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in

SPOKANE'S
university district

A SUPPLEMENT TO THE JOURNAL OF BUSINESS :: 2017-18

The confluence of business, research, education and opportunity.

Decades of hard work by many have opened the way for you to take advantage of the University District's new infrastructure, innovation centers, partnership resources and real estate opportunities. Welcome to your chance to ride the strongest current in Spokane business.



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1. CENTRAL CITY LINE RAPID TRANSIT
2. DIVISION STREET GATEWAY PROJECT
3. EAST SPRAGUE REVITALIZATION (PHASE 1 AND 2)
4. MARTIN LUTHER KING JR. WAY EXTENSION
5. TRENT BRIDGE SR-290 (TO COME IN 2019)
6. UNIVERSITY DISTRICT GATEWAY BRIDGE (TO COME 2018)

INNOVATION AND ENTREPRENEURSHIP

1. AVISTA CATALYST PROJECT (TO COME 2018-2019)
2. EASTERN WASHINGTON UNIVERSITY, CENTER FOR ENTREPRENEURSHIP
3. GONZAGA UNIVERSITY - HOGAN ENTREPRENEURIAL LEADERSHIP CENTER, NEW VENTURE LAB, SCHOOL OF BUSINESS ENTREPRENEURSHIP AND INNOVATION PROGRAMS
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How do we stay competitive in a global economy? How do we attract and retain the best and brightest talent? For many, these represent uncharted waters. Fortunately, in Spokane, the University District helps navigate a way forward. Here, there are more projects and possibilities than we can possibly fit into one magazine, but we hope this publication gives you a roadmap of what's under way. So, read on and reach out to learn how you can put *your paddle* in!

LARS GILBERTS
UNIVERSITY DISTRICT
EXECUTIVE DIRECTOR





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ON THE COVER: ANDREW WORLOCK, PRINCIPAL PLANNER, CITY OF SPOKANE, STAFF LIASON TO THE UNIVERSITY DISTRICT BOARD
ABOVE: SPOKANE CITY COUNCIL PRESIDENT BEN STUCKART AND MAYOR DAVID CONDON, UNIVERSITY DISTRICT BOARD MEMBERS



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At the University of Washington, we believe our best work happens when we link arms. That's why we team up with communities across our state, including through the UW School of Medicine-Gonzaga University Regional Health Partnership that has expanded the nation's top medical school — right here in Spokane.

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FOR THE WORLD





cruising ahead

LARS GILBERTS
UNIVERSITY DISTRICT

KIM PEARMAN-GILLMAN
MCKINSTRY, UNIVERSITY DISTRICT (PAST CHAIR)

DAVE CLACK
COMMUNITY PHILANTHROPIST

Just east of downtown Spokane, the currents of change are flowing fast. Here, the University District straddles both sides of the Spokane River, encompassing the 770-acre University District Revitalization Area and more than 12,000 students spread between five universities and the Community Colleges of Spokane.

This is Spokane's innovation hub and long-developing urban academic and research center, with the fastest growing medical school enrollment of any campus in the five Northwestern states.

In every sense, the University District is surprisingly impressive. In area, it is larger than downtown Spokane. In economic impact,

it will likely far exceed the mines, sawmills, railroads and aluminum plants that were once the region's economic pillars.

"In other cities, it's rare to see this level of investment from higher education—about \$1 billion since 2002," says Spokane Mayor David Condon. "It's a huge opportunity for us in some key economic sectors,



Opportunity Awaits

It's been almost three decades since Avista helped lay the ground work for the restoration of 770 acres adjacent to downtown Spokane. At the time, few imagined that an abandoned rail yard on the banks of the Spokane River could be transformed into the home of six institutions of higher education and two medical schools.

Today, the University District is an urban confluence of technology, learning and economic vitality for the entire region. And, it's the home of Urbanova, a living laboratory to design cities for the future.

What's next for Spokane's University District? The possibilities are endless. And Avista is proud to continue to help shape that future.

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“Connectivity between Sprague and the campus has been the big deal for 20 years. People don’t realize how close those two pieces of property are, and once that bridge is up, I think people will walk across and see how incredibly important this link is.”

Dave Clack
*Quad Chair,
 Momentum 87*

especially in health care and energy technology.”

“This is the game plan for the City of Spokane,” he says. “It’s in our culture. You saw this spirit about 45 years ago with Expo, but, to me, this is a community effort that far surpasses even that. The University District is an economic driver that represents the future of key industries and education in Spokane.”

It would be an enormous understatement to say that

UNIVERSITY DISTRICT GATEWAY BRIDGE

DUE TO OPEN IN LESS THAN A YEAR, THE UNIVERSITY DISTRICT GATEWAY BRIDGE WILL PROVIDE PEDESTRIAN AND BICYCLE ACCESS ACROSS THE FENCED RAIL LINES BETWEEN THE CAMPUSES AND THE UNIVERSITY DISTRICT’S SOUTH SIDE. (SEE #6 ON THE INSIDE-COVER’S MAP)

Spokane’s leaders are united behind the University District. From university presidents to corporate CEOs, community leaders to senior elected officials, this has long been at the top of regional priorities, and those efforts are now paying off.

