

# 2023 ECONOMIC REPORT

# CHOOSE DOWNTOWN



DOWNTOWN  
SPOKANE  
A Supplement to the Journal of Business

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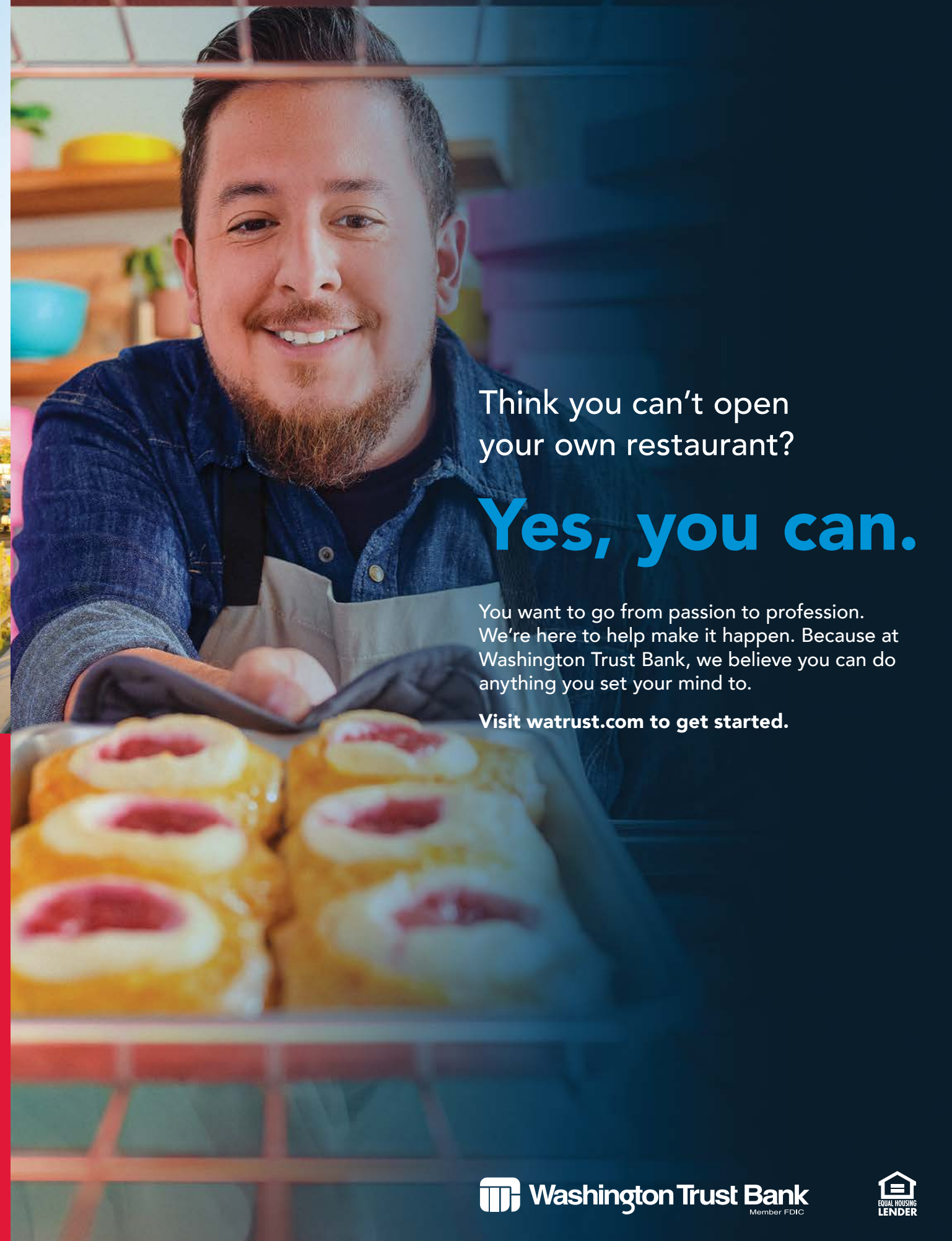


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# IT'S TIME TO CHOOSE DOWNTOWN SPOKANE

## Spokane continues to surprise and impress.

As the heart of our city and region, our downtown serves as a hub for commerce, culture, and innovation. With a mix of established employers and burgeoning startups, for decades downtown has served as a catalyst for economic development, bringing people and ideas together, attracting investments and creating new opportunities. But, as we put the pandemic in the rearview mirror, downtown Spokane faces the same dilemma facing nearly every city across the globe: what does our future look like?

While in the midst of one of the biggest workforce shifts in generations, the Downtown Spokane Partnership is choosing to embrace the opportunity to adapt, lean in and reshape our urban core for the future. Fortunately, downtown Spokane positioned itself to be the attractive choice long before we fully understood just how crucial it would become.

Downtown is walkable, friendly, and inviting, with a growing reputation for being surprisingly hip. This community has prioritized creative redevelopment of major streets, public transportation, infrastructure, public amenities, and world-class parks. Meanwhile, we've continued to focus on enhancing our entertainment venues and top-tier civic amenities: the Martin Woldson Theater at The Fox, Convention Center and First Interstate Center for the Arts, The Podium, Riverfront Park, and opening in fall 2023, the new Downtown Stadium.

These amenities are especially important as we look at how we welcome back workers to their office and support increased opportunities to live downtown through adaptive reuse, conversion of underutilized commercial properties, and new construction. As developments of

the last decade begin to compound, offering a variety of residential, entertainment, workspaces, and leisure options, downtown Spokane is ideally positioned to meet the goal of a "24/7" downtown. We have the competitive advantage. We have ample workspaces, parks and entertainment venues to draw people in during the day and are building a core of residents to keep the area vibrant after commuters go home.

Throughout our 30+ years as Spokane's central city advocate, the Downtown Spokane Partnership has been a leading voice in the transformation of downtown. We must continue to go big and be bold to ensure downtown can continue to support entrepreneurs, investors, tourists and residents alike. Supporting and nurturing Spokane's economic engine has ripples that will energize the entire region.

Choosing downtown means investing in our community, reducing barriers to success and believing in our potential. Choosing downtown creates a vibrant, dynamic, and welcoming environment for all.

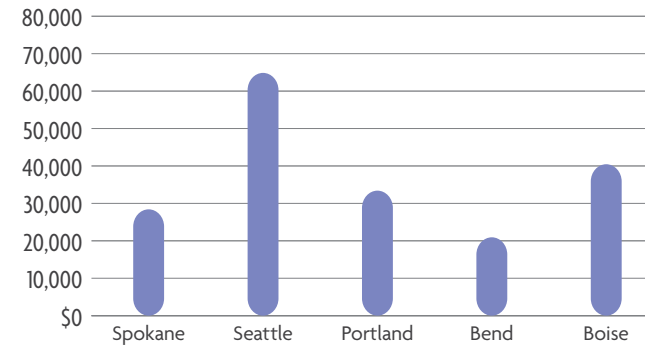
We must choose downtown.



**Emilie Cameron**  
President & CEO  
Downtown Spokane Partnership

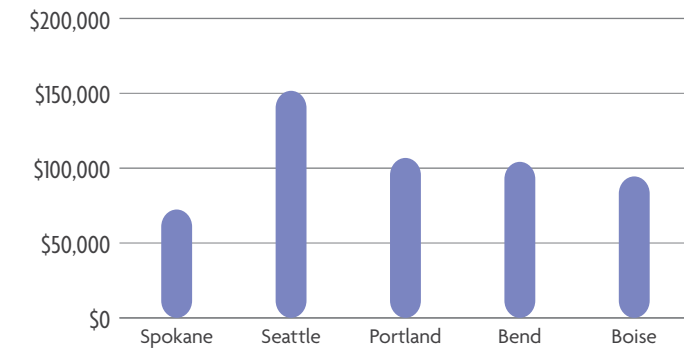


## Downtown Employee Population (2022)



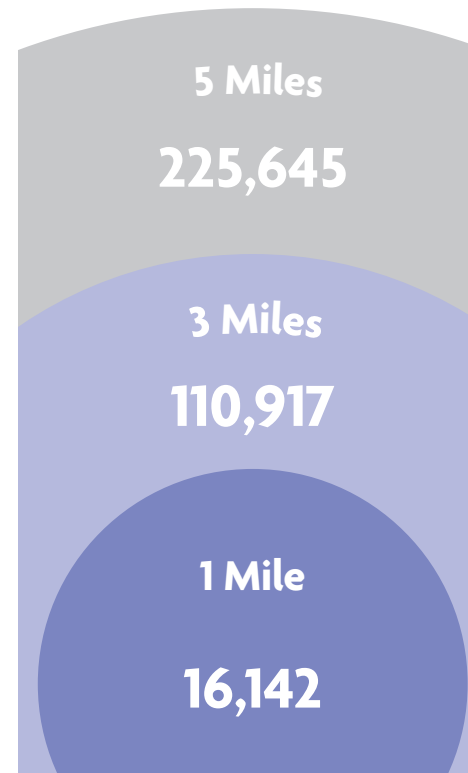
Source: Demographics Now

## Average Downtown Income (2022)



Source: Demographics Now

## Spokane Downtown Resident Population



Source: Demographics Now

## Downtown Daytime Population in 2022



Source: Demographics Now



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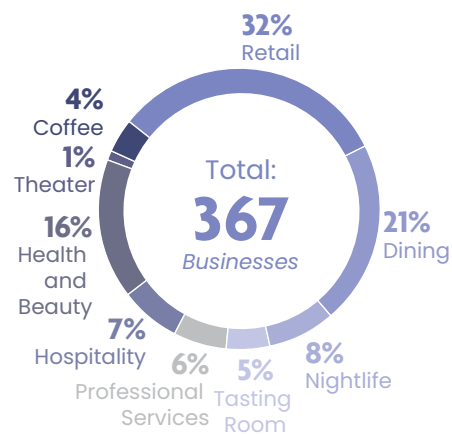
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# GREAT CITIES START DOWNTOWN

**David Downey, IOM, CAE, ASSOC. AIA**  
 President & CEO, International Downtown Association

## Downtown Spokane Retail Mix



Source: Downtown Spokane Partnership, Business Improvement District boundaries

**T**he health of a city can be felt in the vibrant energy of its downtown area. The concentrated businesses, offices, and other commercial establishments create a hub of activity which drives a modern-day experience economy for people to access goods and services, in turn driving the economic success of our cities. Downtowns have long been recognized as engines of economic growth and innovation and in a global knowledge-based economy, I believe they will continue to do so for generations ahead.

The pandemic certainly disrupted this economic engine. Downtown areas were among the hardest hit, with businesses closing their doors as

daytime office workers stayed home and indoor gatherings were limited. In many ways, the pandemic deepened our appreciation for the importance of mixed-use urban districts. In walkable urban neighborhoods, where mixed income housing options existed alongside jobs and services, activity thrived.

As we now take on a recovery posture, we are reminded of the resilience and determination of communities to rebuild. We are seeing extraordinary efforts to reinvigorate downtown areas across the nation focused on developing more complete communities with strategies focusing on supporting local independent businesses, entrepreneurs, and major employers all of whom continue to demand some level of a downtown presence. The days of single use business districts are quickly giving way to plans for mixed use urban centers complete with a stronger mixed income residential component and a variety of community spaces to comprise a workplace ecosystem.

It is in part for this reason we can confidently say the days of down-

## BUSINESS IMPROVEMENT DISTRICT RETAIL AND HOSPITALITY

**17**  
Breweries/  
Wineries/  
Distilleries

**97**  
Restaurants

**2**  
James Beard  
Nominated  
Chefs

**155**  
Retail Stores  
(total)

**83**  
Local Retail  
Stores

**5**  
Art Galleries

**30**  
Bars and  
Clubs

Source: Downtown Spokane Partnership

towns are far from over. They will continue to serve as the epicenter of commerce, capital investment, diversity, public discourse, socialization, knowledge, and innovation. Downtown areas nationwide comprise only 3 percent of a city's land area on average, yet can provide for more than 20% of a community's tax revenues. Despite the challenges ahead, downtowns will continue to play a deeply significant role in the local economy and will forever be the heart and soul of our communities.

Downtown areas are home to a community's cultural institutions, as well as parks, public spaces, and historic landmarks which contribute to the social and cultural vitality of the city, making it a more attractive place to live, work, and visit. By providing a mix of amenities and attractions, downtowns create a unique and appealing atmosphere that attracts visitors and residents alike.

Downtown areas serve as the transportation hub of a city, with major transit lines, bus terminals, and transportation centers located in or near downtown. This makes it easier for people to access various parts of the city, providing important connections for both residents and visitors.

The latest U.S. Surgeon General's 2023 Advisory on the Healing Effects of Social Connection and Community lists transportation as part of the social infrastructure needed to address the epidemic of loneliness and isolation. Accessibility and convenience to downtown creates a ripple effect that also benefits the entire region, driving economic growth and promoting prosperity. A city like Spokane is no exception, as a hub in its own right to the Inland Northwest.

