

Indy Partnership is the first economic development organization in the U.S. to provide thematic layer data and point data on one screen so that you can make your site selection decisions faster. Our GIS mapping tool also generates custom demographic, business and workforce data reports.

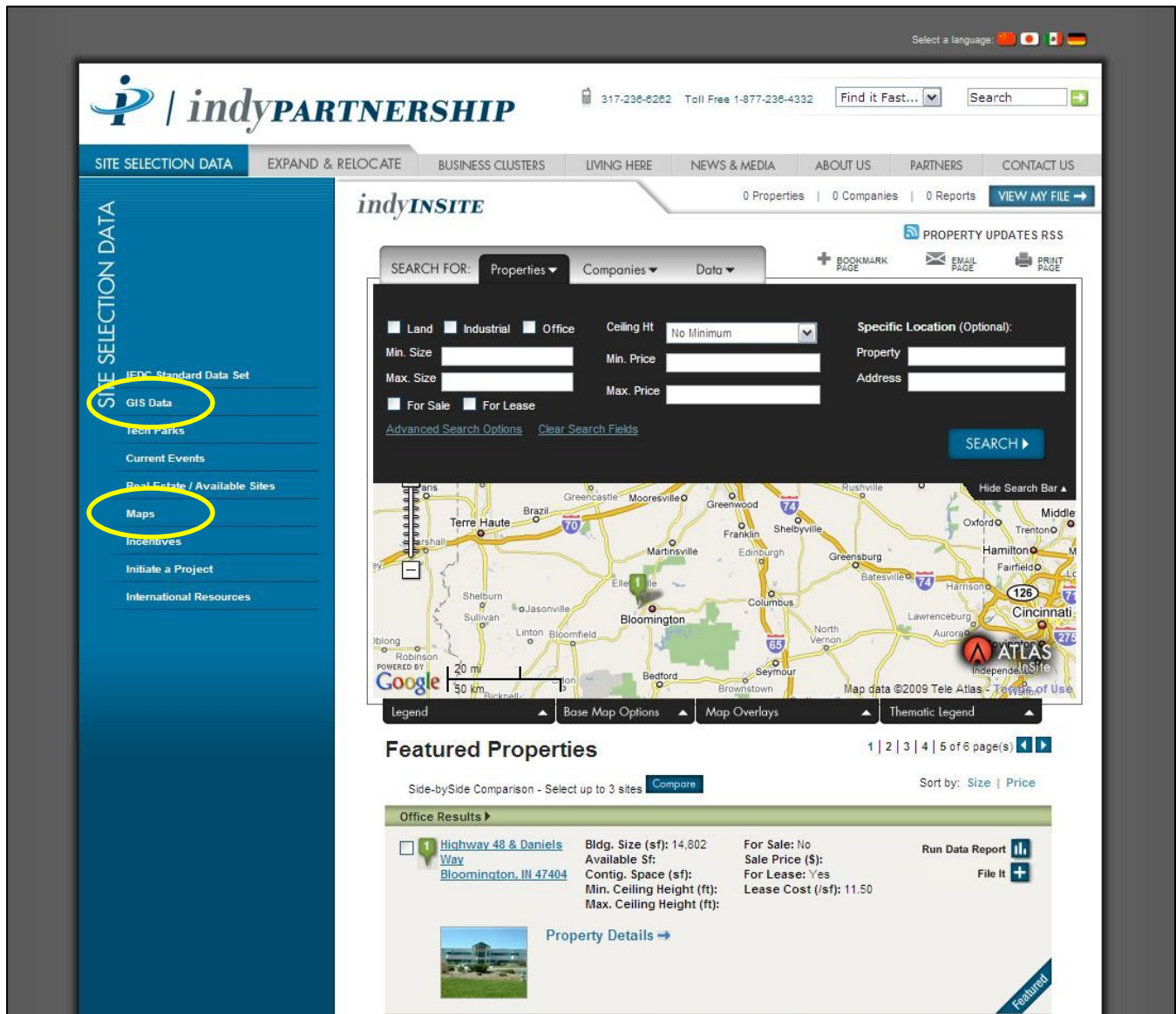
There are a number of ways to navigate to Indy InSite™; multiple links such as “Go To GIS Mapping” and “View Data Center” are found on the website front page as well as on most main navigational pages. You may also navigate to Indy InSite directly using the following links:

