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WWW.ANCHORAGEPROSPECTOR.COM
User Guide
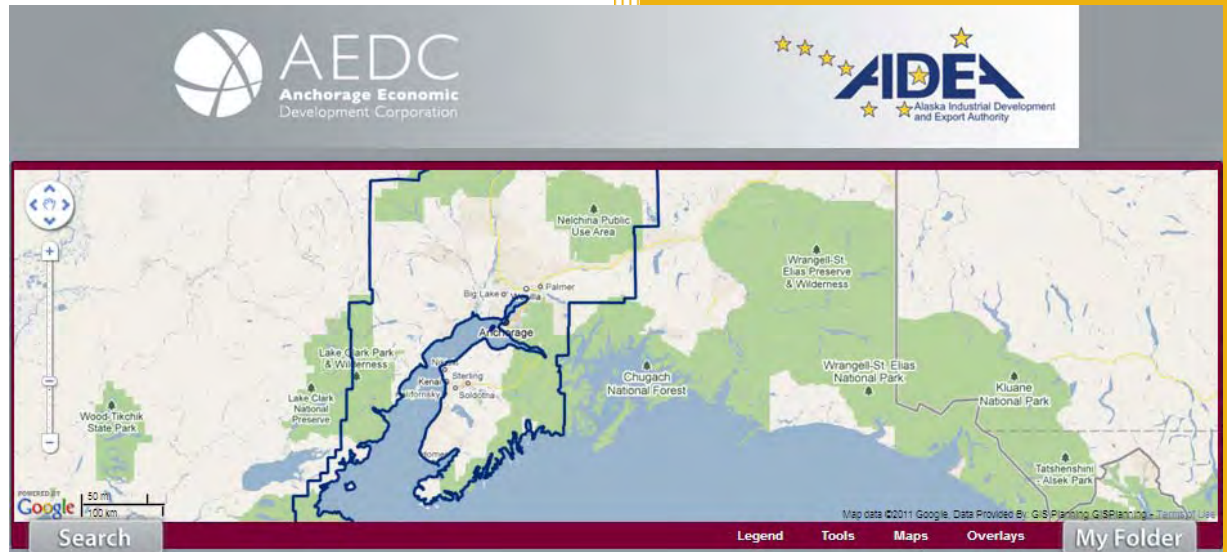
May 2011

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Getting Started With www.AnchorageProspector.com

Anchorage Prospector is a full featured, web-based GIS tool that provides up to date and on demand demographic, infrastructure and geographic analysis and reporting to businesses and site selectors trying to determine the best location for their new commercial space. By collaborating with local real estate agencies and municipal entities, AEDC has compiled a comprehensive database of commercial listings and regional GIS data that we feel users are going to find extremely useful.

To begin, simply point the web browser of your choice to www.AnchorageProspector.com. The webpage below should appear.
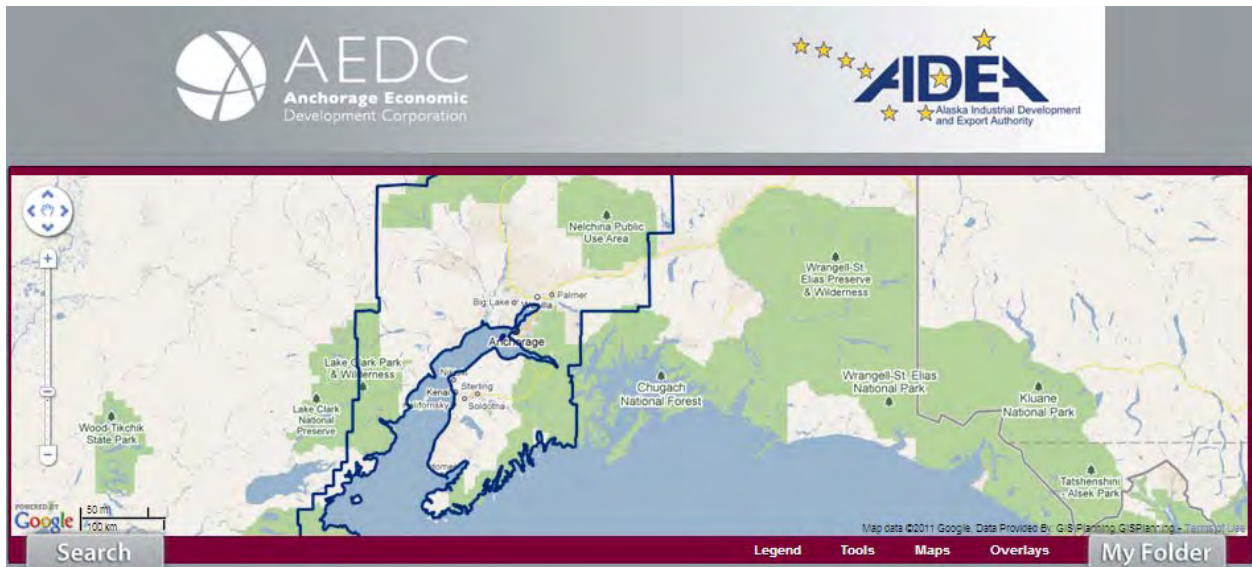
This is the main interface for the Anchorage Prospector website. The map area shows the Anchorage area and surrounding communities. Through this interface users can turn map layers on and off, choose from a variety of different base maps, perform basic GIS and data selection actions and run various searches using a variety of parameters which can be saved in a users' personal online folder for later use. Those features are discussed in detail on the following pages.

