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Chapter 1

Welcome to the *Select Ontario* Site Selection Tool

Instructor's Note:

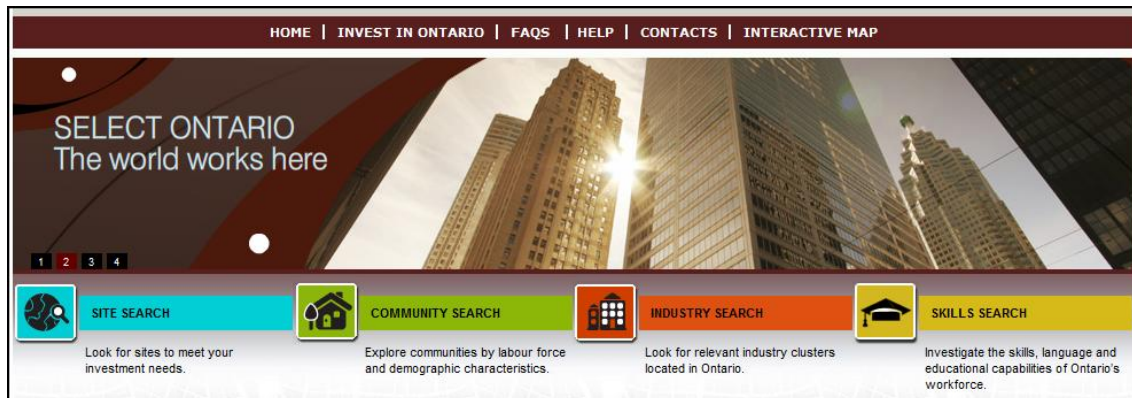
Allow 10 to 15 minutes for this chapter.

In this chapter, we'll cover:

- What is *Select Ontario*?
- How does it work?
- Getting started
- How this course is structured
- Contacts and additional resources

Your notes:

What is *Select Ontario*?



Select Ontario is The Ministry of Economic Development and Trade's (MEDT's) online mapping tool that you can use to explore investment opportunities in Ontario. *Select Ontario* provides access to information on over 500 communities, helping you to pick the right place with the right people and the right facilities for your business investment in Ontario.

How does it work?

Select Ontario uses geographical information systems (GIS) to showcase Ontario's investment potential. A GIS is a system that captures, analyzes, manages, and presents data that are linked to location. Through GIS technology, *Select Ontario* allows you to explore the map of Ontario, selecting areas of interest to you.

- Using the interactive map, you can learn more about available properties, community profiles, workforce skills, and business clusters to find the best location for your business.
- Once you select a particular area, you can learn more about it by viewing various data sources, including community profiles.
- *Select Ontario* integrates all this data into one application, so you can gather information in one place.
- Advanced features like the North American Market Base tool evaluate the drive time between the U.S. border and Ontario communities.
- All information available through *Select Ontario* is accessible through maps, graphs, charts, and reports that you can either view online or print.

Instructor's Note:

Comment on how *Select Ontario* supports gov't's "Open for Business" initiative:

- Streamlines government-to-business services.
- Promotes 500+ Ontario communities, both domestically and globally.
- Advances collaboration btw. gov't and data providers.

Getting started

Before beginning to use *Select Ontario*, let's review a couple of items regarding your use of the tool—the disclaimer, your system requirements, and what to do about system timeouts.

Select Ontario's Disclaimer

Whenever you access *Select Ontario*, you'll be asked to review and agree to the disclaimer. The disclaimer is important because while *Select Ontario* gathers information into one place, we cannot guarantee a consistent level of detail because the data is provided by outside sources.

Instructor's Note:

Emphasize that they have to accept the disclaimer and that MEDT is not responsible for the data.

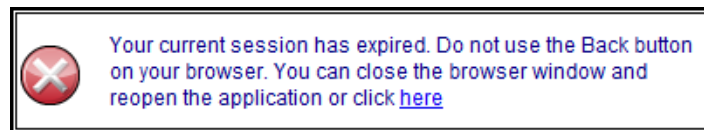
As you're using the tool, keep in mind that *Select Ontario* is an entry point, helping you to access information about Ontario's investment potential. The information provided is the responsibility of the data provider.

System requirements

Select Ontario is best viewed using Internet Explorer versions 7 or 8. Make sure you allow for pop-ups. You can set your pop-up options on Internet Explorer's Privacy tab, accessed by selecting Tools→Internet Options.