[http://www.indypartnership.com/Indy InSite\\_properties.aspx](http://www.indypartnership.com/Indy InSite_properties.aspx)

[http://www.indypartnership.com/Indy InSite\\_companies.aspx](http://www.indypartnership.com/Indy InSite_companies.aspx)

[http://www.indypartnership.com/Indy InSite\\_data.aspx](http://www.indypartnership.com/Indy InSite_data.aspx)

The first screen that you will see when you get to Indy InSite will look like this:



The screenshot displays the Indy InSite web application interface. On the left, a vertical navigation menu titled "SITE SELECTION DATA" includes links for "GIS Data" and "Maps", both of which are circled in yellow. The main content area features a search interface with a "SEARCH FOR:" dropdown set to "Properties". Below this are checkboxes for "Land", "Industrial", and "Office", along with input fields for "Min. Size", "Max. Size", "Min. Price", and "Max. Price". There are also checkboxes for "For Sale" and "For Lease". A "SEARCH" button is located at the bottom right of the search form. Below the search form is a map of the Indianapolis area with a red location marker. The "Featured Properties" section displays a property listing for "Highway 48 & Daniels Way" in Bloomington, IN 47404. The listing includes details such as "Bidg. Size (sf): 14,802", "Available Sft:", "Contig. Space (sf):", "Min. Ceiling Height (ft):", "Max. Ceiling Height (ft):", "For Sale: No", "Sale Price (\$):", "For Lease: Yes", and "Lease Cost (/sf): 11.50". A "Property Details" link and a "Run Data Report" button are also visible.

The screenshot shows the Indy InSite web application interface. At the top, there's a navigation bar with the logo and 'indypARTNERSHIP'. Below it, a search bar is visible. The main content area is divided into a left sidebar titled 'SITE SELECTION DATA' and a main search area. The search area has tabs for 'Properties', 'Companies', and 'Data'. Below the tabs is a search form with various filters like 'Land', 'Industrial', 'Office', 'Ceiling Ht', 'Min. Size', 'Max. Size', 'Min. Price', 'Max. Price', 'For Sale', and 'For Lease'. There's also a 'Specific Location (Optional)' section with 'Property' and 'Address' fields. A 'SEARCH' button is at the bottom right of the form. Below the form is a map of the Indianapolis area with various overlays. A 'Map Overlays' section is visible at the bottom of the map, with a legend and 'Base Map Options'. Below the map is a 'Featured Properties' section with a 'Compare' button and 'Sort by: Size | Price'. The first property listed is 'Highway 48 & Daniels Way, Bloomington, IN 47404' with details like 'Bldg. Size (sf): 14,802', 'Available Sf:', 'Contig. Space (sf):', 'Min. Ceiling Height (ft):', 'Max. Ceiling Height (ft):', 'For Sale: No', 'Sale Price (\$):', 'For Lease: Yes', and 'Lease Cost (/sf): 11.50'. There are also 'Run Data Report' and 'File It' buttons.

**PROPERTIES:** Search for real estate that meets your specific criteria.

**COMPANIES:** Search for companies that meet your specific criteria.

**DATA:** Color-coded counties based on any of 10 data layers.

**MAP OVERLAYS:** Overlay rail lines, industrial parks, colleges and airports.

## Four Different Indy InSite SEARCH FUNCTIONS

There are four types of data layers that you can map using Indy InSite (identified in call-outs above):

1. **PROPERTIES** Search for real estate that meets certain criteria.
2. **COMPANIES** Search for companies that meet certain criteria. (Lists not downloadable)
3. **DATA** Color-coded counties based on any of 10 data layers.
4. **MAP OVERLAYS** Overlay rail lines, industrial parks, colleges, airports.

The default screen is the PROPERTIES tab. Simple click on one of the other tabs, such as COMPANIES or DATA to perform a different search function.

The first three data layers are “point” data, which simply means that search results are displayed as points on the map. The DATA layer is really a group of county-by-county data sets that are displayed as an overlay (or color-coded theme) on the map.