Well Under Way

If you haven’t been here lately, come see for yourself. The campuses are stunning. New commercial projects are emerging in all directions. The University District Gateway Bridge is under construction, linking the campuses to a resurgent Sprague Avenue. The intersection of Division and Main pulses with nightlife. The University District is *happening*.

It’s also bigger than you might imagine. When people think of the University District many tend to picture its campuses alone, with

leafy Gonzaga looking across the Spokane River to the more modern campus shared by Washington State University, Eastern Washington University, Whitworth University and Community Colleges of Spokane. However, these campuses are merely the core.

Nearly half of the District lies south, between the campuses and Interstate 90, and this is where much of the action is because this is where most of the District’s private, developable land is. The heart of the south University District is Sprague Avenue, which is undergoing a renaissance of its own thanks to focused city resources backed by federal block grant funds. Sprague, in turn, connects onward to the state’s second-largest hospital complex and the residential neighborhoods of Spokane’s South Hill.

The intersection of Sprague and Sherman is the bullseye for

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“If I was talking to someone looking to start a brewpub, I’d tell them to put it right at the landing of the iconic University District Gateway Bridge. When it’s done in 2018, that will be the connection point between the Ben Burr Trail, the Centennial Trail, the Central City Line, the University District, the Medical District and downtown.”

Ben Stuckart
Spokane City Council President; University District Board Member

activity in the University District's south side, where Avista Development will soon break ground on its Catalyst complex at the south end of the new University District Gateway Bridge.

Meanwhile, the central University District straddles the Centennial Trail bike-and-pedestrian pathway stretching westward 15 miles and eastward more than 40. And, opening in 2021, Spokane Transit Authority's Central City Line—a six-mile bus rapid-transit line traversing the heart of the University District—will connect west through the downtown core and east to Spokane Community College's Greene Street campus, providing faster, more spacious public transit through central Spokane, day and night.

The Headwaters

Although it can seem as if the University District just happened, Gonzaga University dates to 1887, and the decision to build the Riverpoint Campus complex came 100 years later in Spokane's Momentum 87 conferences between more than 100 business leaders and elected officials.

“We decided to capitalize on the concentration of medical facilities in Spokane, which included ramping up medical education,” says Dave Clack, one of Momentum 87's four co-chairs. “Technology was also part of our objective because we had a string of research-intensive Spokane companies being acquired and their research moving elsewhere.”

acres of old railyard to start a campus on the edge of downtown, and a series of scouting trips to learn how other cities combined multiple institutions in close proximity.

“In 2001, we found other U.S. campuses shared by two institutions, or even three in one case,” says University District board executive committee member and Past Chair Kim Pearman-Gillman, who led a trip of civic leaders and university presidents on a quest to find the best examples of collaborative urban-core educational partners aligning educational and research efforts to increase economic vitality.

“As far as we know, no other U.S. city has combined five universities plus community colleges in one place, but we made it work here thanks to the Spokane collaborative spirit,” she says.

That hard work and foresight prevailed. The Riverpoint Campus opened in 1994 with the first joint facility, then called SIRTI (Spokane Intercollegiate Research and Tech-

nology Institute), steadily attracting more institutions as its importance and momentum became clear. In 2002-03, community planners developed the University District Strategic Master Plan, which was adopted in 2004, officially naming the area “The University District”.

Now, with the continued expansion of Gonzaga and a more robust medical education focus for the campuses, the University District—and Spokane—are surging ahead faster than ever. ✕

The University District Development Association is the vision keeper of the District. To learn more about the District and the organization visit spokaneudistrict.org/about

“Our two medical schools, six higher ed institutions, rising research sector and architectural landmark bridge all send a clear message: Spokane stands for expertise and excellence.”

Kim Pearman-Gillman
Partner, McKinstry; University District Past-Chair



CENTENNIAL TRAIL PHOTO COURTESY OF GONZAGA UNIVERSITY

“I’ve never experienced a city that so embraces the university academic vision, and that so wants to partner with universities, giving them a voice in the city’s direction.”

Dr. Daryll DeWald
Chancellor, Washington State University Health Sciences Spokane; University District Board Member



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In the global race for talent, it pays to be where it's produced.

It also pays to *catch the best talent early.*

"This area is an incredible incubator for people," says online medical imaging company Nuvodia CEO Jon Copeland. "It's really hard to hire systems people in this hot market, but we recruit and develop many bright young people from all the schools in the U District."

Nuvodia is one of several fast-growing companies in the renovated riverfront 1907 Spokane & Inland Empire Railroad streetcar barn at the Hamilton Street Bridge, which exemplifies the kind of business interactions the University District makes possible.