Basic Map Tools

Users can change the map view in a variety of ways directly from the map interface using the Panning and Zoom tools located on the left side of the map area.

Panning Tool
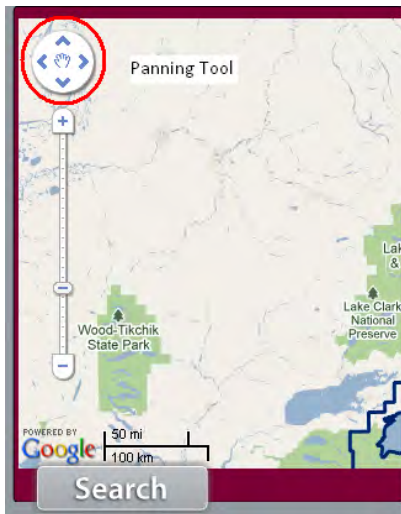
This tool is used to change the users' mouse cursor into a hand that can be used to basically "grab" the map and shift it in a particular direction. For example, if you zoomed in on the Anchorage area, but wanted to move the map view down a bit to also show the Kenai area as well, you would use the panning tool to shift the map view to the one you wanted.

Zoom Tool

The zoom tool is used to increase or decrease the extent of the map view. By zooming in or out you can display more or less area on the map. It should be noted that the farther you zoom out on a map the less detail you generally are able to see, while a tighter zoom will provide a greater level of visible detail. Some layers available through Anchorage Prospector can only be viewed at certain extents.

Advanced Map Tools

In addition to the basic map tools, Anchorage Prospector also provides a suite of more advanced features users can employ to display and manipulate the available data. Users can access those features through a series of tabs on the bottom right border of the map area.
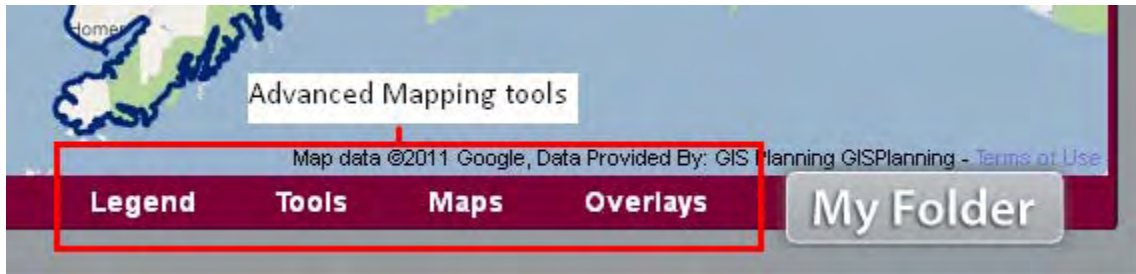
Overlays

The Overlays tab allows users to choose which GIS layers are displayed on the map. Users can choose from three different types of layers:

Points of Interest which allow you to show bus routes, zoning, hospitals, etc.

Map Layers which allow you to display broadband coverage in the Anchorage area, railroad routes, etc.