The screenshot displays the Indy InSite web application interface. At the top, there is a navigation bar with the 'indypARTNERSHIP' logo and contact information. Below this is a secondary navigation bar with tabs for 'SITE SELECTION DATA', 'EXPAND & RELOCATE', 'BUSINESS CLUSTERS', 'LIVING HERE', 'NEWS & MEDIA', 'ABOUT US', 'PARTNERS', and 'CONTACT US'. The main content area features a search form with options for 'Properties', 'Companies', and 'Data'. The search form includes checkboxes for 'Land', 'Industrial', 'Office', 'For Sale', and 'For Lease', along with input fields for 'Min. Size', 'Max. Size', 'Ceiling Ht.', 'Min. Price', and 'Max. Price'. A 'SEARCH' button is prominently displayed. Below the search form is a map of the Indianapolis area. A yellow callout box points to the 'Advanced Search Options' link, stating: 'PROPERTIES: Choose "Advanced Search Options" for additional real estate search criteria.' Another yellow callout box points to the 'Run Data Report' and 'File It' buttons, stating: 'Run Data Report' and 'File It'. A third yellow callout box points to the 'Property Details' link, stating: 'Property Details'.

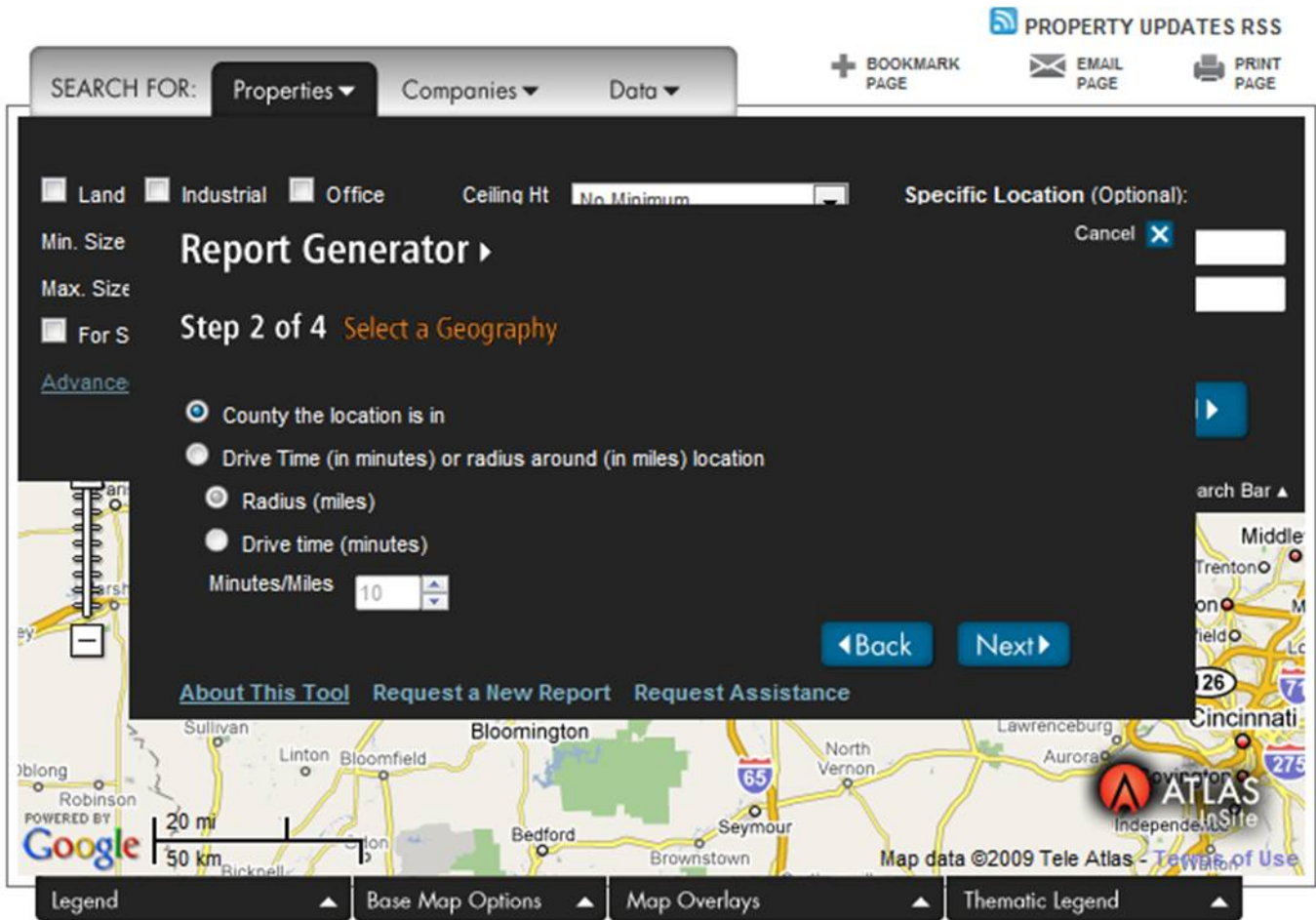
## Using the PROPERTIES Search Tab

There are hundreds of properties listed in our database. The properties search tab has basic and advanced search options. Of course, the fewer and broader the search criteria, the more properties will be listed in your search results. In order to use the advanced search function, click on the "Advanced Search Options" link.

The properties returned by your search will display under the map.

From your search results screen, you can acquire more information relative to each property and the surrounding geography. You can:

- Get more details about the property itself.
- File the property information to compare to others later.
- Run a custom demographic, workforce, or companies report using individual properties as the base location.



## Using the REPORT GENERATOR Function

These reports are downloadable!

The Indy InSite Report Generator may be accessed from results of both PROPERTIES and COMPANIES searches by clicking the “Run Data Report” selection located at the top right corner of each property or company listing returned by your search. (See page 3.) The default screen that appears takes you to Step 2 of a 4-step process as shown above. It is not a mistake; the system defaults to Step 2 to save time for the most popular searches.

You can choose to proceed to enter the report criteria in steps 2 through 4. This will generate a report based on the location of the selected property or company. Or, you can click the “Back” button to go to Step 1, which will allow you to enter the latitude and longitude of any point on the map. You can get the latitude and longitude of any address using Google Earth. Be sure in Google Earth to place your cursor on the exact point of interest on the map. Otherwise you will get different coordinates. Note that when entering latitude and longitude in Step 1 on the Indy InSite Report Generator, you have to use the same number format as the coordinates already in the boxes. The proper number format is displayed to the right.