"Here, there's lots of space to grow and you get to come along with other innovative companies and people," says Copeland. "This is McKinstry's building and innovation center. There's a

genetics company upstairs, a data integrity company down the hall, etailz over there, Gonzaga across the street. The networking opportunities are phenomenal. We have constant opportunities to meet with our neighbors without having to be formal about it."

Welcome to another business day in the University District, where the distance between

university research and business development can be as little as the width of a street or even a hallway, and where 12,000 of tomorrow's high-skilled workers are within arms reach.

As the knowledge economy transforms every industry, urban campuses are the engine of this new order, revitalizing their cities and business communities as never before. The advantages of proximity and partnerships with higher education are clear:

- Access to educated workers trained in best practices.
- R&D resources for businesses to develop new, innovative technologies and products.
- Access to potential customers and business partners, as well as to streams of government research funding and private investment.

Spokane's urban universities present tremendous opportunities to every business, whether they are local companies needing skilled employees, technology firms seeking specialized research, or hospitality businesses catering to faculty and students. Access to stimulating ideas, data



PHOTO COURTESY OF GONZAGA UNIVERSITY





PHOTO COURTESY OF AVISTA

and human capital is vital as we design healthier, safer and smarter cities of the future.

A Living Laboratory

Research here goes far beyond sterile labs alone. For example, University District streetlights have developed the senses of hearing, touch and smell.

“We are integrating the ‘Internet of Things’ into city infrastructure, solving urban challenges with interconnected data,” says utility technology and services company Itron’s Senior VP of Networked Solutions Sharelynn Moore. “Here, we test technologies and tools that can be used in other cities around the world.”

Itron is collaborating with energy utility Avista, Washington State University, the University District, the City of Spokane, and McKinstry in a remarkable partnership called Urbanova. Their first project is a network of smart and connected streetlights that incorporate sensors to capture data valuable to municipal utilities, private sector partners, and government; data on air quality, temperature, noise levels, motion detection and pole movement. Light levels also can be controlled remotely for safety, energy savings and ambience.

Urbanova Managing Director

“The data clearly show that as a community’s socioeconomic conditions improve, so does its health. Meaning that the University District’s ongoing development will improve not only Spokane’s living standards, but also its health and wellbeing.”

*Antony Chiang, CEO,
Empire Health Foundation*

Kim Zentz explains: “Spokane is one of hundreds of mid-sized cities in the U.S. that rarely have been studied for air pollution, yet we have severe problems as summer fire seasons grow worse. We have the brain power in the health sciences community to identify impacts and develop solutions. The data we are gathering is

already providing valuable insights into the links between air quality and health in our communities.”

What’s next? Possibly the great indoors. Urbanova is exploring ways to link outdoor networks to those inside a home or building. One such enterprise is Avista’s Shared Energy Economy project, which includes Itron, McKinstry,

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“Our studies indicate that health care and research can drive a nine percent increase in GDP and create 9,000 related jobs here by 2030. This, along with a more diversified economy and a higher-skilled workforce, is critical to Spokane’s regional prosperity.”

**Todd Mielke, CEO,
Greater Spokane Inc.,
University District Board
Member**

Washington Clean Energy Fund. The initiative will equip select University District buildings with rooftop solar and battery storage, studying ways to benefit both the energy customer and the grid, maximizing benefits from independently owned and operated energy assets.

“This puts Spokane on the stage to compete in the accelerating smart city sector, showcasing what is possible with smart city applications,” says Moore.

Smart Cities Enable Smart Health Care

Smart cities use networks, devices and software to solve

real-world problems faced by businesses and citizens alike.

Another leader excited about the implications of smart-city technology is Providence Health Care regional CEO Elaine Couture, who sees applications in medicine.

“The University District’s smart-city research may never replace heart transplants, but the work being done there will help improve public health, save healthcare costs and may well provide ways to use data to better care for people in other respects,” she says.

“I get really excited when I think about how to let elderly and disabled people have greater safety and quality of life with home monitoring systems that can tell

a caregiver or nurse when a loved one needs help, for example.”

Researchers in the colleges of medicine and engineering at WSU are teaming up to see whether the new University District Gateway Bridge and associated urban development can decrease the impacts of cars by reducing trips, while also increasing healthy physical activity. Along the way, they will assess air quality, lighting and traffic to improve neighborhood safety, health and aesthetics. The results will inform policy makers on effective practices to promote health.

It is hard to say what devices, services and solutions may spring from the collaborations between health care, research and the private sector in the University

District, but in the race to develop them, one thing is certain: Spokane is truly blazing new trails in collaborative smart-city solutions.

The Economist’s View

“If you have staying power, I think this is a good opportunity to get into business in the University District’s south side and maybe some other neighborhoods north and east,” says economist Patrick Jones, who heads Eastern Washington University’s Institute for Public Policy & Economic Analysis. “It depends on the business you’re in, of course, but if you’re in the apartment business you probably won’t have

to wait long to see success.”