Demographics which show population, education, business density and other information

The overlays are turned on and off by clicking on the boxes next to the layer you are interested in. Demographic layers are displayed as color gradients and can only be displayed one at a time, but all other layers can be displayed concurrently.
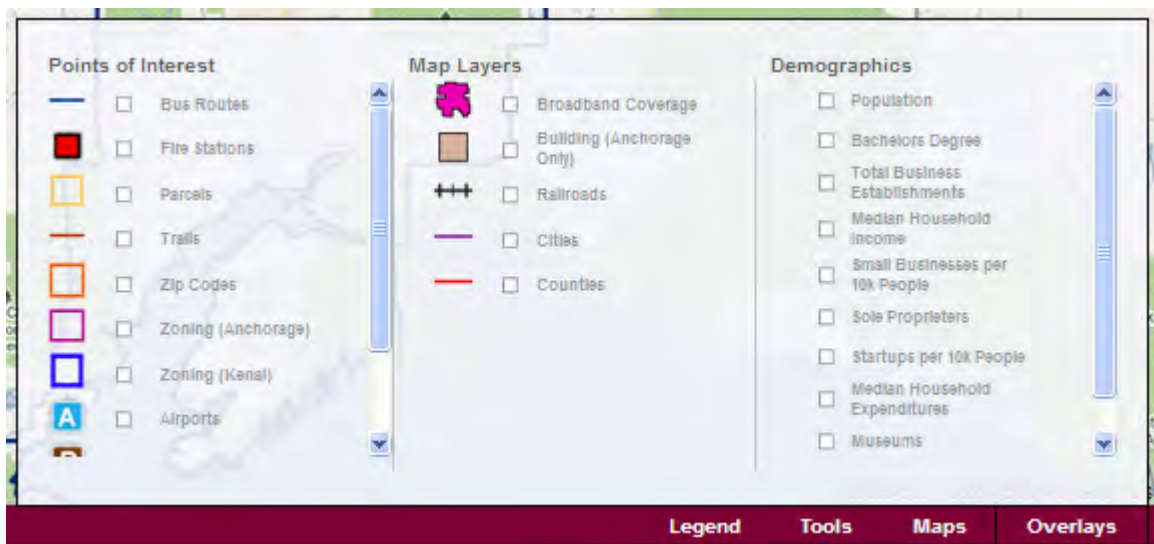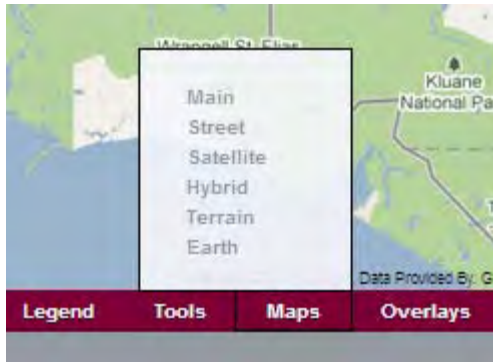
The maps tab allows the user to change the base map displayed in the map area. There are six choices available:

Main – This is the default base map which shows national parks, rivers/lakes, oceans and other land.

Street – This allows the user to switch to Google's Streetview and take a virtual "drive" down the street. Useful for businesses that want a better idea of what the area around a particular building looks like.

Satellite – A base map composed of Google's' extensive library of satellite imagery. This base map allows for a more realistic view of the topography, vegetation and other geological features in a particular area as well as providing a more realistic image for printing.

Hybrid – A combination of the Satellite and Main base maps. This layer shows the national parks and other features from the Main base map superimposed over the Satellite imagery base map.

Terrain – A Digital Elevation Model (DEM) base map that shows topographic relief.