System timeout

After a specified time period, your session will time out, so be sure to take advantage of the print option to print any reports you want to keep. When your session expires, you'll see this message:



After your session times out, when you reopen the application you will need to agree to the disclaimer again.

System working

When you see this symbol, it means the system is processing your request:



How this course is structured

This course will teach you the basics of using *Select Ontario*, and walk you through the various searches. The instructor will demonstrate each search, and you'll also get a chance to practice each type of search on your own.

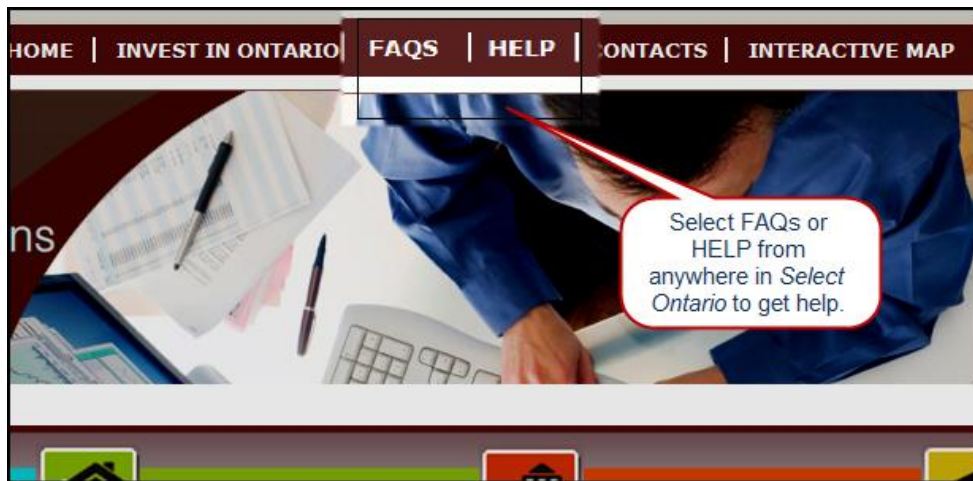
At the end of each search lesson, you'll find a "search at a glance" to use for quick reference, guiding you through doing searches as you become more familiar with the tool. There's also a space for you to record notes or hints about your own searches.

This course is intended as an introduction to the tool. As you use *Select Ontario*, keep in mind you can always access additional help online, and you can contact us with your questions and feedback.

Additional resources and contacts

At any time when you're using the tool, you can access both FAQs and online help.

Opening up the help provides you with access to tutorials to refresh your memory about how to use *Select Ontario*, as well as an online guide with detailed instructions about how to navigate through the tool and perform searches.



Select Ontario contacts and support

Tania Cassin, *Select Ontario* Instructor

GIS Policy Analyst, Marketing Branch

T: 416-326-7119

E: tania.cassin@ontario.ca

General Support

T: 1-800-819-8701

E: siteselection@ontario.ca

For international support, select **Contacts** from anywhere in *Select Ontario*.

Ministry contacts

Simonida Simonovic, Manager, Business and Marketing Information

International Trade and Marketing Division

T: 416-212-7087

E: simonida.simonovic@ontario.ca

Ilka Elisabeth Güttler, GIS Policy Analyst, Marketing Branch

T: 416-212-7976

E: Ilka.guttler@ontario.ca

Chapter 2

Getting Acquainted with *Select Ontario*

Instructor's Note:

Allow 15 minutes for this chapter.

Throughout the chapter, illustrate functions by doing them with the tool, i.e., accessing the site, pointing out items on the home page, etc.

In this chapter, we'll acquaint you with *Select Ontario*, including how to access it, how to navigate, and how to use the various buttons and tools.

- Accessing *Select Ontario*
- The *Select Ontario* home page
- The main search buttons and types of searches
- Navigating the maps
- Using the map features

Your notes:

Accessing *Select Ontario*

You can access *Select Ontario* through MEDT's website, or directly through Invest in Ontario's website.

From MEDT's website

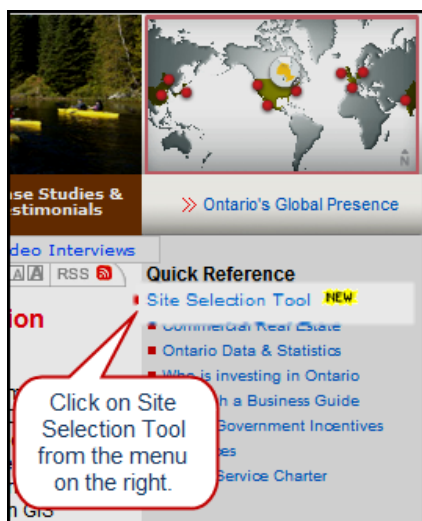
Type www.ontario.ca/economy to access MEDT's website. Select **Invest in Ontario** from the menu on the left.