He also sees opportunities for retail and services to serve the University District’s thousands of students and faculty, noting the escalating interest in the East Sprague area due to its available land and leasable space, as well as its improved infrastructure connections to the campus and downtown.

“Research both drives industry and is a powerful industry in its own right, which is already having some economic effect on Spokane payroll and jobs,” says Jones. “I think the more profound impact will come through intellectual discoveries leading to patents, and eventually to business startups. We’ve already seen a 53% rise in patents in the past decade,

WSU, Schweitzer Engineering Labs and others as partners, and which has received a \$3 million research grant this year from the

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although with a slight recent downturn in the trend. Once the medical schools and their connected programs get rolling, we expect to see those patents come out at a much faster rate." ✕

"The genesis of the University District was in the business community, not academia. This is an economic development project designed to take the fruits of higher ed into the commercial sector."

Patrick Jones
Executive Director,
Eastern Washington University Institute for
Public Policy & Economic Analysis

Contact us to learn more about jumping into the University District's welcoming waters. We are eager to provide all the information you need; on everything from business resources to transportation, historic preservation to smart-city technology.

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Itron is proud to be a founding partner of **Urbanova**, a smart city initiative bringing together leaders across Spokane to address urban challenges like energy and water usage, traffic, waste, health and citizen engagement. We are improving the lives of people who live and work here—and designing cities for the future.

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Meet a WSU Spokane Community Liaison

Veronica cultivates partnerships between our students, employees and the larger community to provide service-learning projects and volunteer opportunities that promote health and wealth in the neighborhoods where we live, learn and play. The Spokane River Cleanup in the fall is just one project where you will find Cougs in the Community volunteers.

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midstream in the knowledge economy

The University District's universities and colleges are leading the region into a more connected world where expertise is currency, collaboration is more than a catchphrase and one's education continues for decades.

Information and knowhow gather where it suits them, and that usually means somewhere in the global constellation of university-centered cities—in which Spokane's star is very clearly shining brighter because this city is now incredibly fortunate to boast five major universities, two medical schools, and top-notch community colleges.

The Race For Experts

Places now rise and fall on their ability to attract early-career professionals who can live anywhere they choose—and who tend to choose places they know, or think they might like, or that provide rich opportunities.

The University District both produces and attracts these people in a host of valuable disciplines: health care, life sciences, engineering, data management, accounting, education and law, to name a few.

To see what this means to Spokane, just consider the local

impacts of the healthcare and life sciences sectors alone.

As the need for medical care and innovation grows, the health professional shortage that plagues much of rural and small-city America is expected to worsen as waves of older doctors soon retire, and as rural areas contend with highly competitive cities for talent. Part of the regional solution is to bring medical students to Spokane for their schooling and then get them to stay—some in Spokane to bolster an already strong hospital sector, and others in neighboring counties and states with greater needs.

"I really see this university,

COMMUNITY UNFOLDS HERE



Zags are at their best when they are sharing knowledge and working hand-in-hand with others to achieve something greater. We thank our University District partners, the City of Spokane and organizations throughout the Inland Northwest for the opportunity to partner with you for the greater good.

unfold.gonzaga.edu



and especially its medical school, as the anchor for Spokane's healthcare industry as well as a hub connecting the city to the wider world, keeping us in the game with Seattle, Portland, the Bay Area and beyond," says Lisa Brown, former Chancellor at WSU Health Sciences Spokane.

In Spokane's University District, WSU's Elson S. Floyd School of Medicine—the Northwest's newest four-year medical school—has just welcomed its first class of 60 medical students, and the new Spokane Teaching Health Clinic will help keep them here.

"The teaching clinic's primary mission is to educate medical residents and expand their numbers, because doctors tend to stay where they complete their residency training," Brown says. "Right now, our state's residency slots are concentrated in the Puget Sound area, which is one of the key reasons why over half of the state's doctors are concentrated there as well."

The University of Washington School of Medicine (UWSOM), through its Regional Health Partnership with Gonzaga University, is a cornerstone for the region's growing healthcare industry; 120 first- and second-year medical students benefit from UWSOM's 45-year legacy of training students to work in rural communities throughout eastern Washington.

"We are excited about the University District bringing together a critical mass of students and faculty with shared interests," says UW's Darryl Potyk, M.D., the partnership's Chief of

Medical Education. "The potential for creativity in education and research is really exciting and we're glad to be a part of it."

In Spokane, these two medical schools are educating more future physicians than ever, while Gonzaga, EWU, Whitworth and Community Colleges of Spokane partner in training nurses, physical therapists and other important healthcare professionals.

The benefits to Spokane show up in both a richer supply of skilled healthcare workers to meet local needs, and in research discoveries that will create products and services Spokane can sell to the world.

Paddling Together

For many decades, Spokane has used the value of local teamwork to magnify the city's power in dealings with state and federal governments, and for gaining critical mass in large projects—which was how this became the smallest city to ever host a world's fair. That partnering skill now helps bring together the many parties involved in the University District.

