



FOR IMMEDIATE RELEASE  
Contact: Juliet Sinisterra  
w 509.456.0580  
juliets@downtownspokane.net

March 16, 2017  
SPOKANE, WA

## **DOWNTOWN SPOKANE PARTNERSHIP LAUNCHES SMART CITY PARTNERSHIP**

The Downtown Spokane Partnership (DSP) recently partnered with five local community partners around bringing a sophisticated household-level database that can support efforts around retail recruitment and business development for the downtown and the greater Spokane area. Buxton, based in Dallas, Texas gathers data from millions of customer transactions from around the country to determine the purchasing habits and lifestyle trends for identified geographic areas.

"It really is a smart city or information based approach to economic and urban development," says Mark Richard, President for the Downtown Spokane Partnership. "We are constantly looking for ways to help our existing businesses grow and support bringing new businesses into the downtown."

Buxton is the most comprehensive data collection software in the country around consumer spending habits. While the Buxton software tracks consumer spending, the software can also support other areas of economic development including; tourism spending, product research for inventory development, and market research around potential recreational uses and medical services.

Community partners consist of the City of Spokane Planning and Parks Departments, the Spokane Public Library, Visit Spokane, and Centennial Realty. In partnership with Buxton and the DSP, the Spokane Public Library plans to provide public trainings around the software for small businesses looking to expand or start-ups needing access to high quality market information. Buxton will be available to users at the Downtown Library's new, business support center Level Up. By providing access to Buxton, small businesses will have access to market data and information most cannot afford to collect.

"We are excited to bring this powerful tool to Spokane and look forward to seeing it used in a variety of ways by a variety of users. Boosting the strength of our business community will assist in filling empty storefronts throughout the downtown and the Spokane area, build a stronger economy," says Richard.

### **About Downtown Spokane**

*The DSP is a private, non-profit membership organization that serves as Spokane's central city advocate and service provider, dedicated to enhancing the quality and vitality of Downtown Spokane as the basis for a healthy region. For more information visit [www.downtownspokane.org](http://www.downtownspokane.org).*

*For more information about everything happening downtown throughout the holidays, including special events, display and light tours, and sales, visit the Downtown Spokane website at [www.downtownspokane.org/season-holidays.php](http://www.downtownspokane.org/season-holidays.php)*

###