This selection will take you to Invest in Ontario's home page, where you can activate the **Site Selection Tool** (see the instructions for accessing *Select Ontario* from Invest in Ontario's website, below).

From Invest in Ontario's website

Go to <http://www.investinontario.com> and click on **Site Selection Tool** from the menu on the right.



You can also type **www.ontario.ca/siteselection** in your browser to go directly to *Select Ontario*. It's a good idea to bookmark the site if you're going to be using the tool frequently.

Select Ontario's home page

The first thing you'll see once you select the site selection tool is the disclaimer agreement. Remember, you must accept it to proceed to *Select Ontario*:



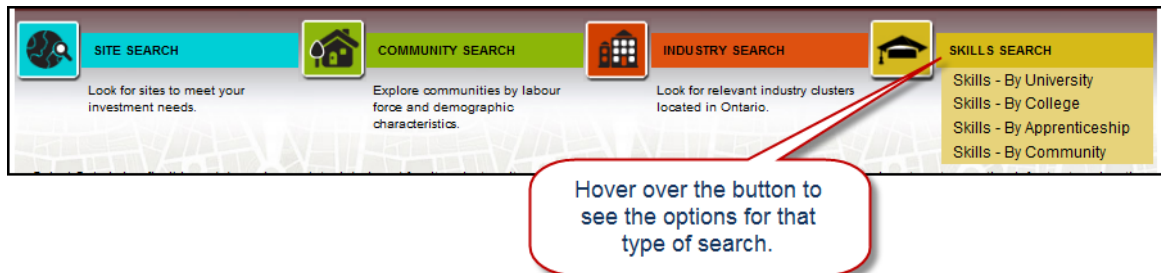
Then, you'll be taken directly to the home page, from where you can specify a type of search, or go directly to the interactive map.







Note: Make sure you enable pop-ups to take full advantage of the tool.

The search buttons

There are four search buttons that allow you to search by site, by community, by industry, or by the type of skills you need to support your business. When you hover over a search button, you can see the options for that particular search:



Types of searches

Search	Description
 SITE SEARCH	<p>Search for a site based on specific property criteria such as price, industry type, and proximity to highways, airports, and railways. You can search for industrial, business, commercial, agricultural, and investment properties, as well as vacant lands.</p> <p>Available reports: Property details and community profiles.</p>
 COMMUNITY SEARCH	<p>Search for an ideal community to locate your business based on location, population, unemployment rate, demographics, and labour force statistics. Over 500 Ontario communities are profiled. If you already know the community you're interested in, you can also search by community name.</p> <p>Available reports: Workforce statistics and community profiles, specifically on businesses and skill level.</p>
 INDUSTRY SEARCH	<p>Locate businesses by NAICS or SIC code, international standards that use a coding system to describe the types of services or products business provide. Through industry search, you can locate hundreds of existing Ontario industry clusters.</p> <p>Available reports: Industry Sector and community profiles.</p>
 SKILLS SEARCH	<p>Locate schools that train students in a particular field or skill relevant to your business. You can search for skills taught in university, college, or apprenticeship programs. You can also explore education levels by community.</p> <p>Available reports: Institutional Skills and community profiles, and a link to the school's web site.</p>

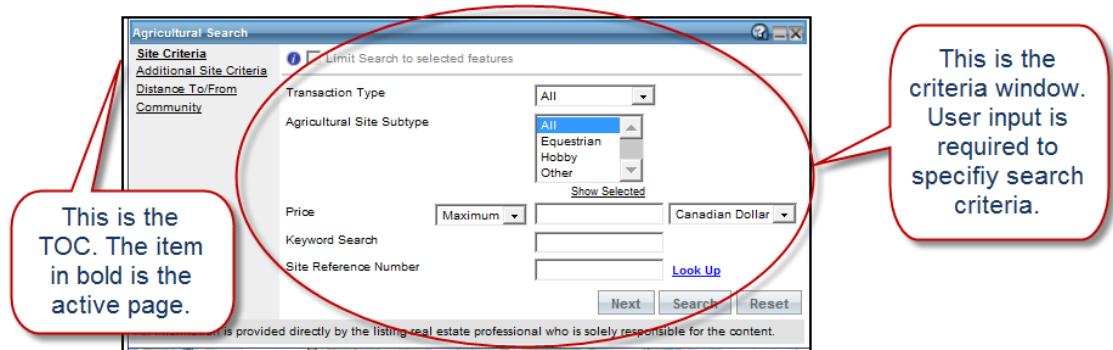
Entering search criteria

Instructor's Note:

Have students highlight the line "At a minimum, you must define..." at the end of the first paragraph.

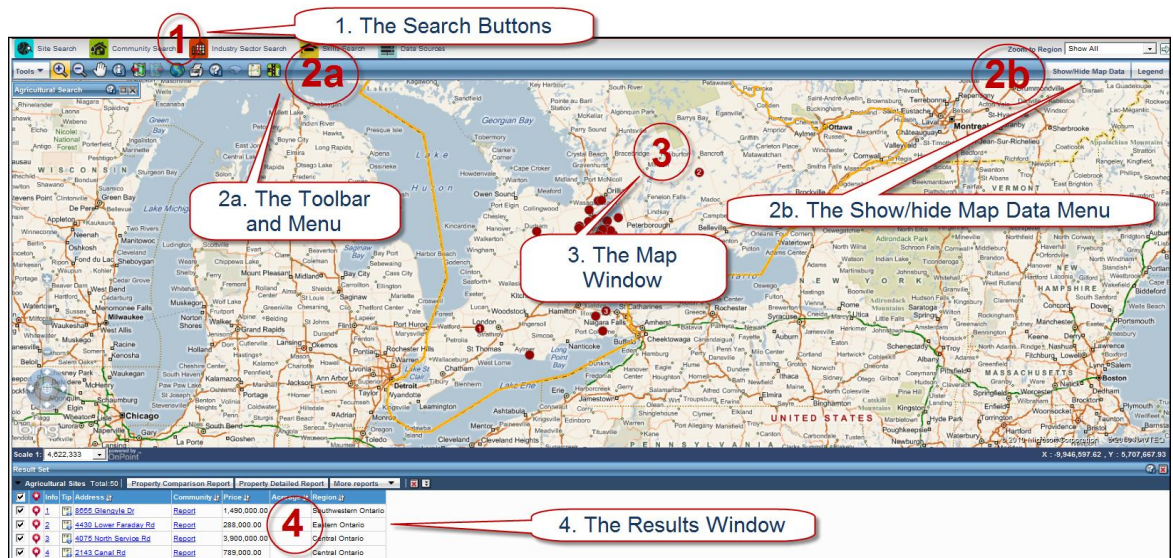
When you hover over a search button, you can select the type of search you'd like to do, from the list of options (e.g., Agricultural Search). Once you make your selection, the main search window opens. Now you can define your search criteria. At a minimum, you must define one option in the search criteria.

If there are multiple pages of criteria, a table of contents showing all your options is displayed in the top left corner, as in the example below. The item in bold is the page that is currently open.



Navigating the maps

Once you define your search criteria, you can explore your findings on the interactive map. Before starting to do searches, let's get acquainted with the maps and the tools you can use to help navigate them.

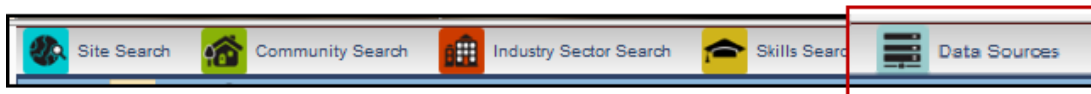


There are four main parts to the map:

1. The search buttons
2. The map tools
 - a. The toolbar and menu
 - b. The show/hide map data menu
3. The map window
4. The results window