"Coming from San Francisco, what amazes me about Spokane is its great spirit of collaboration," says Empire Health Foundation CEO Antony Chiang. "At Empire Health, we work with both UW and WSU to expand medical education in Spokane, increasing graduate degrees granted by

40% in just three years. It's collaboration everywhere we turn."

Empire Health also collaborates with Health Sciences & Services Authority of Spokane County (HSSA), which has been a leader in attracting researchers and healthcare entrepreneurs to the region. Together, their efforts have attracted federal funding

"We couldn't be more pleased with our decision to locate the Whitworth MBA program in the U District full-time. It is enriching to be in such a dynamic ecosystem of academic perspectives."

Sinéad Voorhees, MBA Director, Whitworth University

that creates health research jobs, advances new therapies and turns biomedical science into economic benefits.

Still another example is human resources specialists Associated Industries, whose Bright Promise Scholarship Program covers half the cost of recipients' studies in health sciences, business, technology and manufacturing, providing a win-win for local businesses, students and higher ed institutions. Students attend Community Colleges of Spokane campuses for their first two years towards a bachelor's degree, completing their studies at Eastern Washington University. By helping students stretch their tuition dollars, Associated Industries' member businesses reap the

benefits of better trained workers and improved economic growth.

To Gonzaga President Thayne McCulloh, all these joint endeavors are about making something bigger and better than any one institution can achieve alone.

"There is real value in the way the University District brings institutions together to cross-pollinate, with each institution playing a different part in the matrix," he says. "For example, Gonzaga partners in medical education with both UW and WSU, each in a different way, and those partnerships are just part of a much larger shared vision to expand health sciences in Spokane."

"From the beginning, the University District's leaders have made this an important priority,

combining the strengths of each higher education institution to create a stronger whole."

Education That Never Quits

"One of the key reasons I see a lot of people looking into the U District is tomorrow's workforce," says Spokane Mayor David Condon. "There's a growing expectation of certifications and increasing your educational level throughout your career—and of doing all this while you're employed, rather than leaving the workforce to study."

Continuing education is a growing global trend that is rapidly picking up speed in Spokane.

That is a big focus of Whitworth

University, the University District's newest arrival, which opened its School of Continuing Studies here in 2009. Whitworth has been serving the community from its North Spokane main campus since 1890, but university leaders anticipated an upward trend in continuing education and started offering evening and weekend classes, accelerated timelines, transfer-friendly credits, and combinations of in-class and online courses. The university's presence in the District has grown to about 200 students working towards master of business administration or undergraduate degrees in management and accounting, criminal justice administration, public service administration,



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social services or humanities.

Gonzaga, WSU, EWU and Community Colleges of Spokane also see increasing demand for continuing education, boosting their offerings of hybrid online/on-campus degree programs and certifications in numerous disciplines to suit the schedules of working students.

To businesses this is critical, both because it provides easy access to prospective employees with advanced skills, and because it gives present employees and leaders the means to improve their abilities.

Scouting The Waters

The University District's universi-

ties, medical schools, community colleges and community alliances have all made incredible headway over the past two decades.

The universities here are undeniably riding a very favorable current, and the wider District is thriving as this becomes *the* place to live, learn, work and play.

Opportunities abound. More housing, hospitality, shopping and entertainment businesses are already needed by the University District's thousands of students, faculty and staff—a number expected to soon reach 20,000—plus the family members and visitors they will bring. And businesses are only beginning to utilize the District's research assets, passionately curious students and expert professionals.

There has never been a more exciting time to jump aboard the University District, and the view ahead has never looked brighter. ✕

The University District features six superb educational institutions, each with special strengths and opportunities.

To connect with them visit: spokaneudistrict.org/campuses



SCENE: 247

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“The Spokane River is our community’s social, spiritual and well-being accelerator. Much of the University District’s success will be due to the way we embrace the river.”

*Jerry White,
Spokane Riverkeeper*



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DSP, UD BOARD

CHERYL KILDAY
VISIT SPOKANE

JERRY WHITE
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LISA BROWN
FORMER WSU CHANCELLOR,
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Why not work where you’d like to play?

Imagine working where after-hours entertainment can include riverside outdoor dining, kicking back with friends over a perfectly pulled coffee or beer, exploring West Main’s eclectic shops, or attending a world-class concert, lecture or basketball game.

A place where a lunch break can mean fly fishing for native redband trout, renting a paddleboard, cycling for miles on car-free black-top, or walking a wooded trail to the secret rendezvous of herons.

The University District is more than an exciting place to work and a profitable place to do business. It’s also a place to live and relax.

A River Moseys Through It

The stately-flowing beauty of this section of river led Father Cataldo to choose it 136 years ago as the site for Gonzaga. Now that the railyards and mills have come and gone,

the river’s tranquility has returned.

“Lake Arthur, by the river on the Gonzaga campus, is the only state-designated wetland on

“Over time I think the University District will be more transformative for Spokane than Expo 74, with more sustainable long-term benefits.”