Earth – This base map allows the user to display Anchorage Prospector data in Google Earth

Tools

The Tools tab allows the user to perform a variety of GIS operations to select and manipulate the available data.
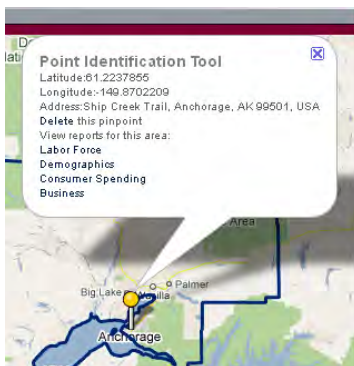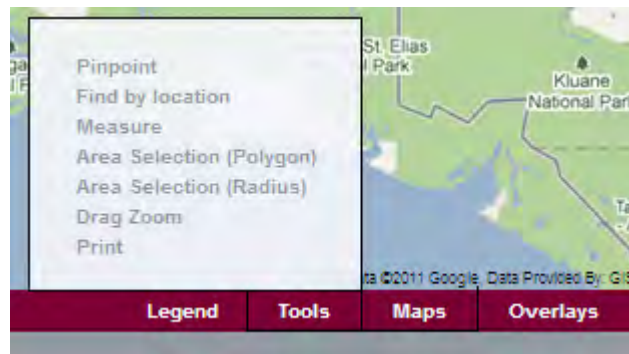
Pinpoint – Selecting the pinpoint option changes the user's cursor to a crosshair. By moving the crosshairs over the desired location and clicking the mouse button the user can drop a pin into the map. That pin will display the latitude and longitude of the selected location. Multiple locations can be selected this way. To go back to a normal cursor, click on the Cancel Pinpoint Tool button on the upper right corner of the map area.

Find by Location – This tool allows the user to enter in an Address, City, State or Zip Code to pull up a point at that location with links to available reports such as Available Labor Force, Demographics, Consumer Spending, and Businesses.
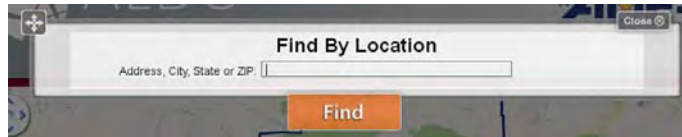
Measure – This tool allows users to measure distances between points on the map. After selecting this tool, click on the starting point you want to measure from, then move your cursor to the next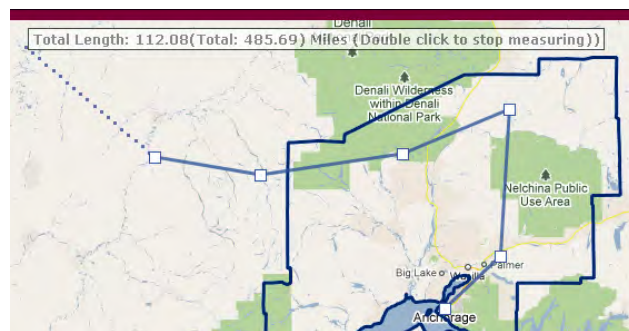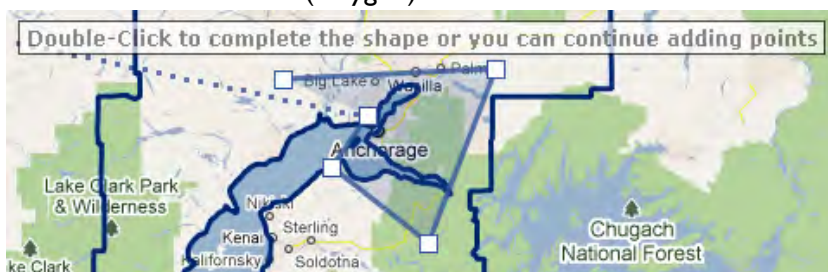 point you wish to measure to. You can add as many points as you want (if for example you wanted to measure distance along a road) and the measurement tool will tell you the total length at each point along the way. When you reach the end point, simply double click to stop measuring.

Area Selection (Polygon) –

The Area Selection (Polygon) tool allows the user to select an area of any shape they like. Simply

select the Area Selection (Polygon) tool from the Tools tab and start clicking on the vertices of your desired polygon. When you have competed outlining your shape, double click and a shaded polygon will appear on the map.