Using the search buttons

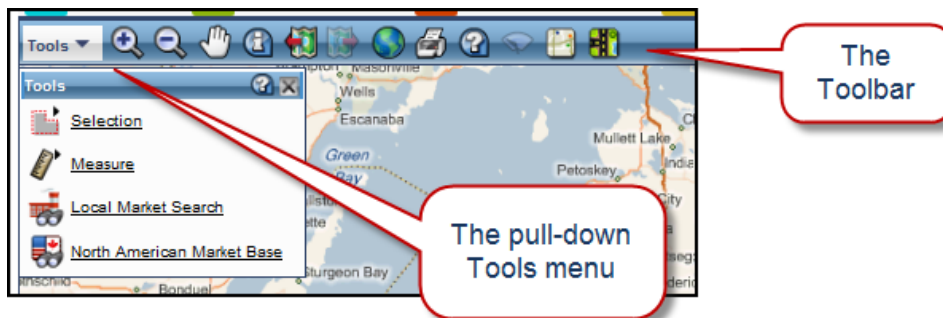
We've described the search buttons earlier, as they appear on the Home page. You can also access them from the map to change your type of search without going back to the Home page. Once you are on the map, a new button is available—Data Sources.



This button allows you to view more information (the metadata) about the data sources, such as how recent the information is and who provided it.

Using the map tools

The **toolbar** provides you with standard ways to navigate and view information on a map. You can mouse over each tool icon to see what it's for. The pull-down **tools menu** provides additional ways for you to perform tasks on the map.



Using the toolbar

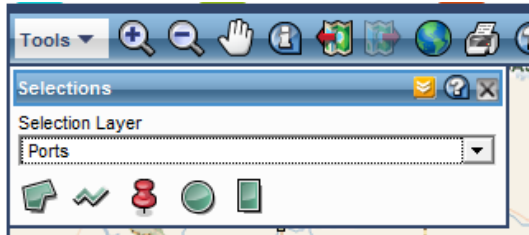
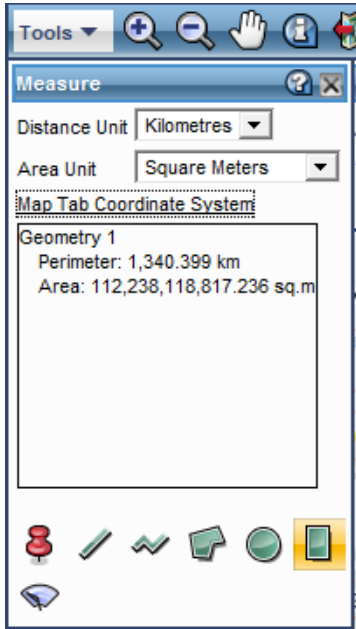
The Toolbar has tools you can use to interact with the map, navigate, and call up information about certain features.

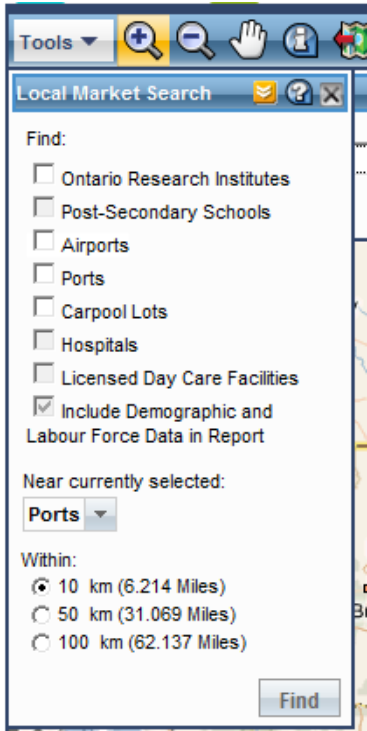
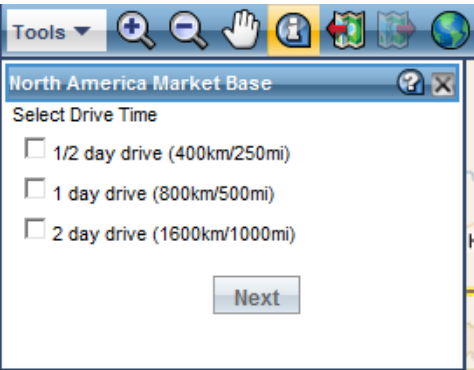
Instructor's Note:

Click on each tool, illustrating what it does.