*Lisa Brown, Former Chancellor,
WSU Health Sciences Spokane;
Former University District Board Member*

the Spokane River,” says Dr. Greg Gordon, Gonzaga Associate Professor of Environmental Studies.

“We’ve recently installed floating islands here to provide wildlife habitat and filter the water. Beavers and turtles have returned. Waterfowl are abundant. This offers research opportunities for biology and environmental sciences students, and it also makes for a great afternoon stroll.”

Instead of turning their backs on the river’s beauty, University District buildings face it, drawing sparkling water views into offices and classrooms, while sidewalks and pathways lead from building entries

to the riverside Centennial Trail and the water’s edge.

“We want to create lots of micro-access points where you can carry your own watercraft to the river,” says Spokane Riverkeeper Jerry White. “The U District is a great place to access and enjoy the river, with pleasant walking, liberal fishing rules, and with the new kayak and paddleboard rental center under the Division Street Bridge.”

“The more we give people opportunities to experience the river, the better experience they will have whether at work or in class,” he says.

Funky Town

Meanwhile, at the University District’s other end, just east of where the new University District Gateway Bridge will meet Sprague Avenue, an unpretentious row of restaurants, bars, stores and offices is evolving into something downright cool. Here in the Sprague Union District you’ll find some of Spokane’s

best Vietnamese cuisine, Russian groceries and hippest retailers. Revitalization is well underway here as the street is reconstructed into a better place to work, walk, shop and live. Sidewalks are wider, lighting is better, and neighborhood pride shows in hanging flower baskets and spruced up storefronts.

This summer the rebuilding was in the blocks east of Hamilton. Next, construction will be through the blocks west just past Division, linking with that street's similar revitalization efforts also guided by the University District's investment in Division Street upgrades.

All of which affects scores of businesses like boat dealer Trudeau's Marina, among the

oldest companies here, where owner Doug Trudeau is the latest of three generations of his family to run the business.

"My grandfather started this after World War Two, in 1948," he says.

"Our present building went up in the 1960s. The East Sprague rebuild may be painful short-term, but it should pay off well."

The Brewer's View

When Spokanites want to show off the city's hidden gems to visitors on a relaxing evening,

"The University District's development will be very good both for Spokane and for us, as we expect to see more prospective customers with high-paying jobs who will definitely, positively need boats!"

Doug Trudeau
General Manager, Trudeau's Marina

chances are they'll head for No-Li Brewery's spacious back patio, hoping to score sunset views from the riverbank Adirondack chairs.

Owner John Bryant is quick to point out that the view includes both the stylish new Iron Bridge office complex and its older neighbor across Trent Avenue, the

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"This is one of the most diverse, most welcoming neighborhoods in Spokane, and that's a beautiful thing," he says. "There's a meld of haves and have nots, but in Spokane we take care of people; we're friendly."

This eastern edge of the University District by Trent Avenue also makes great economic sense for the brewery.

"The U District is easy to get to, which helps business," he says. "Freeway access and parking are no problem, space is still pretty affordable. In just a few blocks I can walk onto the Gonzaga campus, across either of two bridges to the other colleges, or up Hamilton to shops and restaurants like Jack & Dan's. It's great."

Bryant named his flagship ale, "Born and Raised IPA", for people like him who grew up in Spokane and stayed here or returned. He sees the neighborhood's proliferating universities and medical schools, and the wealth they build here, as the means to get more locals to do just that.

Looking Downstream

Spokane now has a winning combination of universities and natural beauty in its central city. Yet what are those without cool, stimulating urban life? That is what the University District fosters; research and commerce, but also vibrancy and fun.



SPOKANE CITY COUNCIL PRESIDENT BEN STUCKART AND MAYOR DAVID CONDON, UNIVERSITY DISTRICT BOARD MEMBERS, AT NO-LI BREWHOUSE.

any city's economic development, attracting and retaining a critical mass of highly educated creative people through a rich mix of intellectual verve, commercial possibility, natural beauty, easy walkability and vibrant street life.

However, as we've seen

Work is well underway to make the University District an increasingly accessible central-city hub, where downtown connects with developing neighborhoods to the east, and where pedestrian linkages radiate in all directions.

This is the combination that urban economic theorist Richard Florida identifies as key to nearly

in other cities developing urban campuses and nearby neighborhoods, the cost of entry will likely soon rise. Opportunities will expand, but they will almost certainly evolve into more capital-intensive projects.

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The best time to jump into the University District was ten years ago

{The second-best time is now}

Hundreds of millions of private and public dollars have already changed the face of the District. Main Avenue is already the center of Spokane cool. Six universities and colleges now enroll 12,000 students here, and thousands more are on the way. Research dollars are growing. New developments are springing up. The University District Gateway Bridge will soon connect to reviving Sprague Avenue. But hurry. You'll never again see a better time to jump in.