When you click on the polygon, the options for your polygon appear. The total area in square miles appears as well as the geographic bounds of the polygon. You can also apply a filtered search to the area within your polygon. Simply click on the Apply link in the options bubble and the building search menu pops up. This allows you to search for available commercial space in a narrowly defined area instead of across an entire city. To end the Area Selection, simply click on the Cancel Area Selection Tool button on the upper right hand corner of the map area.
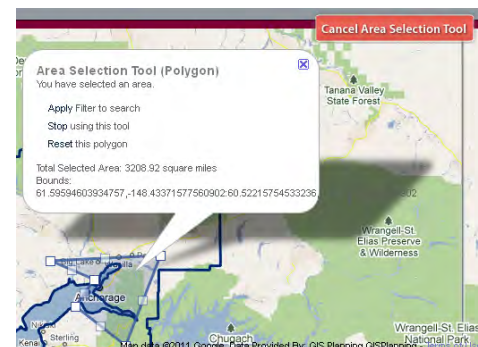
Area Selection (Radius) – The Area Selection (Radius) tool is similar to the Area Selection (Polygon) tool. The user selects the area of interest by defining a radius limit from a selected point. After the user double clicks on the outer radius boundary, a shaded circle appears on the map.
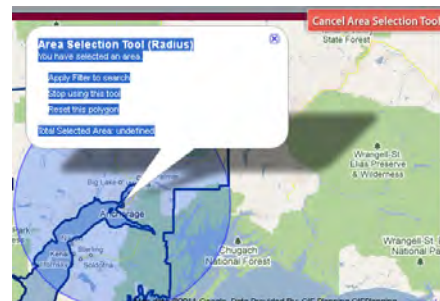
When the circle is clicked on, the Area Selection Tool (Radius) option bubble appears allowing the user to perform a filtered building search within the circle, reset the circle or stop using the tool. If the Filtered search option is chosen, the building search menu appears and the user can select from a variety of parameters detailed in the Search section of this guide.

Drag Zoom – The Drag Zoom tool allows users to zoom in on a defined area by dragging their mouse cursor to form a rectangle. When they release the mouse button, the map area automatically zooms in to the area they defined. To stop using the drag zoom tool, simply click on the Cancel Zoom Tool button in the upper right of the map area.
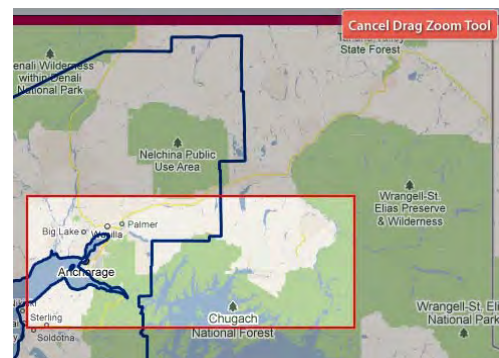
Print – The print option allows the user to print whatever map they are looking at. A new screen opens and the user's default printer options page appears allowing them to select the appropriate printer settings.

Legend

The Legend tab displays a simple map legend of whatever demographic overlay is active at that time. If no demographic overlays are selected, nothing appears when you mouse over the Legend tab.
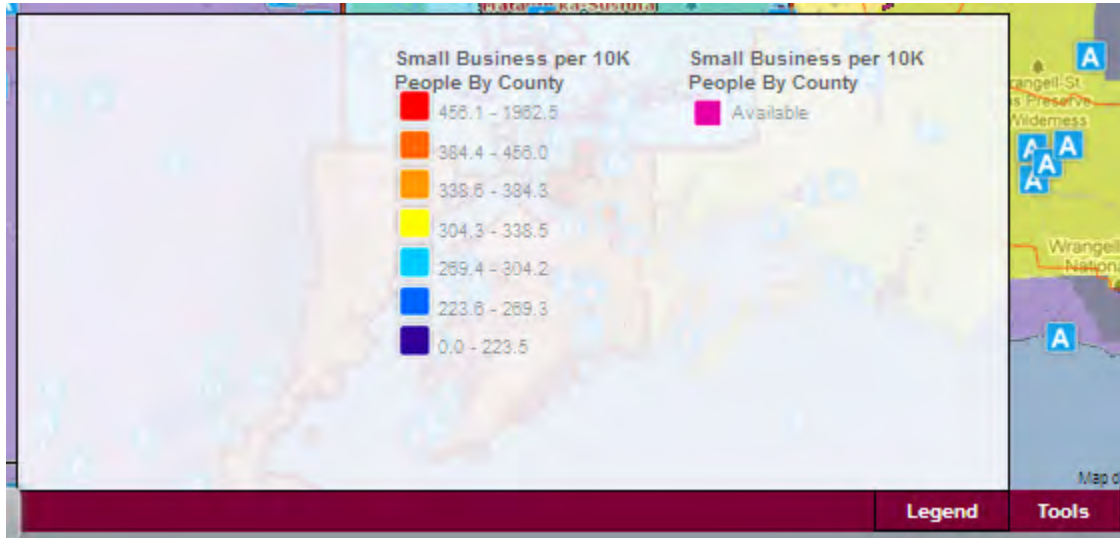
Searching