The future of downtown remains somewhat uncertain. However, the resilience of downtowns and their ability to adapt to change positions them well for continued success. Most importantly, the will to effect change rests largely with local public, private, and civic leaders. Prior to the pandemic and still resolute today, Bruce Katz notes in his book *The New Localism* that, "Power is shifting in the world: downward from national governments and states to cities and metropolitan communities; horizontally from the public sector to networks of public private, and civic actors." In the coming years, we may see a shift in the ways we evaluate and utilize downtown areas, but their importance as economic engines and as the soul of the city will remain. ●

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# ANNOUNCING DOWNTOWN SPOKANE'S "BEST IN BID" AWARD WINNERS

## MOST EPIC COMEBACK SINCE 2020: REVIVAL TEA CO.

Forget everything you thought you knew about tea! When Drew Henry opened this tasting room and retail shop, he wanted to revive the tea industry as a whole and create a community of tea drinkers who hold their cups to a higher standard. Today Revival is the fastest-growing tea company in the country. Henry credits the incredible support from the Spokane community for making this possible. "We are big believers that local supports local, and we are so proud to continue to manufacture and operate out of Spokane."



## MOST UNDERRATED: THE MANGO TREE

The Mango Tree Indian Kitchen + Tap House is one of the best-kept secrets of downtown Spokane. Located just two blocks from Riverfront Park in the space formerly occupied by Hill's Restaurant, invite your spice-loving friends for a night out and come taste what you've been missing. Choose from a variety of house-made, seasonally inspired Indian dishes and pair it with a refreshing drink, whether it's an ale, IPA, lager, bottled beer, or traditional Indian yogurt drink.

## BEST COUPLE (NEIGHBORING BUSINESSES): WHISTLE PUNK BREWING + HERITAGE BAR & KITCHEN

What do you get when you combine an ever-changing tap list, irresistible burgers and meat pies, and the best alley in downtown (patio weather, people!)? Oh, you know, only the Best Couple ever! "It's exciting to see the West End of downtown get so much love," said Whistle Punk's Matt Hanson. "We're proud of the growth of our little neighborhood. Winning 'Best Couple' with Heritage Bar & Kitchen is the icing on the cake. We have such a strong relationship with them and our businesses complement each other perfectly."

## MOST PHOTOGENIC: THE HISTORIC DAVENPORT HOTEL

Whether you're indulging in brunch at The Palm Court Grill, pampering yourself at the Davenport Spa and Salon, or mingling with friends during Christmas Tree Elegance, don't forget to snap some pics and soak up the splendor of the Historic Davenport Hotel. A popular destination for stars, tourists and Spokane residents since 1914, this masterpiece features Spokane's oldest

and most exquisite ballroom, architectural wonders, from European-inspired marble to genuine gold leaf accents, and, of course, world-class hospitality.

## MOST RELIABLE ("DON'T EVER CHANGE!"): AUNTIE'S BOOKSTORE

A day spent downtown just isn't complete without a visit to Auntie's Bookstore, Spokane's favorite literary landmark since 1978. Located on the corner of Main and Washington, come browse new and used books, greeting cards and specialty items to your heart's delight. This indie bookseller also hosts a variety of events: book clubs, book signings, story times and writers' workshops.

## MOST LIKELY TO BRIGHTEN UP YOUR DAY: BOO RADLEY'S

Named after the eccentric recluse in the classic novel "To Kill a Mockingbird," Boo Radley's is Spokane's "toy store for all ages," guaranteed to brighten up your day. A favorite place for folks to bring their out-of-town friends, it's filled with all things wacky, edgy and unusual: old-school lunchboxes, socks with sarcastic sayings, unique stickers (created by their staff!), and a ton of pop culture-themed gifts. Browse Boo Radley's and we dare you not to smile!



## ONE OF A KIND: THE SPACE

THE SPACE specializes in Ashitsu barefoot massage therapy, which owner and LMT Mariah Maven describes as "a flowing choreographed dance that is truly a one-of-a-kind experience on top of being deeply relaxing and therapeutic." THE SPACE is a happy place full of plants and skylights where you can recover, breathe and connect. Their reviews speak volumes, but you need to come and experience it for yourself!

## MOST LIKELY TO BE IN A MUSIC VIDEO: DURKIN'S LIQUOR BAR

With its moody lighting, speakeasy-vibe in the intimate basement bar, and overall rockstar ambiance, it's easy to see why Durkin's Liquor Bar would be the perfect setting for a music video. (And a fave place for artists to hang out.) While everything on the menu is guaranteed to get your taste buds singing, fans absolutely rave about the Durkin's Famous Double burger with house-cut fries, BBQ carrots, and divinely crafted cocktails.

## BEST "GLOW UP": DRY FLY DISTILLING

Dry Fly Distilling, Washington's first distillery since Pro-

The votes are in! Spokane residents have voted for who they think is best-of-the-best in downtown. Check out the winners of the first annual "Best in BID" Awards and discover new favorites.

hibition, experienced the ultimate glow up with their move to the heart of downtown Spokane, at the corner of Monroe and Riverside. Open seven days a week, stop by to experience their award-winning, internationally recognized whiskies, vodka, gin and more, crafted from incredible Pacific Northwest ingredients, or get some canned cocktails "on the fly."

## MOST LIKELY TO MAKE SEATTLE JEALOUS: PETUNIA & LOOMIS

Warning: this is NOT your typical antiques store! It's more like a year-round Halloween store filled with all things bizarre and macabre: taxidermy, preserved animal specimens, strange and unique books, horror-movie-related items, and perhaps a creepy doll or ten. "Describing the unique, strange, and macabre items we have is difficult," said GM Jesse McCauley. "It's truly something you have to see to fully experience!"

## MOST LIKELY TO BECOME AN INFLUENCER: THE WOODSHOP

Located inside the historic Electric Building in downtown's fast-growing West End, this full-service marketing agency loves to shine the spotlight on downtown businesses they personally support and engage with all the time, from Dry Fly Distilling to the Spokane Symphony to the Spokane Public Library. Chief Marketing Officer Andrea Williams shared, "It's always been a goal to work with as many downtown businesses as possible because that's just my natural lifestyle and consumer behavior."

## MOST LIKELY TO SAVE THE PLANET: SPOKANE REFILLERY

Reducing plastic waste is all in a day's work for Spokane Refillery! As Spokane's first zero-waste refill shop, they offer a one-stop solution for the eco-conscious and anyone who desires a toxin-free household. Simply bring in your empty containers and fill them up with a laundry list (pun intended) of eco-friendly, hypoallergenic home and personal care products: laundry powders and pods, hand and dish soaps, shampoos and conditioners, lotions, hand sanitizers, multi-purpose cleaners, toothpaste tabs and more!



## BEST DRESSED: FRINGE & FRAY

The award for Best-Dressed went to the awesome staff at Fringe & Fray! Now, even if you don't get your own personal plaque, you can still secretly know you're a "best dressed" too when you shop this locally owned and operated resale boutique, located at the corner of West 1st and Cedar in the vibrant West End of downtown. Fringe & Fray is famous for offering a creative blend of vintage and modern apparel, locally made jewelry, and a bit of home decor – all at prices you'll love!

## LIFE OF THE PARTY: BRICK WEST BREWING CO.

For Brick West Brewing Co., pioneers of the revitalized West End of downtown Spokane, "Life of the Party" is an award that means much more than the title suggests. "It means Brick West has a certain vibe and energy that people feel comfortable around, and we hope that means we have the trust of the community," said Marketing Director Bill Powers. "Trust to make great beer, entertain and build a spot where we can all connect and feel welcomed."

## SPOKANE SMALL BUSINESS RESOURCES

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[ahana-meba.org](http://ahana-meba.org)

StartUp Spokane + Spokane Library  
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Washington Small Business  
Development Center  
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Live Local INW Marketplace &  
Resources  
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SizeUp Inland NW  
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WA Department of Commerce's Thrive!  
[startup.choosewashingtonstate.com/  
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The Hispanic Business/Professional  
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# CELEBRATING THE 50TH ANNIVERSARY OF EXPO '74

By **Garrett Jones**  
Director, City of Spokane Parks & Recreation



Source: City of Spokane

Hosting the 1974 World's Fair, Expo '74, completely changed downtown Spokane. The event converted a rail yard into an urban park at the heart of the river falls, one of Spokane's top destinations today. As we near the 50th anniversary of this transformative event, it's a moment to reflect on the past, celebrate where we are today, and look toward tomorrow's opportunities.

## REFLECTING ON THE PAST

For thousands of years, the falls of the Spokane River were a gathering place for the Spokane Indians and other regional tribes. The riverbanks served as a place for salmon fishing, meetings, celebrations, and trade.

Early settlers were drawn to the area as well, and the town of Spokane Falls was formed in 1881. The railroad arrived the same year, with the Great Northern Railroad depot marked today by the clock tower that remains. An additional railway came in 1914 with Union Pacific, and automotive traffic and bridges were a sign of the 1920s.

From the 1930s through the 1960s, it was a bustling industrial area with railroad tracks, streets, bridges, and businesses.

In the early 1900s, the Olmsted Brothers (designers of Central Park in NYC) had created a plan for Spokane's parks and recommended inclusion of land near the river falls because they offered an incredible and rare landscape feature for a city. By the 1960s, there was growing interest in recapturing that spirit, transforming the industrialized area into a community space with the river at its heart.

Cleaning up the area would come at a significant financial cost. Many funding options were explored in the 1960s and into 1970, among them hosting a World's Fair. The idea came with the big win of federal and state

money, though it was an incredibly large task to complete in less than four years. However, if it could be done, hosting a World's Fair would result in a transformed downtown urban park space for generations to come.

And that's exactly what happened. In preparation for Expo '74, and with an environmental theme, railways were cleared and streets removed. King Cole, known for his work on renewing urban land, led the charge, along with innumerable community members. It was a giant feat.

At the time, Spokane was the smallest city (about 170,000) to host a World's Fair, and more than five million people visited the Lilac City over a seven-month period.

## CELEBRATING TODAY

After operating as a downtown park with an emphasis on amusement rides for about 40 years after Expo, the park needed renovation. In 2014, voters approved a \$64-million-dollar bond that didn't raise taxes, and provided a full-scale remodel of the park. It was also an opportunity to bring the park up to a higher standard of environmentalism and sustainability; with help from EPA Brownfield grants, hundreds of tons of contaminated soil were safely capped and used as fill for sloped lawns.

While some elements were new (like two playgrounds and an ice ribbon), other projects paid homage to the past: a restored Loeff Carrousel in a new climate-controlled setting and the rebuilding of the North Suspension Bridge built for Expo visitors.

Perhaps most iconic, a reimagined U.S. Pavilion – the signature structure built for Expo '74 – was lined with light blades that illuminate the skyline. An elevated walkway for river views was added, along with community gathering space beneath that hosts everything from high school graduations and Hoopfest center court to family picnics.

Nothing brings more joy to us than to see a park enjoyed and loved by the community it's built to serve.

The economic impact of Riverfront's renovation is evidenced in many ways downtown, perhaps most visibly by growth on the North Bank of the Spokane river, from The Podium to new restaurants, businesses, and living spaces.

Planning is underway for the 50th anniversary of Expo '74. We will celebrate not just the mark that Expo left on all of us, but the continuing legacy of joy, environmental stewardship, and community connection that drives Spokane to this day.

It will be a nine-week celebration from May 4–July 7, 2024, focused on the key themes of Arts

& Culture, Environment, Tribal Culture, Recreation & Sports, and Expo Legacy. You'll find special activities, self-guided tours, and integrations with existing community events that combine to form a well-rounded celebration with something for everyone.

## A BRIGHT FUTURE

Just as Expo '74 left a large urban park behind, the 50th celebration will also leave its mark. There are several planned recreational amenity improvements meant to embrace opportunities for the next 50 years.

Following the North Suspension Bridge renovation in 2022, the South Suspension Bridge (both built for Expo '74) will also receive a full renovation ahead of the celebration.

The Friends of Riverfront Park is raising funds to build a King Cole Commemorative Project, and is seeking a local/regional artist.

We are nearing completion of the Post St. Bridge, which serves as an extension of Riverfront Park and adds key connectivity for the growing North Bank.

An improved river put-in near T.J. Meenach will open.

Completion of the Great Gorge Loop Trail is planned, a three-mile walking/biking trail that flows from downtown to Peaceful Valley and Redband Park, across the Sandifur Bridge and back along the Centennial Trail in Kendall Yards to return to the park.

An overarching focus for the 50th celebration is the river. You can see

this in the planned projects, but it will also be evidenced through interpretive signs that help connect people with a deeper understanding of how incredibly varied our river is from the east to west ends of town. It's an opportunity to remind ourselves how lucky we are, highlight ways to interact safely with the river, and care for our river into the future.

Additional recreational amenity improvements are also being explored.

Spokane came together to make the vision of Expo a reality, and we welcome a chance to commemorate, celebrate, and look ahead – building on this momentum to bring investments into our neighborhood parks as part of the vision for Spokane's next chapter. ●

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SPOKANE  
INC.



