total meeting space at 372,565 square feet.** Its largest single-room space is 100,160 square feet.
- Over 9,000 seats are available at performing arts venues Downtown and an additional 12,000 at the Spokane Veteran’s Memorial Arena.
- A 2007 Economic Impact Study of the Spokane arts concludes that the **arts have an estimated direct impact of more than \$206.4 million annually**, generating 3,420 jobs and **attracting more than 737,000 patrons.** Almost 20% of that traffic comes from outside Spokane County.

New Downtown Developments:

- The City’s urban core is flourishing with a redevelopment renaissance by means of **investments valued over \$3.7 billion** that have transformed Spokane since 1999.
- **This represents over 800 new and proposed public and private construction projects** that bring new vitality and vigor to Spokane encompassing a mix of commercial, residential, mixed-use, infrastructure, arts and cultural, convention, education, government, health care, and non-profit real estate projects that blend award-winning historic restoration and new construction including a state-of-the-art LEED certified building. These projects created dramatic new momentum and generated significant economic impacts, making Spokane a “City on the Move” with a “Ripple Effect” on the entire region.
- **Over half of Spokane’s Downtown buildings are designated historic**, including three historic districts (East Downtown, West Downtown, Riverside Avenue). Spokane has 15 historic districts—more than any other city in the state. Owners spent an average of \$15.4 million annually on rehabilitation in Spokane County (18% of the State) and annually generates \$34 million in sales of products and services (*WA State Dept. of Historic Preservation Economic Study 2001-2004*). In recent years, Spokane has lead Washington State in historic rehabilitation with a total investment of over \$27.3 million in Spokane, while developers in all other cities combined spent \$30.3 million.
- Market momentum is starting to shift beyond the central business district, including east towards the University District. The Edge Condominiums at Division and Sprague are an example of the shift.
- **Retail Vacancy in the Central Business District (CBD) has gone from 13.14% in 1999 to 7.70% in 2009**, including an additional 858,705 square feet or 183%.
- Office Vacancy in the CBD is currently 13.51% with the addition of 573,551 square feet or 26% since 1999.
- **Forbes Magazine ranked Spokane the 9th “Best Place for Business and Careers,” and ranked Washington State the 5th “Best State for Business.” US News & World Report ranked Washington State #1 in its “Seven Best States to Start a Business” report.**