The ability to perform detailed, specific searches of the AEDC database is one of the most powerful features of the AnchorageProspector.com site. Using the various search options, users can identify potential markets, available buildings and commercial spaces that meet their specific needs, areas with the available labor force and education a business would need once it opened it's doors and a variety of other features. The user can perform a search by Site, Building, Community or Business by using the search button on the lower left corner of the map.
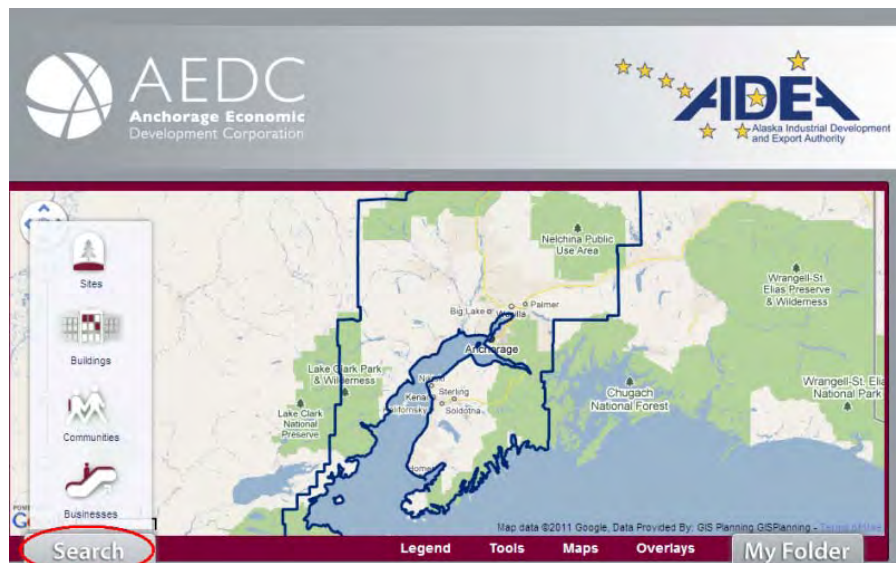
Searching Sites/Buildings

Use this search to locate available land or existing commercial buildings that suit your needs. The user can refine their search by entering in a variety of different parameters discussed in more detail below.

Site/Building Type

Use this subsection to filter the locations by type. The three types you can choose from are: Office, Industrial, and Retail. Each site/building type selection has options you can choose from specific to that location type.

Basic Information

You can enter in minimum and maximum size, financial status and street name under the basic information subsection.
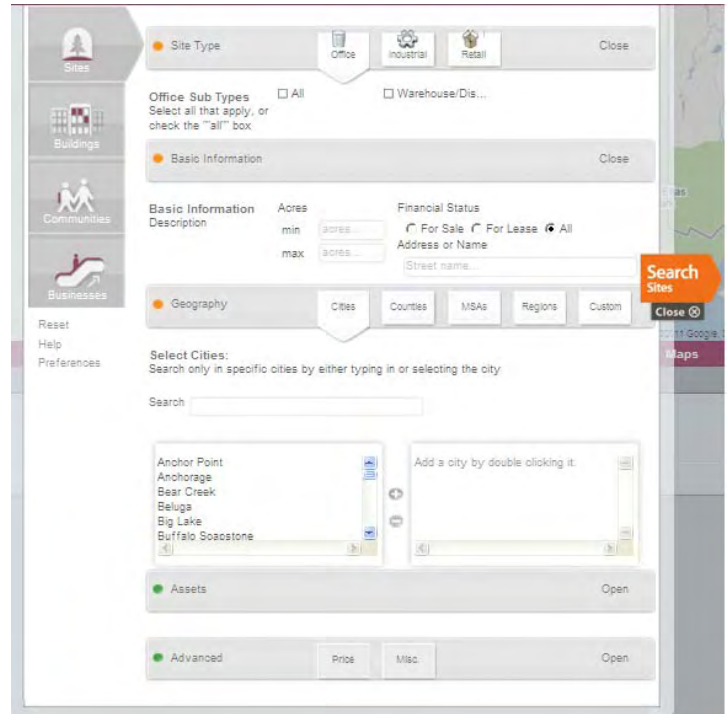