Using the tools menu

Let's take a closer look at the tools menu:

Item	Description
	<p>The Selection tool allows you to interactively select data on the map. You can draw a shape on the map to find the kinds of data features in a certain area.</p> <p>Choose one of the shape options to define your selection area.</p>
	<p>The Measure tool allows you to measure an area on the map.</p> <p>Choose one of the shape options to define your measurement area.</p>

Item	Description
	<p>The Local Market Search tool allows you to explore nearby features, services, and statistics based on an initial search.</p> <p>Note: To use this tool, you must already have done a search using the Selection tool, or have specified an area using the Measure tool.</p>
	<p>The North America Market Base tool allows you to evaluate the drive time between the U.S. border and Ontario communities. You can select 1/2 day, 1 day, or 2 days drive time.</p>

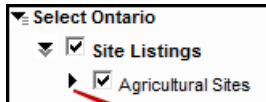
Practice: Using the map tools

- Use the Selection Tool to find Ontario businesses in an area of interest.
- Then, use the identify tool to learn more about the results shown on the map.
- Switch between aerial and road view.

Tip: Expanding and collapsing lists



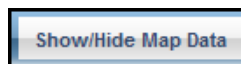
As you show and hide data, you'll need to expand and collapse lists. Here's how they work:



Arrows expand and collapse lists. An arrow pointing to the right indicates a list can be expanded further. To expand it, click the arrow. An arrow pointing down indicates a list is fully expanded. To collapse it, click the arrow again.

Showing/hiding map data

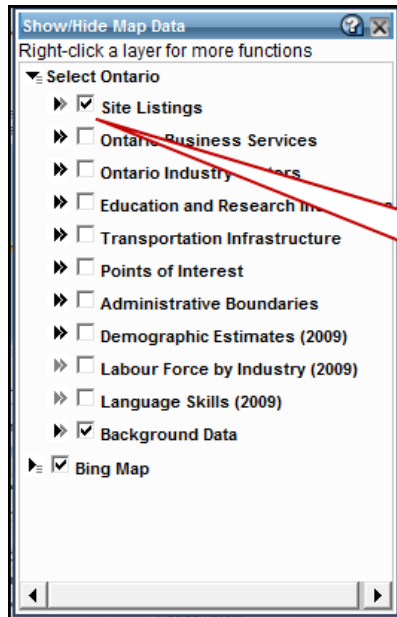
Map features can be turned on and off to reduce clutter and let you view only those areas or features that interest you. You do this by using the Show/Hide button located on the far right side of the screen.



First, let's explore how map data is organized. Map data is organized into data themes such as Site Listings, Ontario Business Sectors, and Ontario Industry Sectors. Each theme contains **data items** that break down the data theme further. For example, under the data theme "Site Listings" you can select the data items "business sites" and "commercial sites" to specify your particular items of interest within that theme.

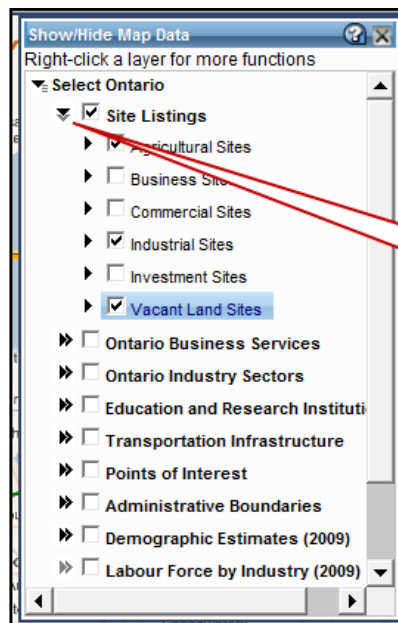
Here's how to show and hide data on the map:

1. Use the Zoom-in tool to define an area of interest on the map.
5. Select Show/Hide Map Data.
6. Select the data you'd like to see, selecting the data theme first.



