



# **SITE TO DO BUSINESS**

Data to Drive Commercial  
Real Estate Decisions

**TWC Training – 8-13-2020 - Overview**

**Business Analyst/Database USA – Business Lists/Pictometry – Aerial Imagery**

## **STDB Tools**

### **Business Lists**

1. Produce a prospecting list for Bexar County by searching for all of the businesses in the major industry group of manufacturing with annual revenues of over \$50,000,000. **How many are there?** \_\_\_\_\_
2. How many accounting firms are in the Tyler city limits? (NAICS - 5412)  
\_\_\_\_\_

### **Pictometry**

Generate an aerial image of 101 East 15<sup>th</sup> Street, Austin, TX. What is the imagery vintage? \_\_\_\_\_

## ArcGIS Online - SitesOnTexas Data

Quarterly census of employment and wages data (Q4 2019), TWC Labforce Data (June 2020)

QCEW – Search Employment related data by NAICS Codes

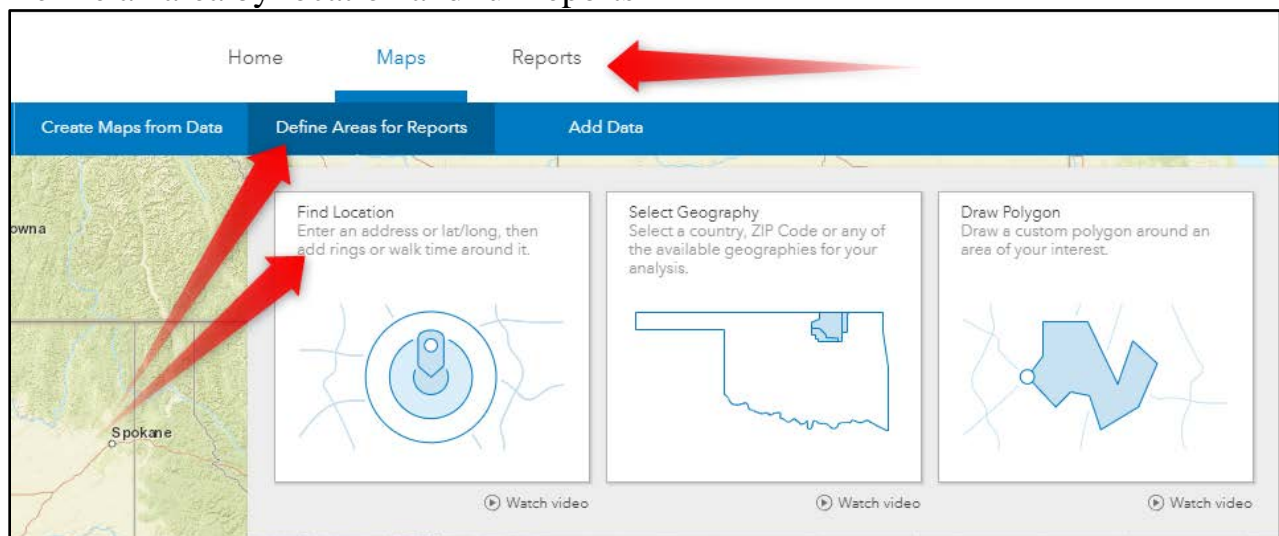
Labforce Data – Labor Force/Unemployment/Unemployment Rate (February 2020/June 2020)

Show certified opportunity zones on a map.

## Business Analyst

### Workflow 1. Creating a study area and running reports.

Define an area by location and run reports



**Exercise 1. Find Location** – 101 East 15<sup>th</sup> Street, Austin, TX

Name Location – Training Class

- a. Add Drive time – 5 minutes

Reports, Standard Reports

1. Select Area

Choose your 5-minute drive time – Training Class

2. Go to Reports

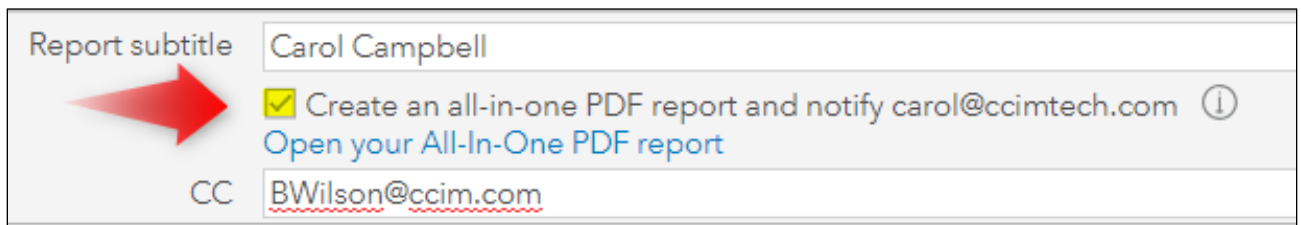
- a. Select Run Reports
- b. Classic Reports
- c. Esri Reports