Geography

The geography subsection provides a variety of data filters allowing users to filter their searches by City, County (municipality), metropolitan area, region or in a custom defined polygon or circle. To select a particular area simply select the appropriate tab (city, region etc) and either search by name, highlight an area from the list and click on the plus sign to the right of the list. If you are picking an area from the list it is important to make sure it has moved to the search list to the right of the name list otherwise it will not be included in your search. You can add as many areas as you like to the list. If you need to remove an area from the search list, simply highlight it and hit the minus button in between the name list and the search list.

To create a custom filter, select the custom tab and choose either the polygon or circle option. Create the area you want to run your search in and then select the Apply Filter to Search link.

Advanced

The advanced subsection allows you to set a minimum or maximum sale or lease price range. Enter in the values you prefer for the low and high end of the range and click on the Search Cities tab on the right hand side of the search window.

Searching Communities

The community search allows you to look for communities with a particular set of characteristics. Once you fill in the desired criteria in the various subsections (described in detail below), simply click on the Search Communities button on the right side of the search window and a list of communities that match your requirements appears below the map area. You can then print or sort the results, export the results to a MS Word, Excel, Adobe PDF or email, search for buildings, sites or businesses in the communities or save your results to your personal folder.

Geography

The geography subsection allows users to filter their searches by City or County (Municipality). To select a particular area simply select the appropriate tab (City or County) and either search by name, highlight an area from the list and click on the plus sign to the right of the list. It is important to make sure the area you have selected has moved to the search list to the right of the name list otherwise it will not be included in your search. You can add as many areas as you like to the list. If you need to remove an area from the search list, simply highlight it and hit the minus button in between the name list and the search list.

People

You can set ranges for your search based on minimum and maximum population size, labor force size, unemployment rate or median age. You can add ranges for some, all or none of the available options.

Labor Force

The Labor Force subsection allows the user to specify a percentage of the population with certain traits such as bachelor's degree or higher, high school education or higher, white collar, blue collar, young and educated. You can also choose to include proximity to higher education institutions in your search criteria by selecting from one of the options in the Higher Education drop down menu.

Transportation

The Transportation subsection allows you to filter your results by commute time, proximity to airports, the nearest interstate and the nearest rail line. Simply enter the desired ranges and references in the appropriate fields.

Budgets

The Budget subsection allows you to filter results by household income and home value. Simply enter in the low and high end of the range you are interested in into the appropriate field.

Federal incentive Areas

This subsection allows you to choose whether the search should be filtered by Federal Enterprise Community or Empowerment Zone.

The business search allows you to look for communities with a particular set of characteristics. Once you fill in the desired criteria in the various subsections (described in detail below), simply click on the Search Businesses button on the right side of the search window and a list of businesses that match your requirements appears below the map area. You can then print the results or save your results to your personal folder.

Basic

The Basic subsection is where you can enter some basic search criteria such as the name of a specific business you are interested in, an address, range of employees, annual revenue, or years in business. Simply fill out the fields you are interested in.

Advanced

The Advanced subsection allows you to filter your results by business class, business type or business category (NAICS). Simply choose the option you want to filter by from the appropriate list. You can choose more than one option from a single list, and from more than one list in one search.

Geography

The geography subsection provides a variety of data filters allowing users to filter their searches by City, County (municipality), Metropolitan Area, Region or in a custom defined polygon or circle. To select a particular area simply select the appropriate tab (city, region etc) and either search by name, highlight an area from the list and click on the plus sign to the right of the list. If you are picking an area from the list it is important to make sure it has moved to the search list to the right of the name list otherwise it will not be included in your search. You can add as many areas as you like to the list. If you need to remove an area from the search list, simply highlight it and hit the minus button in between the name list and the search list.

To create a custom filter, select the custom tab and choose either the polygon or circle option. Create the area you want to run your search in and then select the Apply Filter to Search link.