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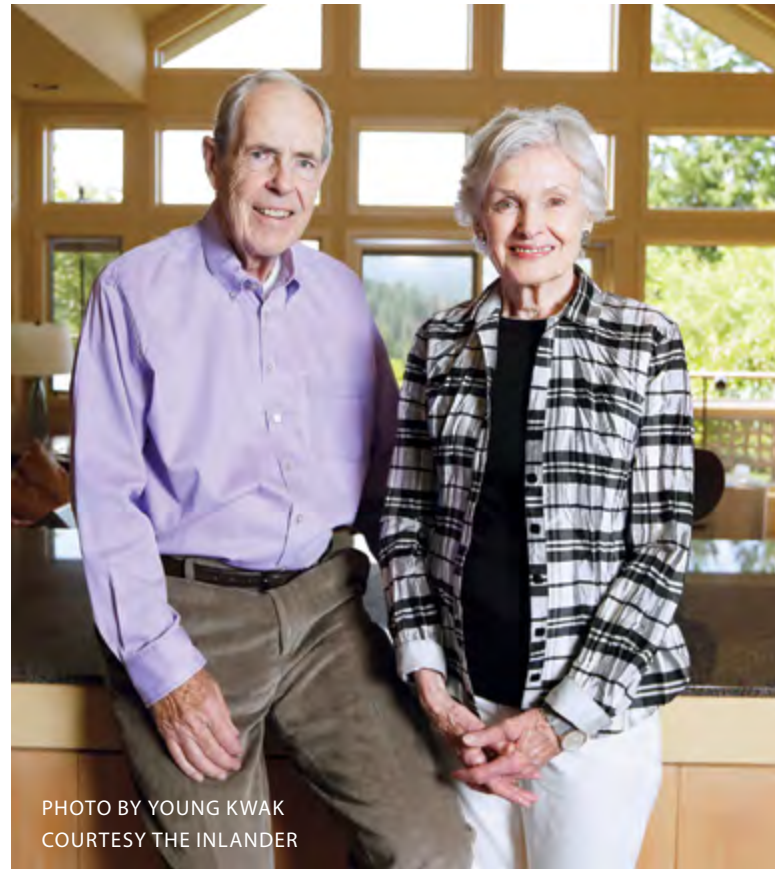


PHOTO BY YOUNG KWAK
COURTESY THE INLANDER

Thank you Dave and Mari Clack

We are proud to present Dave and Mari Clack with the first-ever **University District Impact Award**.

Dave helped drive Spokane's revitalization, leading the purchase of former railroad property to create a much-needed downtown site for public education, now a key focal area of today's University District. Mari has worked tirelessly to support students, medical education (including her efforts on WWAMI), the arts and greater opportunities for women and children.

It's hard to say enough about all that Dave and Mari have done for the University District and the greater Spokane area.

Thank you both!

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"Sports and recreation opportunities are everywhere in the U District. That brings real economic impact; first in visitor spending and second in quality of life, with richer opportunities for experiences—the sort of thing that keeps students here after graduation contributing to our economic vitality."

Eric Sawyer, CEO, Spokane Sports Commission

Credits

Art Direction, Design, Production:

Deanna Camp, Camp Creative

Writers/Editors:

David Camp, Camp Creative

Lars Gilberts, Executive Director,

University District Development Association

Alden Jones, Administrator,

University District Development Association

Photography:

J.P. Fuller, Community Colleges of Spokane

Special Thanks To:

- Keith and Cara Quien, FUN Unlimited (paddleboard and kayak rentals)
- Paul Fish, Mountain Gear (canoe rental)
- Mike Bookey, John Bryant, No-Li Brewery
- Jerry White, Jule Schultz, Bernt Goodson, Spokane Riverkeeper, Center For Justice
- Courtyard Marriott Hotel (parking)



Andrew Worlock, City of Spokane

We recommend you wear a personal flotation device at all times while on the water. No community leaders were harmed in the making of this magazine.



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KARL OTTERSTROM
UNIVERSITY DISTRICT BOARD CHAIR;
SPOKANE TRANSIT AUTHORITY

University District Board Members

"Just as it takes many hands to build a boat, hundreds of fantastic people have made the University District the incredible success that it is today. From Father Cataldo to Momentum 87 leaders such as Dave Clack, to two generations of University District board members, a whole host of hardworking visionaries have helped bring this remarkable place to life. They are the people who worked into nights without pay, who obtained funding and land, who courted railroads and won over political leaders at all levels.

"Thanks to all those helping hands, the University District's future is now amazingly bright; exciting not only for its academics, but also for its sense of place. This is somewhere to work, play, learn and live, and it will carry Spokane far into the future."

KARL OTTERSTROM
UNIVERSITY DISTRICT BOARD CHAIR;
PLANNING DIRECTOR, SPOKANE TRANSIT AUTHORITY

Special thanks to those who serve on the University District Development Association's committees and work groups. For a list of these wonderful individuals, see: spokaneudistrict.org/leadership-contributors

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*UD Executive Committee

don't miss the boat

"In this milestone year for the University District, let's take a moment to celebrate this amazing asset that will help Spokane thrive for many, many years to come. And let's thank those whose diligence brought us here.