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# THE DAVENPORT HOTEL COLLECTION:

## TRANSPORT BACK IN TIME & EXPERIENCE THE BEST OF SPOKANE'S ENTERTAINMENT CULTURE

**T**he Davenport Hotel Collection invites guests and locals to immerse themselves in Spokane's vibrantly creative culture with an all-encompassing arts and entertainment program for 2023.

As a landmark that has stood as a centerpiece of Spokane's history for over a century, The Historic Davenport Hotel is paying tribute to its Louis Davenport days by rekindling the grand ballrooms and elaborate lobby with music and dancing with The Songbook Series and Sacha's Supper Club events. The hotel is partnering with Grammy-nominated Sacha Boutros' Hear Me Roar Entertainment Group to tap the local artist community, while bringing in award-winning talent for experiences unlike anything else offered in the destination.

This new, music-centric programming of The Songbook Series and Sacha's Supper Club events honors The Historic Davenport's beginnings in the early 20th century and upholds the hotel's long-standing dedication to culture over the last 100 years.

"The Davenport's efforts speak to our commitment to support diverse performers and women-led businesses," said Dania Duke, Vice President, Area Managing Director of Davidson Hospitality Group. "We know art brings people together, and these special moments will continue to do that for our guests and the greater Spokane community."

The Songbook Series and Sacha's Supper Club events are the highlights of the program, and they promise to transport guests back in time with their music-infused themes. The Songbook Series celebrates The Great American Songbook, a compilation of America's most influential songs of the early 20th century, featuring piano performances in the hotel's stunning

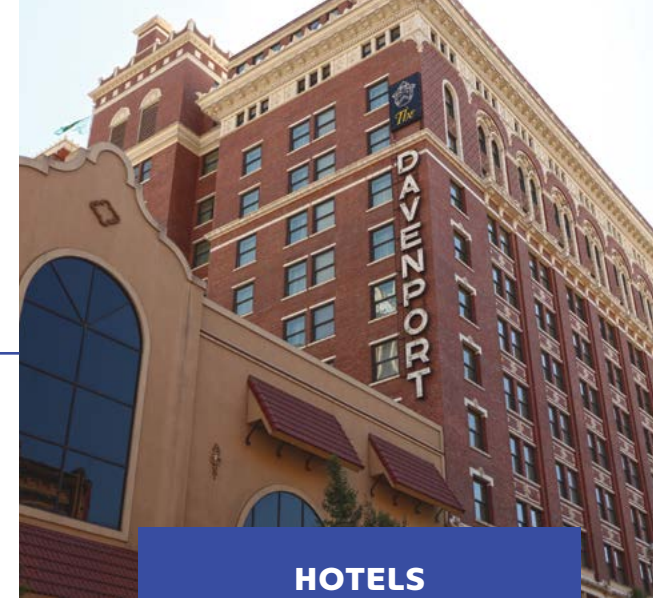
lobby. With tribute performances to legendary artists such as Bing Crosby, Sarah Vaughan, Irving Berlin, Ella Fitzgerald, Sabor Latino, Frank Sinatra, and Cole Porter, guests can relive the golden era of American music.

Sacha's Supper Club dinner series, on the other hand, embodies American nostalgia through dining, dancing, music, and attire that evoke the elegance of yesteryear. The series commenced with "Tango in Argentina" in February and "Swing with Bing" in early May, with more marquee moments in store throughout the year including "Party like it's 1933" in November to celebrate the 90-year anniversary of Prohibition ending.

Apart from these events, the Davenport Hotel Collection has also planned weekly and seasonal events that cater to various interests. From wine and culinary experiences to fitness and wellness activities, there is something for everyone. Guests and locals can enjoy weekend brunch with live music, local wine tastings, pop-up Chef collaboration dinners, yoga classes on the terrace, and engaging hands-on arts and crafts workshops.

Come time for the holidays, Davenport Hotels will celebrate the beloved traditions that are special to the Spokane community, including Christmas Tree Elegance and the Holiday Crescent Windows, while offering new and exciting celebrations. This year, there will be no shortage of celebrations happening in downtown Spokane on New Year's Eve, as the Historic Davenport Hotel will host a formal seated dinner party with a live band, while the Davenport Grand hosts a dance party with signature drinks and a DJ.

The Davenport is committed to offering guests and locals the new,



### HOTELS

YEAR ENDING DECEMBER 31, 2022

Hotel Rooms

**7,953** **3,095**

Total Downtown

**64.3%**

Average Occupancy

**\$129.50**

Average Daily Rate Citywide

**\$244,453,963**

Total Hotel Revenue

Source: Visit Spokane

exciting experiences while ensuring that everyone feels at home, as Louis Davenport's mission from 1914 stands true today: "We hope to so well please our guests that they will be glad they came, sorry to leave and eager to return."

The refreshed events and offerings promise to take guests on a journey through time, where music, food, art and culture come together to create unforgettable memories. Come and experience the magic of the Davenport Hotel Collection, and be transported to another time while enjoying the best of Spokane's vibrant culture. ●



The Podium, Powered by STCU

**THE PODIUM IN 2022**

**33**

Events Hosted

**86,731**

Attendees

**39,970**

Room Nights Generated

**\$119 M**

Economic Impact

# SPORTS TOURISM IS A MAJOR WIN FOR SPOKANE

**The Podium Powered by STCU officially opened in the fall of 2021, just under two years after ground was broken in December of 2019.**

The onset of the COVID-19 pandemic impacted nearly every facet of the sports tourism business; however, while the rest of the world was shut down, construction continued onward. A design-build process was used throughout the entire project, allowing for changes and new ideas to be implemented throughout construction.

The marquee feature of The Podium is a 200-meter banked hydraulic indoor track. This specific attribute allows Spokane Sports to program the facility from December to the beginning of March with indoor track and field meets.

The feature was added into the facility plan with an understanding that it would drive sports tourism to the city in the off-season. In the 2021–2022 inaugural indoor track and field season, Spokane Sports hosted 12 meets, ending the season with the 2022 USATF Indoor Championships. This prestigious event immediately proved the value of the facility, as The Podium removed limits on what prestigious sporting events Spokane Sports can bid to host, and opened the door to higher-caliber sporting events that will bring more sports travelers and tourism spending into the downtown core.

## FAST FACTS ABOUT THE PODIUM:

- 75,000–square-foot competition floor
- 135,000 square feet, including concessions, vendor, management, media, and medical training spaces
- Marquee feature is a 200-meter hydraulic banked track with an easy conversion to a multi-sport court flooring
- 4,237 seating capacity (3,000 permanent/1,000 portable/237 VIP)
- Since The Podium Powered by STCU has opened, Spokane Sports has hosted a total of 29 events in 15 months (as of March 30, 2023)
- One world record was set at The Podium, in the Women’s Distance Medley Relay, in February of 2022 by Union Athletics Club
- 43 Indoor Track and Field High-Performance Training Sessions were held at The Podium by local colleges and competitive area clubs
- The venue was voted Best New Sports Venue in the Country in 2022 by Sports Travel Magazine

The Podium continues to be an incredible asset to the City of Spokane, as Spokane Sports has programmed the facility with four national championship events in the spring of 2023, and one

**EXPERIENCE A NEW LEVEL OF TRANSIT** SERVICE BEGINS JULY 15

City Line increases connectivity to the downtown core from throughout STA’s service area, with higher frequency and extended late-night service past midnight.

The six-mile route between Spokane’s historic Browne’s Addition and Spokane Community College will connect through downtown and the University District, including Gonzaga University.

Find out more at [spokanetransit.com/cityline](http://spokanetransit.com/cityline)

Spokane Transit CITY LINE SPOKANE TRANSIT

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World Championship event in the fall of 2023. If you have not yet had an opportunity to check out this amazing new facility, we invite you to join us at one of the following championship events!

- 2023 USA Women’s Wrestling National Championships – April 14 to April 16
- 2023 USA Team Handball Open + U20 National Championships – May 4 to May 7
- 2023 USA Judo Senior National Championships – May 20 to May 22
- 2023 USA Badminton Junior National Championships – June 26 to July 2

- 2023 BWF Badminton World Junior Championships – September 24 to October 8

This world-class sports facility is located in the heart of downtown Spokane, giving athletes, coaches, officials, and spectators front-door access to restaurants, hotels and entertainment. The facility forged several unique partnerships and funding approaches, all with the intent to generate economic impact for the city, while putting Spokane at the forefront of sports tourism. ●

**Spokane Public Facilities District**  
Total convention and event Fiscal Economic Impact (local spending)

2019	\$121.2 Million
2020	\$8.2 Million
2021	\$100.8 Million
2022	\$143.7 Million   w/Podium: \$262.7 Million

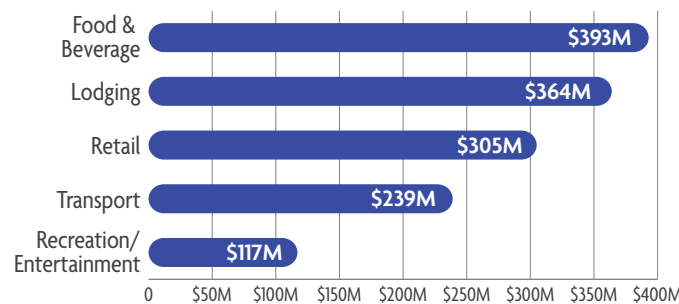
Source: Spokane Public Facilities District

**Spokane Tourism**

— Total visitor spending in 2022 —

**\$1.4 Billion**

Visitor Volume: 9.6 million



Source: Visit Spokane

**\$1.4B** in visitor spending  
Approximately \$3.9 million was spent EVERY DAY on average by visitors in Spokane County

**\$616M** Labor income  
\$616 million in total income generated by tourism is the equivalent of \$2,936 for every household in Spokane County

**17,426** total jobs  
The total number of jobs sustained by tourism, including indirect and induced benefits, accounts for 5.3% of all jobs in Spokane County

**\$219M** state & local taxes  
Enough to pay the salaries of over 3,500 elementary school teachers in Spokane County



Member Nik P., Co-Owner of Phinney Ridge Painting. Paid for participation.

**“With BECU, we feel like business partners.”**

Being a BECU Business member is like getting all the banking help you need, but with a relationship you actually want. Because we’re a not-for-profit credit union, so the biggest profits we care about are yours. **Power in People.**

Learn more at [becu.org/businessbanking](https://becu.org/businessbanking)  
Business Share savings required to establish membership; not all will qualify.  
Federally insured by NCUA. Business member was compensated for their participation.