3. Add Reports

- a. Choose the following reports by checking the box to the left of the report
  - Civilian Labor Force Profile
  - Market Profile
  - Tapestry Segmentation
  - Time Series Profile

4. Run Reports

- a. Select view in one PDF before running
- b. Add report subtitle if desired
- c. Choose Run All



Report subtitle	Carol Campbell
<input checked="" type="checkbox"/>	Create an all-in-one PDF report and notify carol@ccimtech.com ⓘ
	<a href="#">Open your All-In-One PDF report</a>
CC	<a href="mailto:BWilson@ccim.com">BWilson@ccim.com</a>

5. View Reports – Open your reports individually or in your All-in-One PDF.  
Using the data from the reports, answer the questions below:

From the reports created, answer the following:

- a. Which industry has the highest location quotient? (Civilian Labor Force Profile)  
\_\_\_\_\_
- b. What is the daytime population? How many workers? How many daytime residents? (Market Profile)  
\_\_\_\_\_
- c. What is the top Tapestry Segment in this market? (Tapestry Segmentation Area Profile)  
\_\_\_\_\_

- d. Between 2010 and 2020, what year saw the largest change in population?  
(Times Series Profile)
- 

## Workflow 2. Void Analysis

We work in Economic Development for Denton county and market research has led us to believe that we need to figure out a way to attract dental offices to town. We are hoping that one of the existing dental groups that has 2 or more locations in Tarrant and no existing locations in Denton might be interested.

Define an area by selecting a geography, search Denton, TX. Go through the same process for Tarrant, TX.

Run Analysis – Void Analysis

Select Target area for analysis (Denton, TX)

Select Reference area for analysis (Tarrant, TX)

Category - Dentists

What restaurants should we call on first?

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## Workflow 3. Import Data and perform Suitability Analysis

The screenshot shows the 'Add Data' menu in a GIS application. The menu is titled 'Add Data' and contains three main options:

- Custom Data Setup**: Configure your own data to be accessible through the Data Browser. (Icon: Database cylinder and location pins)
- Web Maps and Layers**: Add web maps and layers from ArcGIS Online or your own Portal. (Icon: Map layers)
- Import File**: Import a list of addresses from an Excel spreadsheet or shapefile. (Icon: Excel spreadsheet and map with location pins)

Red arrows point from the 'Add Data' header to the 'Custom Data Setup' and 'Import File' options. Each option has a 'WATCH VIDEO' button below it.

You are working in economic development for the city of Dallas. You have a list of 18 projects that aim to create jobs in the Dallas market in low income zip codes with high unemployment. Assume that you would weigh the importance of each factor 1.) number of jobs created 2.) low income and 3.) unemployment, equally.

Which site best meets the criteria? \_\_\_\_\_

Use the top 3 locations to create a **story map**. Use the cascade format and bring in the imagery for the different sites. Include an infographic (Target Market Summary).

#### **Workflow 4. Infographics - Comparison**

Create a study area for the zip code 77093. You are gathering information for a potential client looking to build a new socially distanced coworking space. You don't like any of the standard infographic templates, but someone in your office created "tapestry multi-area comparison" and shared it publicly. Now add 2 additional sites to compare – from neighboring geographies – 77016, 77026.

If the goal is to find the zip code with the highest percentage of millennials, which zip code would you recommend? (page 5 of infographic) \_\_\_\_\_

#### **Workflow 5. Comparing Markets**

You want to be able to compare the different characteristics of the counties in the panhandle by a few relevant demographic characteristics.

#### **OTHER: Potentially Relevant Capabilities**

#### **Workflow 6. Mapping Business Locations**

Create a 10-minute drivetime study area around 5005 LBJ Freeway, Dallas, TX. Can you map the Domino's, Pizza Hut and Little Caesars within the drivetime and associate the logos accordingly?

#### **Workflow 7. Void Analysis Adjustments by Variables**

You want to look at how competitive your market area your home county is to Harris county in respect to Harris county, but want to adjust by population to "normalize" the study.