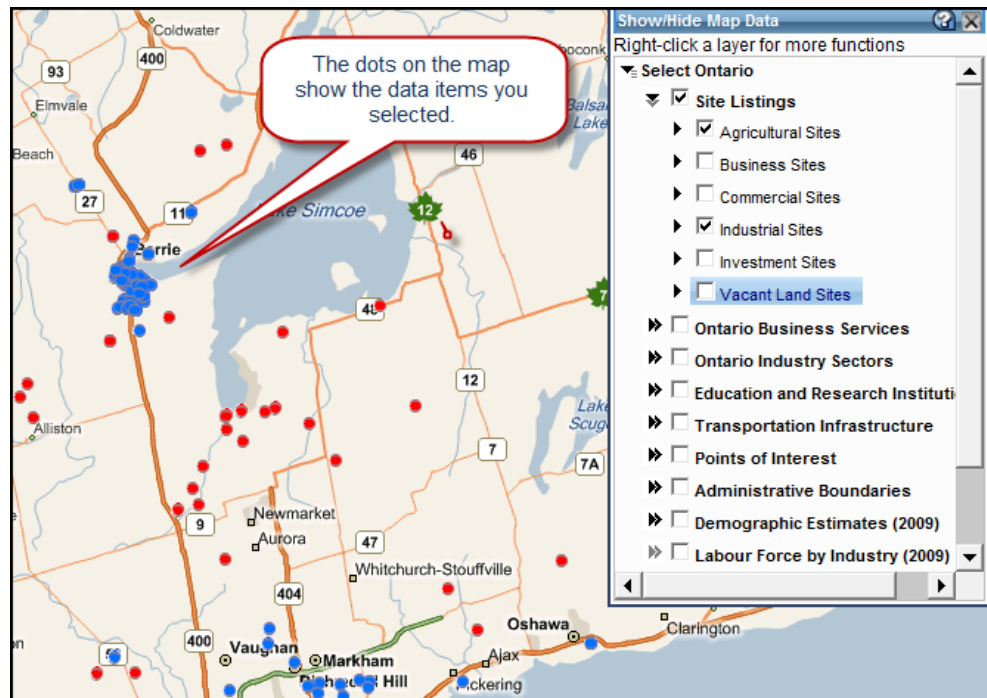
Click in a check box to select a data theme. If some things in the list are greyed out, you need to zoom in more to see them.

7. Expand the theme, then select the data items you want to see.



Click this arrow to expand the data theme, then check the data items you want to see.

Based on your selections, the map displays your results.

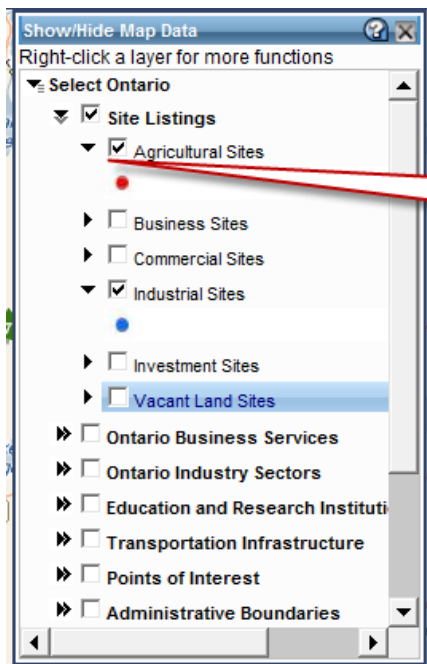


You can select as many data themes as you'd like, and you can continue to select different areas on the map as you show/hide data

Tip: Understanding map symbols



To see what the symbols on the map mean, click the arrow beside the item in the list:



Click the arrow beside the data item to see the symbols used to represent it on the map.

Alternatively, you can select the **Legend** button to see an explanation of symbols currently displayed on the map:



You can also see what the symbols mean by selecting the legend button.

Practice: Using the map viewer

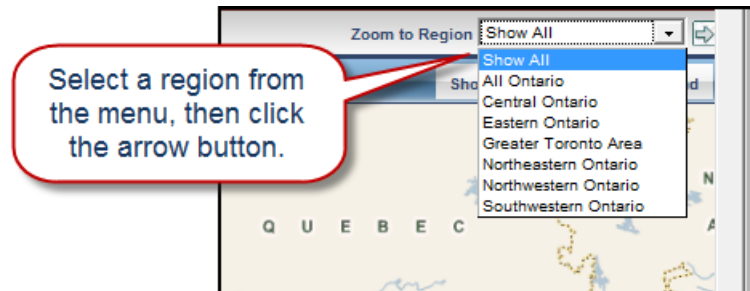
- Pick an area on the map and from the Show/Hide Map Data, select a theme that interests you.
- Within the data theme, select the data items you'd like to see.
- Use the legend to see what the symbols mean.

Zooming and magnifying

On the interactive map, you can zoom to specific areas (other than using the Zoom-in tool) and you can also increase or decrease magnification.