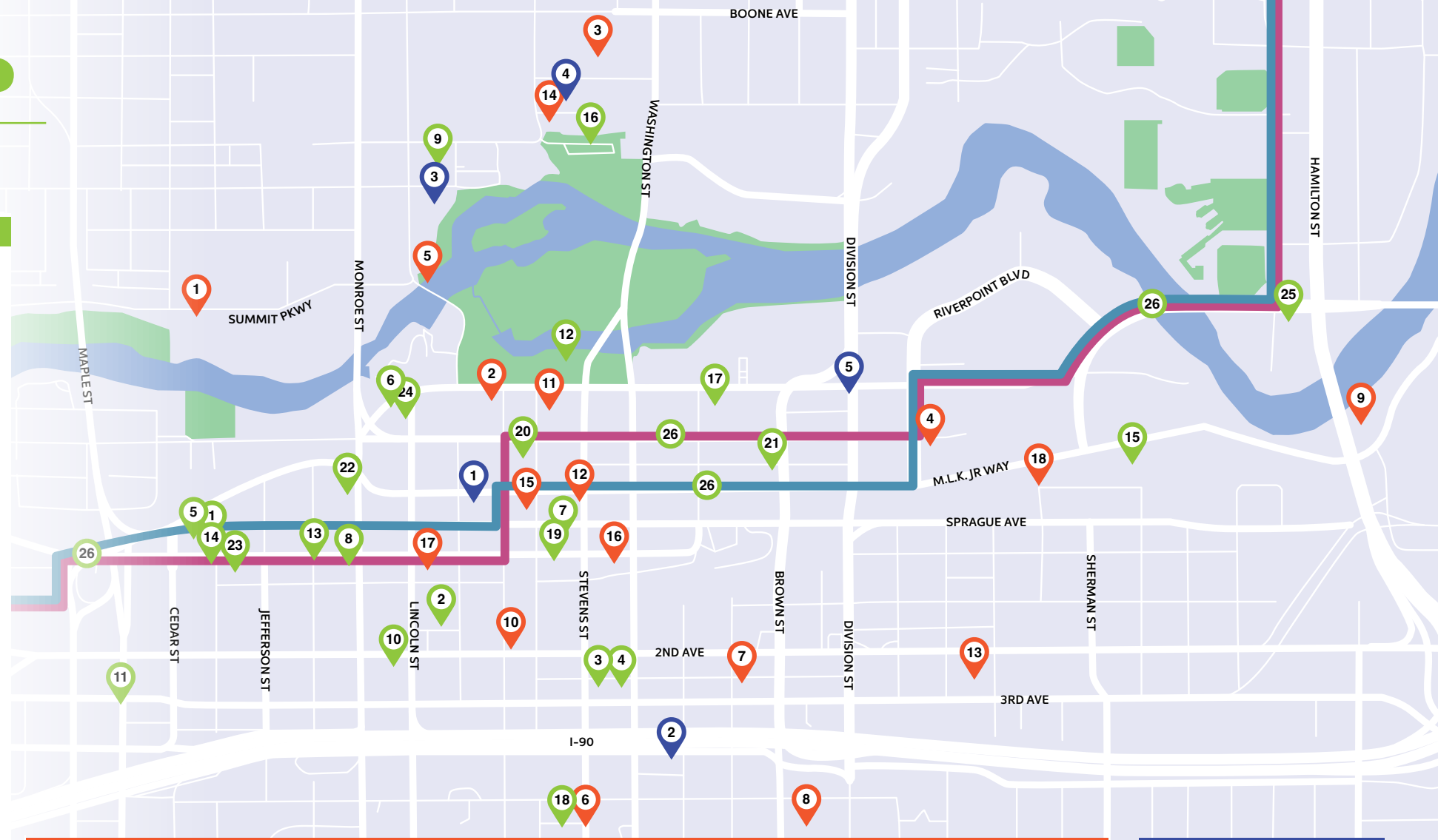


# DEVELOPMENT MAP

2013 – 2023 Total Investments: **\$1,270,080,000**

## RECENTLY COMPLETED

- West End Plaza & CSO Tank**  
1310 W 1st Ave  
Public Plaza/Stormwater Management  
Developer: City of Spokane  
\$24,000,000 | New  
Completed: 2018
- The Steam Plant**  
159 S Lincoln St  
Retail and Hospitality  
Developer: Avista  
\$4,000,000 | Redevelopment  
Completed: 2019
- The SoDo Apartments**  
410 W 3rd Ave  
Historic Engelhorn Hotel, Residential | 32 Units  
Developer: RenCorpRealty  
\$1,250,000 | Redevelopment  
Completed: 2019
- Colormatics**  
410 W 3rd Ave  
The Historic Daniel Paul Building  
Developer: RenCorpRealty  
\$550,000 | Redevelopment  
Completed: 2022
- Watts Building**  
1318 W 1st Ave  
Mixed Use Residential | 15,000 SF  
Developer: 4 Degrees  
\$4,000,000 | Redevelopment  
Completed: 2019
- Spokane Falls Plaza & CSO Tank**  
906 W Spokane Falls Blvd  
Public Plaza/Stormwater Management  
Developer: City of Spokane  
\$25,000,000 | New  
Completed: 2019
- The Ridpath**  
515 W 1st Ave  
Mixed Use Residential | 206 Units  
Developer: Ridpath Owners LLC  
\$22,000,000 | Redevelopment  
Completed: 2019
- Music City**  
1011 W 1st Ave  
Mixed Use Residential | 14 Units  
Developer: GVD Hospitality Management Services Inc.  
\$1,500,000 | Redevelopment  
Completed: 2019
- Wonder Building**  
835 N Post  
Mixed Use Commercial | 112,000 SF, 300 Parking Stalls  
Developer: Wonder Spokane  
\$15,000,000 | Redevelopment  
Completed: 2019
- 4 Degrees**  
915 W 2nd Ave  
Property Management and Real Estate Offices | 15,735 SF  
Developer: HDG Architecture  
\$1,400,000 | Redevelopment  
Completed: 2019
- Global Credit Union**  
1507 S 3rd Ave  
Coffee Shop | 2,100 SF  
Developer: Wolfe Architectural Group  
\$585,000 | Redevelopment  
Completed: 2019
- Riverfront Park Redevelopment**  
507 N Howard St  
Regional Urban Park | 100 Acres  
Developer: City of Spokane Parks & Recreation  
\$64,300,000 | Redevelopment  
Completed: 2020
- Hotel Indigo**  
103 S Madison St  
Hotel | 112 units  
Developer: Madison Realty LLC  
\$15,000,000 | Redevelopment  
Completed: 2020
- Parkview West**  
1309 W 1st Ave  
Mixed Use Residential | 51 Units  
Developer: 4 Degrees  
\$10,000,000 | New  
Completed: 2020
- Catalyst Building and Scott Morris Center for Energy Innovation**  
601 E Riverside Ave  
Mixed Use Education and Commercial | 159,000 SF  
Developer: Avista, McKinstry, Kattera and Eastern Washington University  
\$57,000,000 | New  
Completed: 2020
- The Podium**  
832 N Howard St  
Indoor Track and Field | 180,000 SF  
Developer: Spokane Public Facilities District  
\$41,000,000 | New  
Completed: 2021
- Fruci Building**  
218 N Bernard St  
Mixed Use Residential and Short Term Rental | 27 Units  
Developer: Fruci Family LLC  
\$2,900,000 | Redevelopment  
Completed: 2021
- The508west**  
508 W 6th Ave  
Residential Conversion | 117 Units  
Developer: Brumback Construction  
\$16,000,000 | Redevelopment  
Completed: 2021
- James S Black / Marjorie**  
107 S Howard St  
Mixed Use Residential | 50 Units  
Developer: Black Enterprises  
\$3,500,000 | Redevelopment  
Completed: 2021
- The Roxy**  
120 N Wall St  
Mixed Use Residential | 21 Units  
Developer: 4 Degrees  
\$2,250,000 | Redevelopment  
Completed: 2021
- The Warren**  
206 W Riverside Ave  
Mixed Use Residential | 139 Units, 63 Parking Stalls  
Developer: Spokane Riverside Partners LLC  
\$22,000,000 | New  
Completed: 2022
- Spokesman Review Production Building**  
1 North Monroe St  
Mixed Use Commercial | 24,000 SF  
Developer: Cowles Real Estate  
\$3,100,000 | Redevelopment  
Completed: 2022
- Lolo Lofts**  
1229 W 1st Ave  
Mixed Use Residential | 11 Units  
Developer: 4 Degrees  
\$5,250,000 | Redevelopment  
Completed: 2022
- Downtown Spokane Public Library**  
906 W Main Ave  
Public Library | 117,000 SF  
Developer: City of Spokane  
\$33,000,000 | Redevelopment  
Completed: 2022
- University of Washington-Gonzaga University Health Partnership Building**  
840 E Spokane Falls Blvd  
Education and Healthcare | 90,000 SF  
Developer: McKinstry  
\$60,000,000 | New  
Completed: 2023
- City Line**  
Public Transportation | 6 Miles  
Developer: Spokane Transit Authority  
\$72,000,000 | New  
Completed: 2023



## UNDER CONSTRUCTION

- Kendall Yards PUD**  
1335 W Summitt Pkwy  
Mixed Use PUD Development  
Developer: Greenstone Properties  
\$150,000,000 | New  
Substantially Complete
- Old City Hall**  
221 N Wall St  
Mixed Use Commercial | 99,400 SF  
Developer: NAI Black  
\$6,450,000 | Redevelopment
- Downtown Stadium**  
501 W Gardner Ave  
Public Sporting Facility | 166,310 SF, 5,500 Seats  
Developer: Spokane Public Schools  
\$38,000,000 | New
- Pacific Fruit & Produce Building**  
102 E Main Ave  
Mixed Use Commercial | 8,963 SF  
Developer: HDG Architecture  
\$500,000 | Redevelopment
- Post Street Bridge Replacement**  
500 N Post St  
Arterial/Pedestrian Bridge Replacement  
Developer: City of Spokane  
\$18,500,000 | Redevelopment
- QualMed Plaza**  
508 W 6th Ave  
Mixed Use Residential | 55,000 SF, 171 Units  
Developer: 6th Avenue Partners LLC, Nick Brumback and David Squire  
\$16,000,000 | Redevelopment
- The Imperial**  
128 W 3rd Ave  
Residential Conversion | 50 Units  
Developer: Fortify Holdings  
\$880,000 | Redevelopment
- 44 W Sixth**  
44 W 6th Ave  
Residential Conversion | 23 Units  
Developer: 1st Ave Chelan LLC  
\$2,000,000 | Redevelopment
- The District Apartments**  
1055 E Martin Luther King Jr. Way  
New Residential | 298 Units  
Developer: Sagamore Spokane LLC  
\$62,000,000 | New
- Avista Substation**  
700 W 2nd  
Public Utility | 39,100 SF  
Developer: Avista  
\$4,500,000 | New
- Howard Apartments**  
218 N Howard St  
Mixed Use Residential | 23,380 SF, 8 Units  
Developer: Howard Partners LLC and Gerry's Trees & Nursery Inc.  
\$2,000,000 | Redevelopment
- Jensen-Byrd Hardware Building**  
314 and 320 W Riverside Ave  
Mixed Use Residential | 17,000 SF, 42 units  
Developer: Dan Spalding  
\$5,000,000 | Redevelopment
- Third Draft LLC**  
213 and 217 E 3rd Ave  
Mixed Retail | 42 units  
Developer: Copeland Architecture & Construction Inc.  
\$930,000 | Redevelopment
- Papillon South**  
908 N Howard St  
Mixed Use Residential | 38,200 SF  
Developer: Selkirk  
\$15,000,000 | Redevelopment

## IN PLANNING

- Peyton Building**  
10 N Post St  
Mixed Use Residential | 96 Units  
Developer: Peyton Project LLC  
\$18,000,000 | Redevelopment
- Koz on West 4th Avenue**  
307 W 4th Ave  
Residential | 259, Units, 196 Parking Stalls  
Developer: Kōz Development  
New
- The Falls**  
829 W Broadway Ave  
Mixed Use Residential  
Developer: L.B. Stone Properties Group LLC  
\$15,000,000 | New
- Papillon North**  
532 W Cataldo Ave  
Mixed Use Residential  
Developer: Selkirk  
New
- 1 W Spokane Falls Blvd**  
Retail and residential | 125,000 SF, 167 Units, 97 Parking Stalls  
Developer: Great Expectations  
\$40,000,000 | New
- Bank of America Tower**  
601 W Riverside Ave  
Commercial  
Developer: Redstone Group  
\$1,750,000 | Redevelopment
- The Wharton Lofts**  
411 W 1st Ave  
Historic Wharton Building, Mixed Use Residential | 16 Units  
Developer: Urbin Development - RenCorpRealty/Olson Projects  
\$3,250,000 | Historic Renovation
- The SNEVA Building**  
827 W 1st Ave  
The Historic Ahrens Building, Commercial | 8,775 SF  
Developer: RenCorpRealty/RenCorpBuilding Services  
\$850,000 | Historic Renovation
- Studio 24 Apartments**  
201 E Riverside Ave  
Historic Leland Hotel, Mixed Use Residential  
Developer: RenCorpRealty  
\$1,650,000 | Redevelopment

# PRESERVING THE DOWNTOWN CORE

**Washington Trust Bank, the oldest and largest privately held commercial bank in the Pacific Northwest, has been a major downtown Spokane presence for over 120 years.**

During Expo '74, a developer out of Texas began building the now-iconic sixteen-story Washington Trust Bank tower at 717 W. Sprague Avenue, but when construction was only halfway done, he went bankrupt.

Although they had planned to simply be tenants, Washington Trust Bank stepped in and purchased the tower. In 2019, they also purchased the eighteen-story Wells Fargo tower at 601 West First Avenue, further cementing their commitment to downtown Spokane.

The reason for their commitment is twofold: first is all the amenities downtown offers. Restaurants, shopping, Riverfront Park, arts and entertainment, participatory events like Bloomsday and Hoopfest, and being in the center of the bustle of the city is a huge attraction in recruiting people to the company. The second is that having a centralized environment helps build the company's culture, a key component to their longevity.

"We have relationships with our clients that span generations," said Jack Heath, Washington Trust Bank President and CEO. "The secret is to hire really good people, create an environment that's fun, where people work hard and enjoy what they do, and as a result, they create an incredible experience for the client."

Heath explained that visitors always comment on Spokane's hospitality, with downtown being the epicenter of it all.

Downtown offers attractions like the symphony and arts that you'd expect from a big city, but delivered in a community where people can really participate and get to know each other.

"The environment that's created in this downtown core is something special," Heath shared. "The core is something we need to protect and invest in because it's the front door to our community, a welcome mat for Spokane."

To be part of the solution, Washington Trust Bank created Hello for Good, a coalition of private businesses committed to positive change. Donations to Hello for Good fund initiatives and programs that provide sustainable solutions for addiction recovery, education, housing, job training and employment.

Clearwater Paper Corporation, headquartered in downtown Spokane on Riverside Avenue since 2008, is another business stepping up their involvement in the community.

"This year we have significantly increased our charitable giving and volunteer efforts in Spokane," said Matt Van Vleet, Clearwater Paper's Government & Community Relations Director. "Our employees seek out successful

local non-profits organizations that are often underfunded, and the company is supporting those organizations with meaningful gifts."