Latitude	39.165071
Longitude	-86.599314
Location Name	101 N. Daniels Way

## Using the **REPORT GENERATOR** Function *(Continued)*

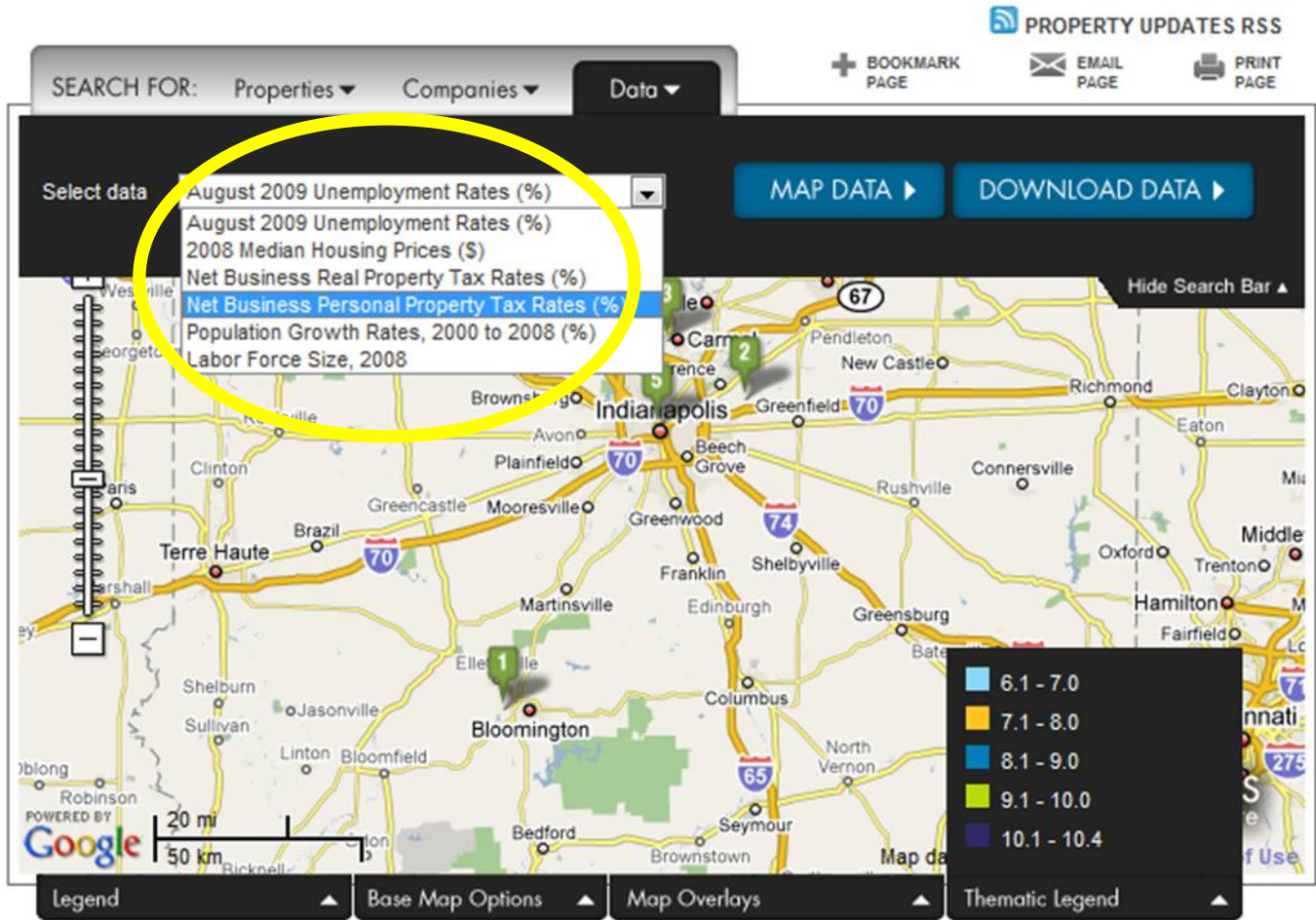
Once you have determined a location, or a center point (Step 1), you may then choose the geography you would like to use as your study area (Step 2). You may choose the county that the location is in, or determine a custom geography based on a radius or a drive time calculation, measured in miles or minutes of any increment. You may use the toggle tool to move up or down in increments of five, or simply enter a number (including decimals) to represent the miles or minutes that make up your radius.

Once you have determined geography, you may then choose from a variety of demographic or business reports to display (Step 3). The demographic reports contain various Census-derived data points, displayed in an easy to use format. The business reports contain lists of businesses inside your chosen geography and can be filtered by NAICS code.

Lastly, you may enter a title for your report, name the file that your report will be output to, and select a file type to output (Step 4). When done, click "Run Report" and your report will be automatically generated for download after a few seconds.

If you don't find the report you are looking for, simply request a new report by clicking "Request a new report." An email will be generated to the appropriate Indy Partnership staff that will assist you.

See Using the **DATA** Search Function on Page 6.



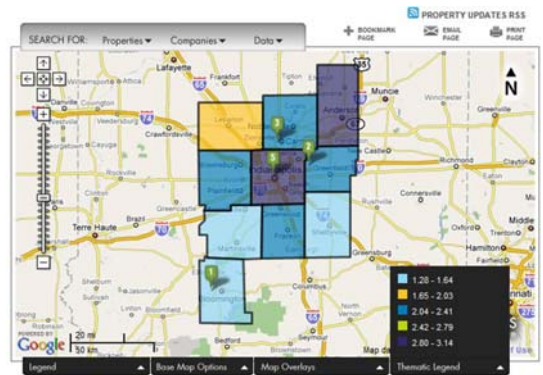
### Using the DATA Search Function

When you click on the DATA tab, you will see the above selection screen. You can choose to map any of the data layers by county identified in the white drop-down box by doing the following:

- Click on the data layer you want from the drop-down box.
- Click on the blue MAP DATA button.

You can also download a spreadsheet of the mapped data by clicking the blue DOWNLOAD DATA button.

Currently, the best way to save the thematic maps to your own files is to take a screen shot. Indy Partnership uses the free shareware software called FireShot.



Click “Hide Search Bar” for a cleaner map view.

Note that the map legend displays in the black box at the lower right corner.

The 10-county Indianapolis Region includes Boone, Hamilton, Hancock, Hendricks, Johnson, Madison, Marion, Monroe, Morgan and Shelby counties.

Produced in partnership with the Indy Partnership Foundation.

### Indy Partnership

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