My Folder

The My Folder tab found on the lower right of the map area is where all of a user's saved information is stored. Once a user saves a set of search results, they can pull those results back up at will by using the subsections of the My Folder tab: Sites, Buildings, Reports, Communities, and Businesses. The saved items in the subsection that you choose will appear in the area below the map. For there you can perform all of the usual operations such as sharing, printing, or modifying the search as needed. Updates to the information you have saved (for example if new demographic data is added to Anchorage Prospector) your search results will be automatically updated.

Reports

AnchorageProspector.com provides a wide variety of reports based on Community, Labor Force, Demographics and Consumer Spending. There are a number of ways to generate reports.   Any time

you identify an area, such as using the pinpoint, find by location or area selection tools an option to display reports appears in the information bubble that pops up on the map. The various searches that a user can generate also provide options for generating reports in the results field. Users can modify the reports by narrowing the report parameters using the Modify Report link found at the upper right corner of the report in question. Users can also choose to look at the data in list form or as a 3-D, color coded pie chart by selecting the Chart option at the top of the list in question (this option is only available for some of the data). Users can share, print or save the reports that they generate by clicking on the appropriate link at the upper left of the report portion of the screen.
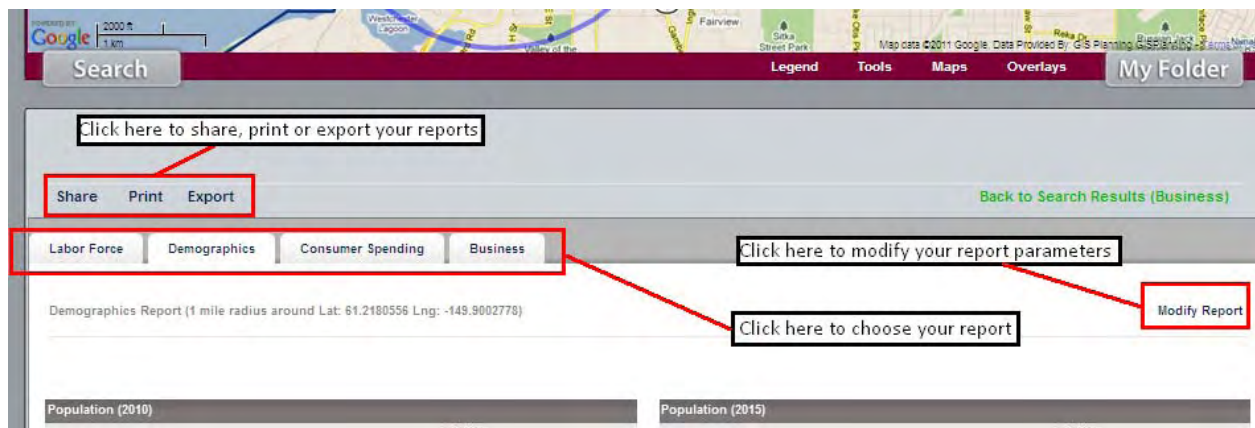
Labor Report

The labor report shows the user the total number of establishments and total employees found in the area in question. Total businesses are also broken out by business type, and totally employees are also shown based on occupation, major SIC and establishment type.

Demographics Report

The demographics report gives detailed demographic information for the area in question. That information includes total population broken down by sex, age, race, household, household income, labor force status, number of houses, education and size of household based on 2010 data. There is also a second column in the report that projects the exact same categories out to 2015 to assist businesses in forward planning.

Consumer Spending

The consumer spending report contains total consumer spending by household broken out into primary and secondary categories. The primary categories include Apparel, Education, Entertainment, Food and Beverage, Health Care, Household Furnishings, Shelter, Household Operations, Miscellaneous Expenses, Personal Care, Reading, Tobacco, Transportation, Utilities, Gifts, Personal Insurance, and Contributions. The secondary categories break each primary category down into its constituent parts to allow for a more in depth analysis of the information.

Business

The business report displays all of the various business types found in the report area. Information on the total number of businesses in each category, what percentage of the total number of businesses in the area that number represents, estimated sales, and estimated number of employees are displayed next to each category. Additionally, users can click on the [+] sign next to each major category to see the businesses that comprise that business category along with the associated information for each one.

Clicking on the [+] next to the business subcategory shows the user the name of the businesses that make up that subcategory. All of the businesses shown in the report also appear as clickable points on the map above the report.