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PRESS RELEASE

For Immediate Release
Saginaw Future Inc.
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Saginaw Future Launches Innovative Tool to Attract Business

[Saginaw Future Inc.](http://SaginawFutureInc.com) today launched Michigan's first comprehensive local business location website, SaginawValleySites.com, making access to powerful business information freely available online. The innovative website was built to attract new businesses and create jobs in Saginaw. SaginawValleySites.com includes a property database that features industrial, commercial, office and retail properties available in Saginaw County, Michigan.

"SaginawValleySites.com provides immediate access to critical business and development information needed to facilitate job growth in Saginaw," said JoAnn Crary, president of Saginaw Future Inc. "We're excited to be the first organization in Michigan to be using the innovative property tool."

At Saginaw Valley State University, Saginaw Future announced the launch of the site to a crowd of private and public sector leaders. Anatalio Ubalde, CEO and co-founder of GIS Planning Inc., which built the Saginaw site, spoke on the site's capabilities and promotional opportunities. GIS Planning Inc., is an award winning software developer that specializes in economic development. JoAnn Crary, president of Saginaw Future Inc., also gave a presentation on new incentive opportunities expected to spur growth in the Saginaw Valley and Michigan.

What SaginawValleySites.com Does

SaginawValleySites.com speeds up and simplifies the process of business attraction and site selection for expanding and relocating businesses. It does this by efficiently answering the main questions that businesses have when they are involved in the site selection analysis process.

These questions include:

- What buildings and land are available in our community?
- What are the market characteristics (demographics, workforce, spending)?
- What are the business synergies and opportunities in unique locations of our community?
- What are the unique geographic characteristics and advantages?

SaginawValleySites.com is a one-stop resource for Saginaw County property, increases community exposure and develops qualified leads. The site allows area commercial realtors, developers and municipalities to post their available sites for free thanks to a grant from the Arnold & Gertrude Boutell Memorial Fund administered by Citizens Bank Wealth Management. An AT&T Foundation grant is being used to market the site.

The importance of providing quality property and site selection information is critical because over ninety percent of the initial site selection screening is now done using the Internet.

MORE

SaginawValleySites.com strengthens the partnership between Saginaw and commercial real estate professionals. Saginaw County is promoting available properties and real estate professionals are assisting in attracting new and better jobs to the region.

"I'm enthusiastic about SaginawValleySites.com because it sends the right message to the corporate community. They're used to doing business online. If they are thinking of expanding or relocating jobs they will see that Saginaw County, Michigan is a progressive region," said Anatalio Ubalde, CEO and co-founder of GIS Planning.

How SaginawValleySites.com Works

At the heart of Saginawvalleysites.com is powerful GIS (Geographic Information System) technology called ZoomProspector developed by GIS Planning that makes this new Internet service more powerful than typical Web sites. The site utilizes Google mapping, which is integrated with data designed to efficiently display and analyze information. In the case of SaginawValleySites.com, visitors are able to rapidly tailor maps and reports to suit their needs and access data that would normally take weeks to collect and thousands of dollars to obtain from specialty data researchers.

For example, available properties can be viewed, along with size, use, cost, development incentives, and contact information. Corresponding demographic reports such as labor force, education levels, consumer spending, and age can be created. In addition, businesses are mapped by industry showing their distribution and concentrations throughout the area.

The free website is now available to the public at SaginawValleySites.com

Established in 1992, Saginaw Future Inc. (SFI) is a public-private alliance of local businesses, the County of Saginaw, City of Saginaw, 16 local municipalities and the Saginaw County Chamber of Commerce. SFI's strategic partners also include education, labor and government.

Since its beginning, SFI has remained dedicated to fostering quality job creation through expansion of local industry and attraction of new business projects to the community.

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