These charities focus on the underserved, with many of them operating downtown. Recent recipients include the MLK Center for their early childhood reading program and Transitions' New Leaf Kitchen & Café, a trauma-informed, free culinary job training program for low-income individuals with barriers to traditional employment.

"It is a recommitment to Spokane for us," shared Van Vleet.

As one of the country's largest private-label tissue manufacturer and world-class producer of paperboard, Clearwater Paper is the "name behind the name" of some very big brands. The company touches millions of Americans everyday through their paper products--many found at your local grocery chains, clubs, big box stores, and paperboard used in high-end packaging, fast foods chains, ice cream cartons, and hot cups at your local café to name just a few.

A benefit to being headquartered downtown is the convenience of being close to an airport with easy connections to company facilities around the U.S., and only a short drive

## Central Business District Retail Overview

Vacancy in the Spokane CBD retail submarket is 3.9%.

2022	MARKET RENT		VACANCY	
	Per SF	\$18.33	SF	150,257
	Index	112	Percent	4.0%
	% Growth	2.0%	Ppts Chg	-0.2%

## Central Business District Office Overview

Rents are around \$21.00/SF. Between 2019 and 2022, rents have increased a cumulative 7.9%. Market sale price is \$128/SF.

2022	MARKET RENT		VACANCY	
	Per SF	\$21.07	SF	795,820
	Index	122	Percent	13.2%
	% Growth	2.4%	Ppts Chg	3.8%

Source: CoStar

to their largest manufacturing operation in the country in Lewiston, Idaho, which employs around 1,300 individuals.

Downtown also offers a unique and fun experience for their employees visiting from other parts of the country.

During their quarterly meetings, dozens of managers visit downtown Spokane for a week, staying at the world-class Davenport hotel. When they are not at meetings at landmarks like the Martin Woldson Theater at The Fox or the Spokane Convention Center, they get to enjoy the downtown corridor, restaurants, and nightlife, bringing in a lot of money to downtown.

Even when it is not summertime – the season of lunches at Riverfront Park and coffee shop meetings outdoors – the best of downtown is still very accessible for employees via the skywalks.

Clearwater Paper recently rejoined Downtown Spokane Partnership to get involved in community safety.

"We want to do our part to keep the streets safe for our downtown visitors, neighbors and employees," said Van Vleet. "Having a safe, vibrant downtown increases the quality of life not just for our employees but for everybody."

Decades ago, before the multimillion-dollar renovation of the Davenport and the resurgence of retail shopping downtown, the area was withering and desolate.

"I do not want to go back to that old model of downtown," said Don Ting, President and COO of Pyrotek.

Ting, who's lived everywhere from Boston to Los Angeles to London, has made Spokane his home for twenty-seven years. "Hands-down, it's the best place I've ever lived," he said. "We just like being part of Spokane. It's where we wanted to raise our kids."

Founded in 1956 in Spokane, Pyrotek is a leader in the aluminum industry with more than 80 locations in 35 countries worldwide.

With only 1-2% of Pyrotek's business in Spokane, and much of their business outside the United States, Pyrotek could be headquartered anywhere in the world, but they've chosen downtown Spokane.

Having a central location and being part of the close-knit downtown community are selling points for Pyrotek, but to turn the tides of remote work and see other businesses invest in downtown, making the streets clean and safe needs to be top priority.

Ting's five-year dream for downtown Spokane is to foster collaborative governmental leadership; public spac-

es that can be used for the greater public; that more people can dine alfresco; more shows grace the stages of North Bank entertainment facilities and First Interstate Center for the Arts; and that people can walk the park and streets at any hour, any day, and feel safe.

"I think all those things are within our grasp," said Ting. "The COVID-19 pandemic gave business owners the opportunity to walk through downtown with nothing open, providing a snapshot of what a community can look like without a vibrant downtown."

With community initiatives, hard work, and the commitment of our businesses and city leaders, we can protect this special place, so people can live, work and play to the fullest in downtown Spokane. ●



## MAKING SPACE FOR COMMUNITY

**KIEMLE HAGOOD** has been a part of downtown Spokane since 1973. Downtown is the soul of our city, and we understand the benefits and challenges associated with operating and leasing real estate in the business district. We welcome an opportunity to discuss how our experience as a downtown business owner and property manager can benefit your leasing and property management efforts.

**Kiemle Hagood is an Active and Proud Supporter of the Downtown Spokane Partnership**

Visit us at [KIEMLEHAGOOD.COM](https://KIEMLEHAGOOD.COM)

Connect with us at



Spokane | Coeur d'Alene | Tri-Cities | Palouse | Missoula

**KIEMLE HAGOOD**



# A LITTLE UNRULY: STARTUP SPOKANE

By **Kate Hudson**  
Visit Spokane

**S**pokane is on the cusp of something big. Pay close attention to the undercurrent, and you'll feel an energy and enthusiasm permeating post-pandemic Spokane. Restaurants, shops, bars and attractions are suddenly busy again. Conferences and significant events are back and filling downtown streets with people thirsty for travel and new experiences.

COVID unwittingly coughed up a new era of free-flowing creativity and forwarded movement across many industries. Traditional work models – desk jockeys working in person from 9 to 5 – no longer exist, and many

people have discovered they can work from anywhere, which is a boon to mid-sized cities like Spokane. U.S. News & World Report\* says Spokane is currently one of the top 25 fastest-growing cities in the country. The U.S. Census\*\* shows the population has grown 2.63% since 2020.

Nowhere has this new work model been more welcome than to a thriving

and surprisingly diversified industry that has until recently flown under the radar. Spokane's startup scene.

In a loft above Indaba Coffee Roasters on Riverside Avenue is Ignite Northwest. CEO Tom Simpson – investment banker, venture capitalist, angel investor and entrepreneur – is at its helm. Ignite funds, enlightens, and mentors new companies on the verge of greatness. Oh, what a time it is to be a startup in Spokane! The city is ripe for advancement and filled with people with the roll-up-your-sleeves-and-work mentality that has always been part of Spokane's blue-collar roots. It's a winning combination.

At Ignite's 25+5 Awards – 25 innovative companies, plus five promising newcomers – in March 2023, the room at downtown winery Barrister throbbed with energy and excitement for future Spokane.

The event celebrated the region's most extraordinary, brightest, and promising companies. These companies have generated hundreds of millions of dollars in the area over the last 20 years. The work is exciting and puts Spokane in the spotlight. Rohini is a leading provider of advanced precision semiconductor placement solutions. Slate Dental, a high-tech flosser. Tokki, reimagining gift bags made from recycled materials with a scannable QR code that allows gift givers to upload personal messages, will soon be sold in Target. These are only a handful of startups putting Spokane on the map, companies started

with a single idea, risk, and investment.

The Ignite 25+5 awards sparked a vision for a future Spokane and a promise to spend the next 30 years making our city one of the most innovative places in the U.S. Smaller cities like Boulder, Colorado, or Burlington, Vermont, currently sit on the current list alongside the usual suspects like San Francisco and Seattle. So why not Spokane?

The definition of an innovative city is the combination of new practices, solutions and services to improve the quality of life for residents by ensuring economic, social and environmental sustainability. And patents. Lots and lots of new patents. Every startup in the Spokane area is already innovating, filing patents and coming up with new solutions.

Spokane has the tools to make that list of the most innovative cities in the U.S., including a downtown core packed with beautiful greenpaces, architecture and art.

The ever-expanding University District fosters young minds bursting with new ideas. City leaders are tackling sustainable urban planning, the community is diversifying, and entities like Downtown Spokane Partnership, Visit Spokane, and Greater Spokane Inc. promote and market the city as a viable place to live, visit and do business.

Future Spokane runs much like a startup. New ideas, risk-taking, and investment prevail to create a city where all feel welcome, empathy reigns, and sustainable urban planning isn't an afterthought. A Spokane filled with people from all walks of life. Startup culture fosters an environment that values creative problem-solving and open communication. As remote work becomes ever more accessible – and a long-term reality for many companies – places like Spokane will become new hubs for young entrepreneurs.

We have to get unruly. Let's take risks; let's put ourselves out there. 25 + 5 = 30. That's 30 years to create an innovative Spokane so admirable it lands on the top 25 most innovative cities in the U.S. When that day comes, we'll no longer have to say, "Spokane is on the cusp of something big."

We got this. ●



## EDUCATIONAL ATTAINMENT 25+

1,382

No Degree

35,265

High School Diploma

467,273

College Degree

BACHELOR ATTAINMENT LIVING IN DOWNTOWN: 1,794

Source: Demographics Now

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## Student Enrollment in University District

2022	
Washington State University	1,657
Gonzaga University	6,756
Eastern Washington University	2,213
Whitworth University	2,960
Community Colleges of Spokane	19,000
University of Washington	173
<b>Total</b>	<b>32,759</b>

Source: Spokane University District

## Spokane County Labor Force

LABOR CHARACTERISTICS		TOP POSTED INDUSTRIES
Average annual wage	\$59,271	1) Health care and social assistance
Total labor force	270,496	2) Admin and support and waste management remediation services
Total unemployed	13,583	3) Retail trade
Unemployment rate	5%	4) Manufacturing
April 2022–March 2023 total job postings	242,485	5) Professional, scientific, and technical services
April 2022–March 2023 unique job postings	95,973	

Source: Spokane University District

# TERRAIN'S CREATIVE ENTERPRISE

BRINGING LIVELIHOODS & LIFE TO THE DOWNTOWN ART SCENE



In 2008, the first annual Terrain, a one-night-only arts and music event took place in downtown Spokane to bring the art community together and shine light on local artists and makers.

This event was the impetus for Terrain, Spokane's groundbreaking non-profit arts organization.

Terrain's programs are fueled by a vision for a vibrant, more economically diverse, and socially just Spokane, where artists and art patrons are connected in a transformative relationship.

"Every fiber in my being knows the transformational power of art and creativity," shared Ginger Ewing, Terrain Co-founder and Executive Director. "I don't think there's a single issue in this world that art can't solve."

One of Terrain's programs that's transforming lives, and Spokane as a whole, is Creative Enterprise, a 14-week intensive business incubator program for artists and arts-based businesses.

The goal of the program is to give participants the skills to transition their creative endeavors into living-wage small businesses. At the end of the program, participants will have a fully fleshed out, actionable business plan.

What makes the program so appealing is it gives people the space to test out their ideas without the risk of taking out a large loan to get into a brick and mortar.

The cohort meets weekly for a three-hour class, each one encompassing a different subject matter, from business structure to accounting to visual merchandising.

Additionally, each business is paired with a coach for one-on-one time outside of the class structure. For example, if someone wants to open an art gallery, Creative Enterprise will try to match them with a coach who's an art gallerist in the region.

The curriculum is geared specifically toward the right-brained business owner, with instructors, guest speakers and coaches who can straddle both the business and the art world.

The class culminates in a pitch party, where participants pitch their ideas to a five-person panel, a mix of leaders and business professionals in Spokane.

"We always say it's like Shark Tank but not scary and without the million-dollar investment," said Ewing.

The success of Creative Enterprise has been phenomenal. To date, they've had seventy-four businesses go

through the program with 92% of graduates still in business.

Ewing explained that most people who go through their program aren't looking to "blow up," where they need to hire 30 employees (although that can happen). Most want to stay small and simply be able to do their passion full time and put food on the table. And that is success.

"Not only are they content, but we need those kinds of businesses in our town, to have the vibrancy and the variety of businesses we crave," Ewing said.

Creative Enterprise is just one of the ways Terrain is pushing for arts and entrepreneurship in Spokane. Their retail storefront From Here, located inside River Park Square downtown, features the work of over 70 artists, and is also run as an incubator program.

Terrain's downtown art markets — Bazaar (summer) and BrrrZAAR (winter) — were launched to give artists and creative entrepreneurs similar professional development opportunities, where relationships between artists and art buyers are built, and where people can discover the city's vast and immensely talented creative community.

Everything Terrain does is through a lens of economic empowerment, equity, and providing opportunities for Spokaneites often overlooked and silenced in traditional business culture. For example, 47% of Cre-



ative Enterprise participants identify as BIPOC and/or LGBTQ2SIA+, and 68% of the businesses at From Here are owned by women.

"I think that Spokane collectively, our world collectively, is missing out on some really incredible businesses that can be successful if we engage with them, and that's what Terrain is doing," said Ewing.

Their goal to bring artists and the arts to the forefront of the region's economic development strategies is working. In 2022 alone, Terrain's programs generated \$1,076,601 in art sales and artist payments, 81% of which went directly back into the pockets of Spokane creatives.

With Terrain focusing their efforts downtown, artists gain a unique opportunity to not only connect with Spokaneites, but also visitors.

"There's something pretty special about being able to showcase your work in the heart of the business district in Spokane," said Ewing. "Throw in incredible architecture that brings heart and soul to a space, a breathtaking hundred-acre park, and you have a recipe for a destination-worthy community and businesses."

Since Terrain began its work fifteen years ago, Ewing has seen a dramatic change in how Spokane advocates for its artists and creative entrepreneurs, but there is still work to be done.