"We are merely the latest stewards of a University District built through hard work from two generations of dedicated community leaders. That transformative effort is now paying off in two medical schools and six strong colleges and universities; in economic growth and new companies; in intellectual vitality and a renewal of our city's eastern center.

"We expect a return on the billion dollars the public has invested here, and you can now benefit as well. Whether you plan to advance medical science or technology, or you plan to open that boutique hotel or bakery you've been thinking about, there's never been a more exciting or rewarding time to be a part of Spokane's University District.

"We love our city. If you are growing to love Spokane or have loved it for years, this is your moment. Don't miss the boat."

BEN STUCKART

PRESIDENT, SPOKANE CITY COUNCIL
UNIVERSITY DISTRICT BOARD MEMBER

DAVID CONDON

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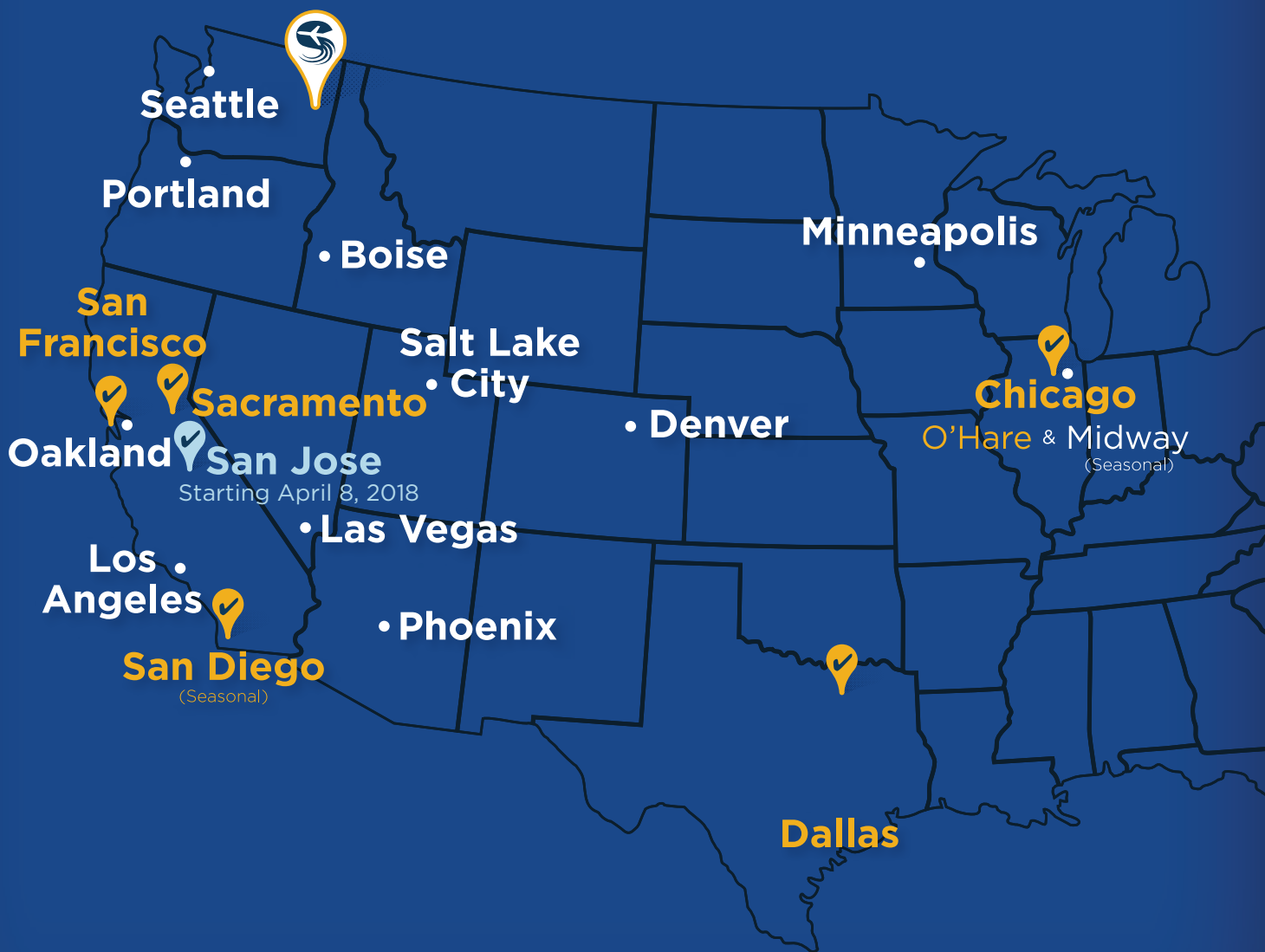




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