"I think downtown, and Spokane in general, needs to put as much time and energy into supporting and cultivating small business as it does to recruiting larger, outside business," said Ewing. "Both are vitally important to the success of our city, but it's small businesses that give Spokane a soul." ●

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## FORMER NEWSPAPER PRESS BUILDING

# BREATHING NEW LIFE INTO DOWNTOWN SPOKANE

In 2019, Cowles Real Estate Co. announced it would be moving production of The Spokesman-Review, Spokane's major daily newspaper since 1893, out of its downtown location at 1 N. Monroe Street into a new facility in the Spokane Valley.

Efficiency and environmental thoughtfulness prompted their decision to repurpose the building.

The press inside the space at Monroe and Riverside in downtown Spokane was a mammoth one, built specifically to run newsprint. As the years went by, efficiencies were created and smaller presses became available that were able to do the same job, while being more nimble, eco-friendly and versatile.

At the same time, the move would free up a prime area of downtown for new uses.

"Once the paper moved out to the valley, we were left with a large building that we were trying to figure out the best use for," said Bryn West, Vice President of Real Estate, Asset Management for Cowles Real Estate, a subsidiary of Cowles Co., which also owns The Spokesman-Review. "It's been a joy to look at redeveloping."

Built in the early 1980s, West described the approximately 183,000-square-foot building as very dynamic and malleable. To be able to repurpose it is a dream come true.

"New development is fantastic, but when you can go into a building that used to do something else, something exciting like the news, where you can take that history and make it your own and add to the excitement factor of whatever your new business is going to be, it lends itself very well," West said.

As Cowles Real Estate began the planning process for the space, they received a call from Dry Fly Distilling's broker. Dry Fly, a Spokane favorite for handcrafted, award-winning spirits since 2007, was outgrowing its space on Trent Avenue and looking for a new home.

They started to investigate whether it'd be a good fit, and it took about six months of vetting the space before serious negotiations began.

As it turned out, the timing was perfect for both parties. "Literally as the last press pieces were taken out, the contractors were coming in to start work for Dry Fly," said West.

Aside from some slight plumbing and electrical pieces, Dry Fly's use wasn't extremely invasive to the building, as the large open space that housed the press was ideal for their production process. (The only challenge was a still that was so tall, the construction crew had to build a cupola on top of the building!)

## DOWNTOWN SPOKANE ASSESSED PROPERTY VALUE

# \$1.4 BILLION +

Source: Spokane County

One feature that does look vastly different? The view. When the building housed The Spokesman-Review's printing press, the windows were blacked out to maintain privacy for the newspaper. When Dry Fly moved in, the glass was put back in, offering a welcome scene.

"It's just a beautiful shot as you're driving up Monroe to see all their large vats in the windows," said West. "They're silver and shining and it's a great visual."

Don Poffenroth, Dry Fly Distilling president and CEO, described the building as "a unicorn."

"It checked off every box we could ever imagine in a manufacturing facility," he said.

Dry Fly's new space includes 19,000 square feet, 13,000 of which is devoted to production. They also have a full bar/restaurant and tasting room.

"People just love coming in here because it's very transparent," said Poffenroth. "We built it so that when you sit in the retail area, you can see production and watch it happening, so it's a pretty impressive place. The windows are open to downtown and you can see everything."

Beyond the building itself, Dry Fly is reaping the benefits of being in the core of downtown since their move in July 2021.

"I like being close to the center of action. And it's easy for people to find us," Poffenroth shared.

Especially as spring foot traffic kicks in, Poffenroth sees the "moments of brilliance" for the downtown community, as more people milling around is key to the vibrancy of the area.

While some Spokane residents hold on to the judgment that downtown parking is a hassle or the area is unsafe, Poffenroth said neither is true and he encourages everyone to come downtown.

"Don't be afraid of downtown," he said. "We're here; it's a very cool place."

The latest business to make their home inside the former Spokesman-Review press building is Contract Design Associates (CDA), a leading office furniture deal-



ership in the Northwest and authorized Herman Miller dealer since 1984.

West said the bones of the building, the location, and the fact that there was warehouse space in a downtown environment made it very appealing to them.

"They took what used to be the old machine shop that serviced the press, and they raised the floor and lowered some of the windows and were able to make it a really cool industrial office space," explained West.

In an interview with the Journal of Business, CDA's

principal and co-owner Gwen Guenzel said she was really attracted to the lighting and character of the building.

Even though 16,000 square feet is smaller than their former location on East Sprague Avenue (17,000 square feet), Guenzel said the space is configured more efficiently and they have more room for collaboration, meetings and focus time.

Their main office is very linear, based on the original footprint of the printing press, and the upper level features a large showroom. The building also boasts ware-

house space with covered bays, which makes it easier for them to load and unload materials.

Clients also appreciate the convenient downtown location with so many amenities and attractions nearby.

CDA moved into the building in spring 2023, bringing the total number of tenants in the building to four. (MMEC Architecture & Interiors and Northwest Planning were the first.) And there's still room for more!

Right now, Cowles Real Estate has approximately 20,000 square feet more of back-of-house storage space available where the insertion equipment for the newspaper used to be.

It's a space that's very much open for interpretation. Because certain areas of the building are three stories high, it lends itself to many activity-type opportunities, especially ones with height, such as indoor skydiving, trapeze use or gymnastics.

"We have a couple plans, but they're top secret at the moment," teased West. "We're hoping to share some news hopefully in the next couple months."

As a catalyst for community vitality, undertaking projects that energize and inspire, Cowles Real Estate is proud to see the revitalization of this property and be part of a group that's committed to the success of downtown Spokane.

"As a downtown property owner, it's very important to us to keep this block from going dark and quiet," West shared. "We're very happy to be adding these pieces to downtown to ensure the vitality of downtown is kept intact and thriving." ●

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# CITY OF SPOKANE AT WORK



**T**he City of Spokane is proud to be a partner to help stimulate downtown development and encourage locals and visitors to “Choose Downtown.”

From new parking meters to the booming North Bank, cleanup crews to increased housing choices, take a closer look at how the City’s efforts are enhancing the downtown experience.

## NEW PARKING METERS

The City continues to improve downtown parking as the final phase of new single and dual-space on-street meters are being installed.

“Having downtown equipped with modern devices creates a better parking experience,” said Steve MacDonald, Community & Economic Development Director.

In 2022, 454 new MacKay Smart Meters replaced about 800 meters dating back to 1992. In addition, seven aging kiosk terminals were replaced with new kiosks from Cale of Flowbird Urban Technologies. The transition from Passport mobile payment to a sole mobile application from ParkMobile streamlined the payment option to one vendor.

Three new Chevy Bolts were also equipped with License Plate Recognition (LPR) technology. This addition allows for more efficient enforcement, ensuring parkers are adhering to time limits. Time limits enhance the turnover and therefore the economic vitality of downtown businesses.

## CLEANUP CREW FOCUSES ON DOWNTOWN

Code Enforcement launched a pilot program in 2022 of having a cleanup crew focusing on downtown daily.

The pilot was so successful that it’s now a critical part of Code Enforcement’s focus in 2023. During the first quarter of 2023, crews removed 51,500 pounds of litter from downtown!

In addition, the City’s Homeless Outreach Team, which consists of Police, Code Enforcement, and outreach members, addresses camping complaints routinely, providing information on available services, along with cleaning up litter.

The City also partners with groups such as DSP on several graffiti abatement projects.

## INCENTIVE ALLOWS PARKING LOTS TO BECOME HOUSING

The City Council this year created a tax incentive to turn downtown parking lots into workforce or affordable housing as a way to address the housing crisis.

The incentive defers both state and local construction sales and use taxes – a total of 9 percent – for developers who turn downtown parking lots into housing, at least 50 percent of which must be affordable or workforce housing. If the development maintains those affordable units for at least 10 years, taxes would not need to be paid.

## INCREASING HOUSING CHOICES

The Housing Action Plan adopted in 2021 identified a desire to streamline permitting and simplify processes for the approval of new housing.

The Building Opportunity and Choices for All pilot program was approved last year and continues in 2023, allowing duplexes, townhouses, triplexes, and fourplexes in all neighborhoods. These changes pave the way for working with the community to create permanent code changes to increase housing choices and an update to the Comprehensive Plan in 2026.

The Multi-Family Tax Exemption Program was also expanded in 2022 to increase affordable housing units. It is the largest MFTE area in Washington.

The City’s innovative efforts to address the housing crisis have been touted as a model by the state Legislature, other local and state governments, and the national media.

## HISTORIC PRESERVATION INCENTIVES SPARK REVIVAL

Since 2014, historic preservation incentives, such as the Special Valuation Incentive and the Federal Historic Tax Credit, have made it possible for 395 new housing units downtown in buildings listed on the Spokane Register of Historic Places.

These were not housing units that were rehabbed, but buildings that were previously vacant or had a different use before they were converted to housing. The Ridpath Hotel, Columbia Building, and the U.S. Rubber Building are examples of such projects.

The Historic Preservation Office approved more Special Valuation Tax Incentive projects (13 citywide) than any other city/county in Washington in 2022.

## RESIDENTIAL UNITS ADDED

Permits for 104 residential units were issued in the

Riverside Neighborhood of downtown in 2022 and eight during the first quarter of 2023, signifying downtown is a vibrant place to live, work and play. 2022 was the second-highest such number in the past five years.

The residential unit increase was due to change of use, office-to-residential conversion, additions, and residential conversions, such as single-family to duplex or duplex to triplex. These were not new multi-family developments. There were 166 total downtown residential units in plan review during the first quarter of 2023.

## CLEANUP LEADS TO ATTRACTIONS

The City used three U.S. Environmental Protection Agency (EPA) Cleanup grants totaling \$600,000 to clean up soil contamination from former railway and industrial uses in Riverfront Park.

The cleanup allowed for several park features connected by the new Howard Street Promenade and included reconstruction of three bridges across the Spokane River.

The cleanup earned the City and Ecology a national award at the Association of State and Territorial Solid Waste Management Officials’ National Brownfields Conference in 2022. It was a catalyst for the Skate Ribbon and SkyRide facility, Loeff Carrousel building, Playscape play pieces, U.S. Pavilion building, North Bank development and The Podium sports facility.

The cleanup was also a catalyst for private development near the park, including The Papillon mixed-use towers; a 22-story mixed-use building called The Falls Tower; and the M Apartments.

The northern portion of downtown, destined to be among the nation’s premier sports and entertainment districts, is also gaining attention in planning for the 50th anniversary of Expo ‘74 in 2024.

## NEW GENERATION OF E-SCOOTERS & BIKES

The new generation of Lime e-scooters and bikes in downtown this year offer a safer, better handling and smoother ride than previous models.

Swappable batteries; larger and inflatable wheels; displays for “no riding/parking” zones; swept-back handlebars; dual brakes; elimination of skid marks; and a new kickstand with two legs are among the new features.

Since 2018, the devices have replaced an estimated 428,000 car trips in Spokane, reducing our carbon footprint in addition to enhancing the downtown experience. ●

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## Turnkey Opportunities

### INCREASED INVESTMENT OF ON-STREET PARKING SYSTEM REVENUE INTO DOWNTOWN

As downtown parking volume moves back to pre-covid levels, net parking meter revenue will be available once again to reinvest in important streetscape enhancing projects across downtown.

### MORE HOUSING OPTIONS IN DOWNTOWN

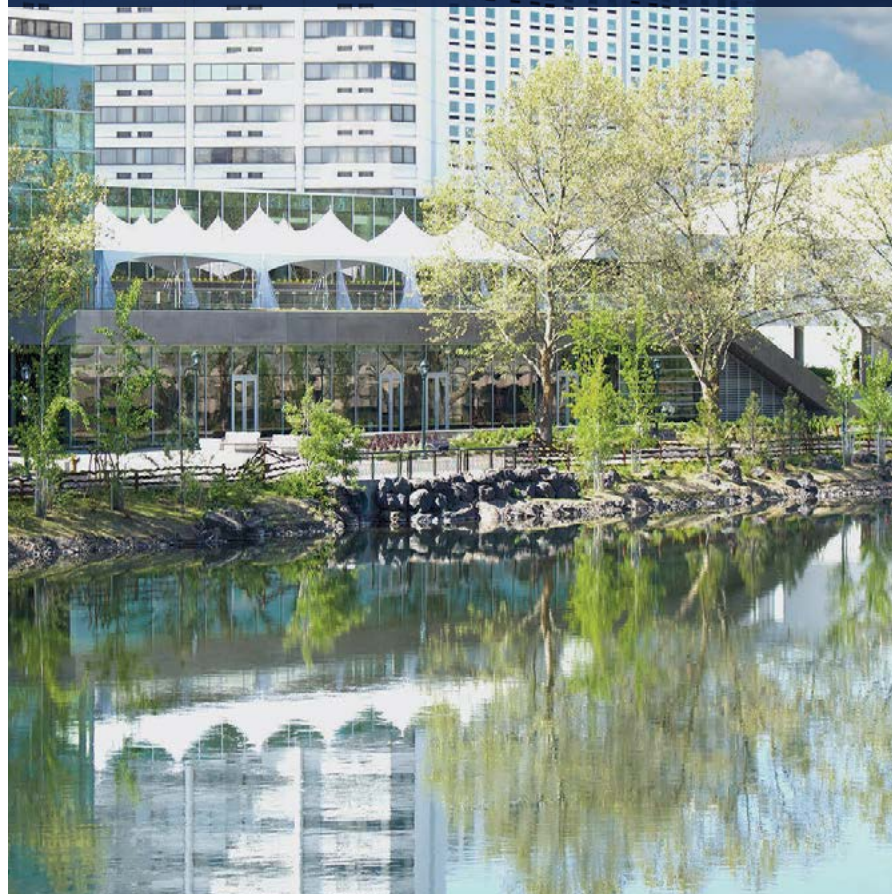
In 2023, the Washington State Legislature passed two important condominium development de-regulation laws that should help get condo development back into the mix in Washington.

### ENHANCED DOWNTOWN SIDEWALKS AND ALLEYS

Downtown is already Spokane’s most walkable neighborhood, however some sidewalks and alleys are underutilized. City and private property owners have the opportunity to prioritize a sidewalk and alley enhancement program that will help improve walkability and continue to build alleys as unique public places.

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## BUILDING A NEIGHBORHOOD

By Jordan Tampien  
4 Degrees Real Estate

**D**owntown Spokane is the soul of the city. Our impressive history is evident in the iconic stone details etched into our buildings and amazing businesses that call it home. From the Brick West plaza on a summer afternoon to Riverfront Park for a concert, our downtown is taking shape and reinventing itself as a top destination in the Pacific Northwest.

In recent years, downtown Spokane has started to welcome more and more residents through conversion of these historic buildings, transforming them from offices and warehouses to residential units. The reasons for this trend are varied, but one of the greatest benefits is the welcoming of a younger demographic breathing a new life into our downtown.

Why convert old buildings? I love older buildings, from the character of timber beams to exposed brick, but many of these buildings have been cost prohibitive to renovate. But with housing demand at an all-time high, downtown has emerged as one of the best locations to meet some of this demand.

Office buildings have historically been struggling to fill vacancies, and converting them into apartments will provide additional housing and fill an otherwise vacant building.

Another big reason for the shift from office toward residential units is the changing nature of work. With more companies allowing employees to work remotely, the need for office space is decreasing. As a result, many companies are downsizing their office space or moving to more affordable locations. This has left many office buildings with large amounts of vacant space that can be repurposed into apartments.

For example, in our Lolo Loft project on the west end of downtown, we were able to convert an old office and warehouse to upscale apartments that are walking distance from coffee shops, breweries, restaurants and parks. The ultimate in urban living!

But just converting the buildings is one thing, who will occupy them is more important. The most recent downtown conversions of the M Apartments and the Marjorie Apartments illustrate just how amazing these conversions can look and, more importantly, how this type of product is helping to attract a younger demographic to the downtown core, from college students to recent graduates and young professionals deciding to call Spokane home.

For example, with our new project of converting the Peyton Building to residential apartments, we are targeting a unit type of housing people can afford. This approach accounts for the all-in living cost of a resident. In other words, we consider the housing, transportation, food, and entertainment costs a resident would incur living in Spokane. This includes positioning the project adjacent to a major transportation hub and business district so residents can walk to work and eliminate the need for a car; a specific building design that will reduce monthly heating/cooling costs paid by the residents; and offering fun amenities for residents, such as game rooms and pet areas to provide free entertainment options. Downtown development is an ideal location for this resident-centric approach, offering the ultimate in affordable urban living that will differentiate these apartments from other Spokane housing options.

From a downtown growth perspective, it is crucial that we get more residents living downtown to help stimulate growth and vibrancy. Many young professionals are looking for vibrant and dynamic urban environments to live in, and downtown Spokane has the potential to offer just that. This younger population living in downtown Spokane can help attract

## CONDO LIABILITY REFORM OPENS DOORS TO DOWNTOWN RESIDENTIAL OWNERSHIP

In spring of 2023, the Washington State Legislature passed Senate Bill 5258, the "Condo Liability Reform" bill. This bill brings positive changes for developers undertaking large condo projects in downtown Spokane, including a "right to cure" provision that streamlines conflict resolution for construction defects before resorting to litigation, thereby reducing costly lawsuits. The bill also mandates lower impact fees for smaller housing units and requires local governments to establish procedures in their short-plat regulations for subdividing parent lots into separately owned unit lots.

These policy reforms, along with others enacted in early 2023, aim to alleviate regulatory burdens on smaller condo projects, address housing affordability challenges in Washington, and encourage new housing construction in and around downtown Spokane.

more businesses and job opportunities to the area. This, in turn, can lead to a positive economic impact on the city as a whole.

However, there are also challenges that come with converting office buildings into apartments. One of the main challenges is the increased cost to develop these historic buildings. This can be attributed to the age of the buildings, and tight construction sites make developing these buildings more difficult, along with the need for infrastructure upgrades to support the increased population density. This includes improvements to public transportation, utilities, and other public services.

Additionally, there may be concerns around the cost vs. benefit of preserving the historic character of some of these buildings and ensuring that they are safe and livable for residents. Despite these challenges, the benefits of converting office buildings into apartments and attracting residents to downtown Spokane outweigh the drawbacks. This trend is not only beneficial for building owners and developers, but also for the entire city.

Development downtown and the influx of residents living in downtown Spokane is a positive trend that can help continue to revitalize the city. By creating a more vibrant and dynamic urban environment, the city can pre-

serve the history of the buildings while attracting more businesses and job opportunities, and ultimately improve the quality of life for its residents. Let's continue to preserve and grow the soul of Spokane! ●

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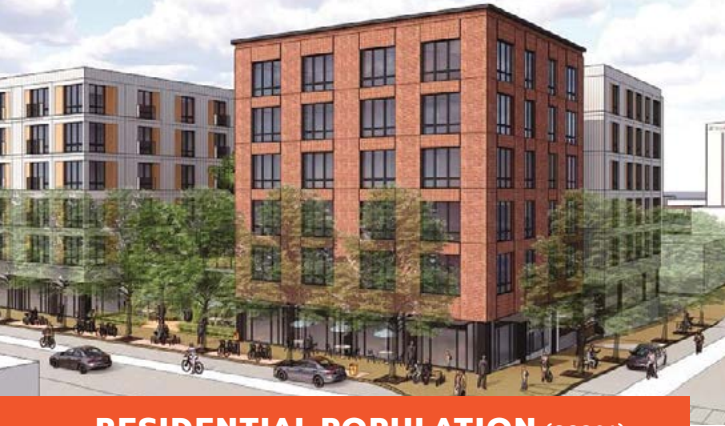
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**First Impressions**  
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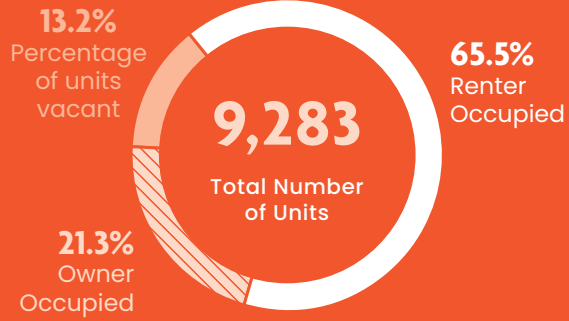
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# THE WARREN:

## A NEW ADDITION TO DOWNTOWN SPOKANE'S HOUSING REVIVAL

### RESIDENTIAL POPULATION (99201)



Source: Demographics Now

**D**owntown Spokane has been experiencing a revitalization over the past decade, with new businesses, restaurants, and housing developments popping up in new and underdeveloped areas. One of the most exciting new developments is located at the confluence of downtown Spokane and the city's University District.

The Warren, a brand-new residential building located at the corner of Browne and Riverside, is a six-story, 139-unit multifamily project building that was developed, in partnership, by Portland-based firm Edlen & Company and Boise-based deChase Miksis.

The firm was attracted to Spokane's walkability, the sense of community among the people who live there, and the city's organic and dynamic growth potential. The downtown area, in particular, appealed to the developers because of its historic buildings and unique character.

While the development team specializes in a wide range of developments, including historic preservation and adaptive reuse projects, they ultimately decided to build The Warren from the ground up. "We really saw that we could build something there that would hopefully be a compliment to the neighborhood and really connect in with the fabric of East Spokane," says Edlen & Company Co-founder, Matt Edlen.

The site, a former parking lot and bank drive-through, was well-suited for a new construction project, and the developers saw an opportunity to create a new building that would fit seamlessly into the fabric of the neighborhood. "The team that we brought together was a mix of local and regional designers, we spent a lot of time just listening," tells Edlen. "We've really tried to encapsulate elements of the community that exist today, while also providing a window into what could be next for the city."

The Warren features a mix of studio, one-bedroom, and two-bedroom apartments. The building also includes ground-floor retail space, a community courtyard, and plenty of artistic character.

The team engaged with Spokane firms The Woodshop ad agency, and artist collaborative, Terrain, to weave elements of local artists into the fabric of the design. "Throughout the building – on the elevator vestibules, in small spaces – go around the corner and you see these pull quotes from literary pieces," says Edlen. "I've explored a lot of different mediums, but I've never really explored literature in a building. Where people learn about the author and read stories about the place that they're in today. We really want to connect people to this larger sense of the story of Spokane."

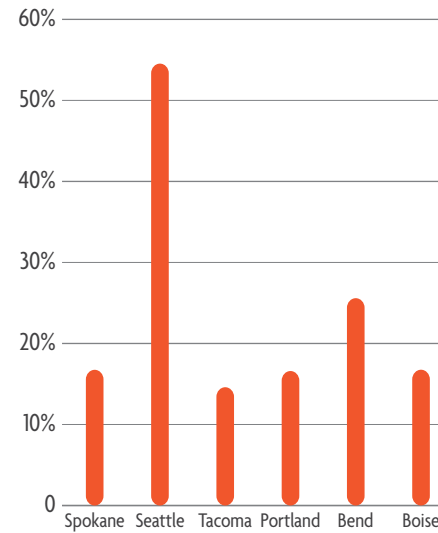
Downtown Spokane's housing growth has primarily come in the form of redevelopment. The Warren is one of only a few new ground-up residential buildings to be constructed in the last decade. The project was met with excitement and anticipation from both residents and city officials, who saw it as a positive sign of Spokane's continued growth and development. "Between the city, the University District, and others, there is clearly an ecosystem that helped aspects of this project become a reality," remarks Edlen. "I would say the bigger thing was the commitment by those groups in earnest to want to participate with us."

Edlen says that of the 139 units, only about 20 remain unoccupied as they move into peak leasing season. "We've got a fabulous team that has been working around the clock," says Edlen. "There's just been such an incredible amount of demand for the building. There's been, interestingly, a lot of local demand, which is great. I would say it's been far better than we ever anticipated."

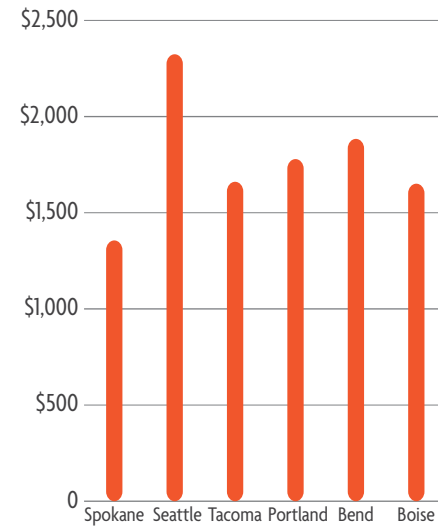
The accessibility of The Warren to both downtown amenities and the University District has played a part of the demand, Edlen says. "Of course, you have Spokane at your fingertips, and you have one of the most incredible parks I've ever been to, one of the most vibrant communities on the planet, and it's right at your doorstep."

The Warren is just one example of the exciting changes that are taking place in downtown Spokane, and a testament to the power of collaborative spirit. "I've said this so many times to the Mayor and to the city staff, it was one of the most collaborative projects I've ever experienced with a municipality," says Edlen. "Quantifying how much that participation or that collaboration would impact the project in such positive ways going into the project is almost impossible." ●

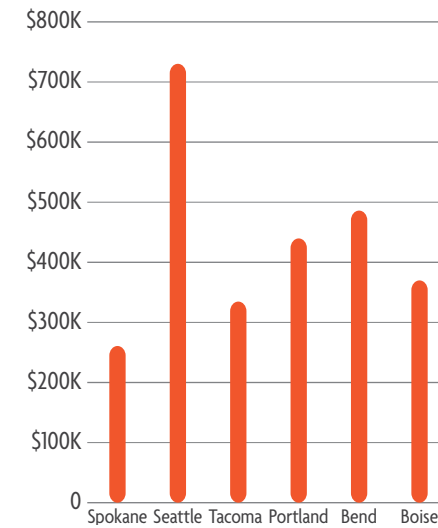
### Downtown Residential Population Change (2022)



### Average Monthly Rent (2022)

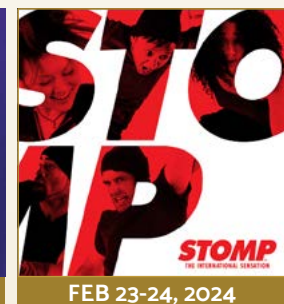
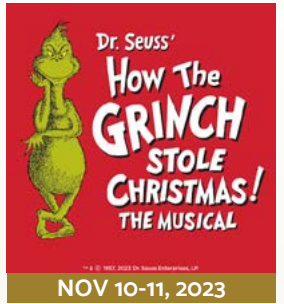


### Median Home Value (2022)



Source: Demographics Now

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## SPOKANE INTERNATIONAL AIRPORT

<b>8</b>	<b>18</b>	<b>225</b>	<b>5</b>	<b>20,556</b>	<b>2,451,662</b>
Number of airlines	Direct flights/ nonstop service	Single stop service: Domestic	Single stop service: Canada	YE July 2023 total flights	YE July 2023 total seats

Source: Spokane International Airport

## BECOMING A NON-STOP DESTINATION

By **Todd Woodard**  
Spokane International Airport

**Whether heading out on a business trip to Atlanta or Seattle or enjoying a leisure trip to Southern California, the ability for Spokane-area travelers to get somewhere as quickly and efficiently as possible can make all the difference between a great trip and one to forget.** How can Spokane International Airport help make that next business or leisure trip a memorable one? By offering favorable connectivity between Spokane and the rest of the world.

Air service connectivity is a crucial component of local economic development efforts to recruit new companies to Spokane, as well as maintain the presence of existing firms looking to expand or enhance their current operations. The ability to easily access clients, customers and employees at other facilities; recruit events and conferences to the area; bring tourists in to explore the numerous food, recreation and attraction opportunities the area offers; and unite friends and relatives is essential in order for Spokane to compete with other cities that companies and site selectors are considering.

Spokane International Airport offers service to 18 non-stop destinations throughout the United States provided by six major airlines. In addition, convenient one-stop

connections are available to most major metropolitan centers both domestically and internationally. To help business aviation support, U.S. Customs operates a Federal Inspection Station for clearing international flights. Signature Flight Services provides fixed-base operator services and a second operator, Aero Center Spokane, is building a facility at the Airport that will open later this year. Corporate aviation flights can also utilize Felts Field, the Airport's general aviation reliever airport situated approximately five miles from downtown Spokane.

The Airport understands the importance of air service connectivity and meets with business and civic leaders throughout the year to discuss what is happening at the Airport and gather feedback on the demands these leaders have for their company and the community. The Airport, in turn, meets regularly with both existing and potential new airline partners to update them on what is happening in Spokane and share information from community partners in an effort to enhance or add flight offerings from the Airport.

While addressing current air service needs is a top priority for the Airport, they are also keeping an eye to the future. As Spokane and the surrounding region grow, so too

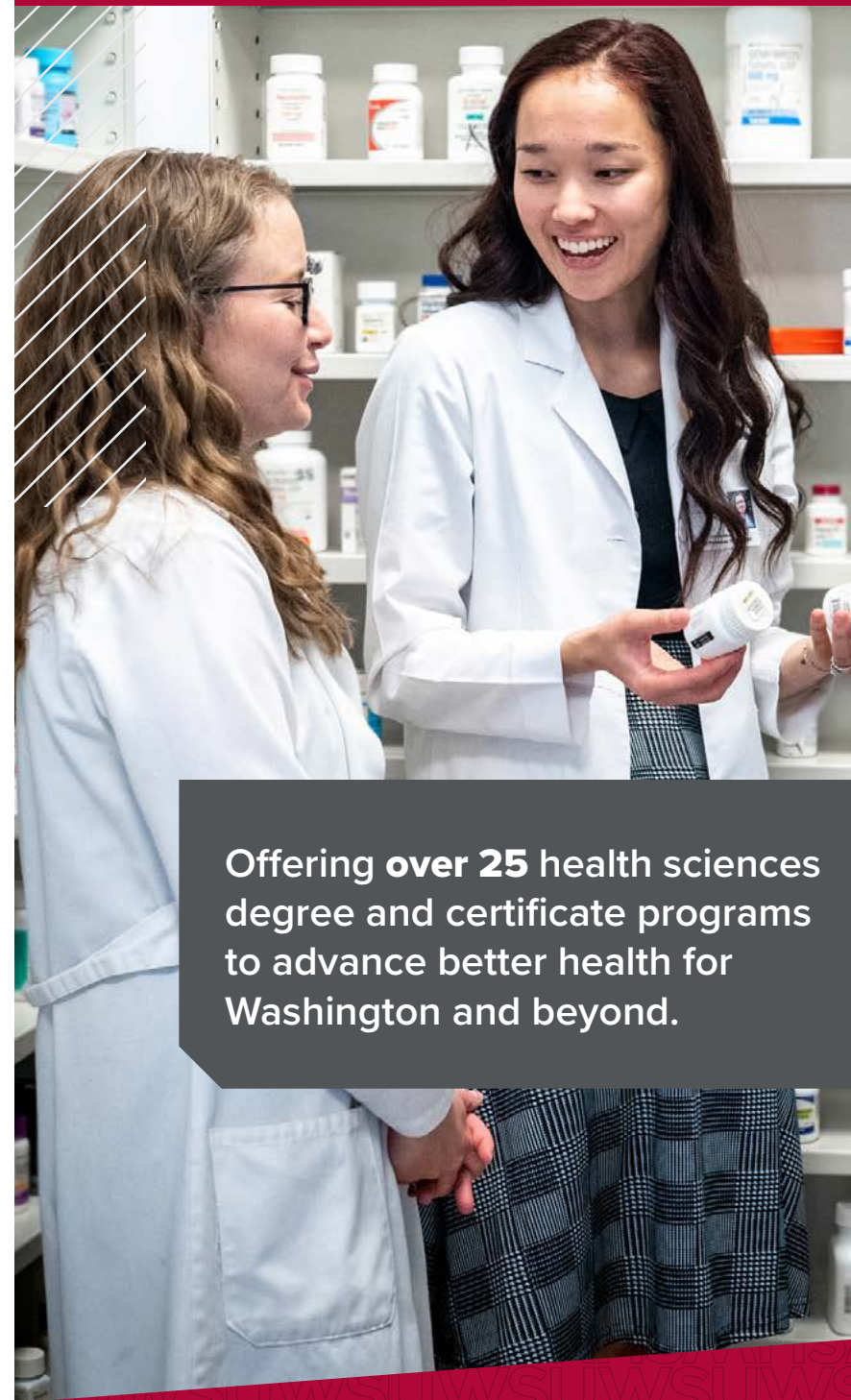
does the demand for air service. In 2021 the Airport handled over 3.9 million passengers, less than 3% below their record breaking total in 2019, and by 2030 the Airport anticipates seeing over 6 million passengers traveling through the building. To address the current and future forecasted passenger traffic the Airport has been developing plans to expand and modernize the terminal facility, culminating in the Terminal Renovation and Expansion (TREX) Program.

The first phase of the TREX Program is the Concourse C Expansion Project, a 144,000 square foot, \$150 million expansion that adds three new gates, replaces current ground boarding gates with three passenger loading bridges, modernizes the existing upper C Concourse gates and extends the ticket counter area with six new ticket counter positions for airlines. The project commenced in Fall 2022 and is expected to be complete in 2025.

The Concourse C Expansion Project will deliver substantial benefits, such as pumping millions of dollars into the local economy, upgrading the passenger experience and bringing several environmental and energy efficient improvements. But it will also enhance and encourage competitive air service by adding much-needed gate capacity that can aid current airline partners in expanding service to new markets and allow new airline entrants to the Spokane market.

The future looks bright for Spokane, and as the area's population continues increasing Spokane International Airport will strive to deliver not only a modern airport experience with world-class customer service, but also provide a facility that can accommodate the Spokane/Coeur d'Alene Region's increasing passenger traffic growth and boost air service connectivity options for local business and leisure travelers. ●

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## BUS TRANSIT

41

Regional transit routes on  
Spokane Transit Authority

6,595,319

Fixed-route rides  
in 2022

750,000

Estimated annual  
City Line rides

Source: Spokane Transit Authority

# INTRODUCING CITY LINE TO THE LILAC CITY

**S**pokane Transit Authority (STA) believes in connecting everyone to opportunity. The launch of the region's first Bus Rapid Transit route, City Line, delivers on this commitment, with frequent and efficient service along a six-mile stretch connecting Browne's Addition with Spokane Community College (SCC) through Downtown and the University District, including Gonzaga University.

"After years of planning, design, and construction, we are thrilled to introduce City Line to Spokane," said STA CEO E. Susan Meyer.

STA's sleek lilac and black zero-emission City Line buses hit the streets of Spokane for passengers on July 15, 2023. This modern streetcar-like experience will revolutionize transit in Spokane. When service starts, City Line will offer fifteen-minute service six days a week, with an increased span that includes the late evening. By spring of 2024, peak service will be every seven-and-a-half minutes with midday service clocking in at every ten minutes. City Line service also extends past 12 AM weeknights and Saturdays, meeting the needs of both traditional and non-traditional commuters and those engag-

ing in the wonderful nightlife Spokane has to offer.

STA Board Chair Lori Kinnear said, "Citizens consistently report frequency of service as their top priority. City Line delivers on this with not only fifteen-minute service, but with frequent service well into the nighttime hours."

The state-of-the-art digital signage at every City Line station will convey real-time information on departure times, minimizing the need for riders to plan their trips. By arriving at their station, they can simply wait and board the next bus while enjoying the cleverly designed station art unique to each neighborhood, thanks to a partnership with Spokane Arts. With the all-door boarding and off-board fare validation at busy stations, hopping onto the bus will be quicker than ever.

Once onboard City Line, riders will continue to experience a new level of transit. One environmental benefit of transit is the reduction of personal vehicles on the road and related greenhouse gas emissions, and City Line influences this decrease even further.

"The zero-emissions propulsion system on our City Line fleet contributes to cleaner air," said STA Chief Operations Officer Brandon Rapez-Betty. "These battery-electric bus-

es also provide a quieter ride than our standard fleet."

Riders' experience is further enhanced by the on-board digital displays, which will broadcast the bus location and upcoming stops so they know exactly when to disembark.

Parking and traffic congestion are frequent complaints in a vibrant city, and as high-density housing development is prioritized, transit's role is more vital than ever.

"Over 22,000 people live within half a mile of City Line," said Karl Otterstrom, STA Chief Planning and Development Officer. "The opportunity to commute via transit promotes walkable neighborhoods, which in turn spurs economic development. Businesses are attracted to dense population areas and mixed-use

communities are desirable to residents. The South Logan Transit Oriented Development project is a perfect example of how City Line will benefit the neighborhood for future growth."

With City Line, Spokane residents and visitors will have a chance to explore what the Lilac City has to offer.

"Whether you are commuting from Browne's Addition to SCC for class, shopping for essentials, heading from your neighborhood to a Gonzaga game, attending a business meeting on the opposite end of Downtown, or enjoying dinner and the theater without the hassle of parking, City Line will connect you to your destination in style," said Meyer. "We look forward to welcoming you on board soon." ●

## Parking Accessibility

Total parking spaces in downtown:

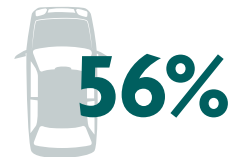


Source: Downtown Spokane Partnership

Off-street parking spaces:



Avg. peak parking occupancy:



## Average Monthly Parking Rate



Source: Spokane Transit Authority

## Two Wheel Transit



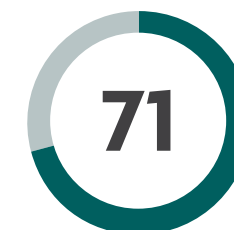
Source: Spokane Transit Authority

## Downtown Walkability

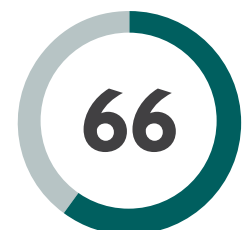
Walk score:



Transit score:



Bike score:



Source: Walkscore.com

# DOWNTOWN SPOKANE PARTNERSHIP

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## MEMBER PARTNERS

Members of the Downtown Spokane Partnership (DSP) are active partners in shaping the future of downtown development. The DSP engages members in a number of activities each year, including public policy advocacy; strategic initiative development; urban planning and design, and more. [Visit downtownspokane.org](http://downtownspokane.org) for more information and to join today.

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## ACKNOWLEDGEMENTS AND SOURCES

Centennial Real Estate – CoStar  
 Spokane Public Libraries – DemographicsNow  
 Spokane Transit Authority  
 Spokane Workforce Council  
 Spokane University District

AHANA Multi-Ethnic Business Association  
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