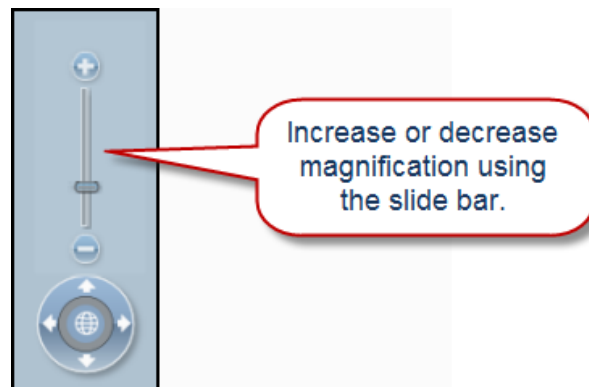
Zooming to a specific region

You can zoom to a specific region by selecting it from the drop down menu on the far right of the screen.



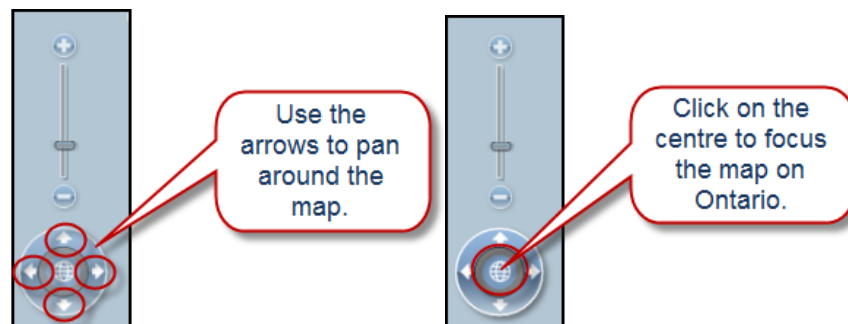
Increasing or decreasing magnification

You can increase or decrease magnification using the Slider Bar. The Slider Bar magnifies the entire map, as opposed to the zoom tools which zoom in or out on a specific area.



Moving across the map

An alternative to using the pan tool is to click on the compass arrows to pan across the map. The globe at the centre takes you back to a view of Ontario.



Chapter 3

Viewing your Search Results

Reports are a critical part of *Select Ontario*. They provide you with valuable information about areas you may be interested in. In this chapter, we'll show you how to access and navigate through your reports.

We'll cover:

- The results window
- Linking results to the map
- Sorting results
- Viewing and printing reports

Your notes:

Instructor's Note:

Allow 15 minutes for this chapter.

Instructor's Note:

Remind students that results may show different levels of data because *Select Ontario* relies on third parties to provide data.

The results window

The results window shows the results of your searches. You may have to scroll down to see your results below the map.

The map automatically centres on your results' locations, with numbers corresponding to those in the results window.

Your results appear below the map.

Click the links within the results to access websites and reports, such as community or site reports. They will open in a new window.

If there are additional pages of results, click here to view the other pages.

Info	Institution Name	Campus	Website	Community Report	Region
1	Conestoga College Ins of T&AL	MAIN	http://www.conestogac.on.ca/	Community Report	Central Ontario
2	Conestoga College - Cambridge Campus	SAT	http://www.conestogac.on.ca/	Community Report	Central Ontario
3	Conestoga College - Guelph Campus	SAT	http://www.conestogac.on.ca/	Community Report	Central Ontario
4	Conestoga College - Waterloo Campus	SAT	http://www.conestogac.on.ca/	Community Report	Central Ontario
5	Durham College - Port Hope Campus	SAT	http://www.durhamcollege.ca/	Community Report	Central Ontario

1 2 3 4 5 6 (Total 6 Pages)

Info	Tip	Address	Community	Price	Acreage	Region
1	LT 22 CORNELL LANE	Report		5.25	1-4.9	Central Ontario
2	1365 COLBORNE ST.	Report		2,000.00	1-4.9	Central Ontario
3	#5 - 23 CRAIG ST.	Report		4.5	1-4.9	Central Ontario
4	444 ELGIN ST.	Report		4.00	1-4.9	Central Ontario
5	200 Saunders Road	Report		1,200,000.00	1.14	Central Ontario

Hold your cursor over a numbered result on the map to see a site snapshot:



Linking results to the map

You can select an item from your results and see it on the map by clicking on this icon:



This icon means the item is linked to the result on the map. Clicking the icon displays a short description of the item on the map.

Click this icon to see a pop-up description on the map. The number in the list corresponds to the number in the results.

Name: Conestoga College Ins of T&AL
Campus: MAIN
Phone: (519) 748-5220
Website: <http://www.conestogac.on.ca/>

Scale 1: 2,311,166

Result Set

Post-Secondary Schools Total: 28 | Institution Skills Report

	Institution Name	Campus	Website	Community	Region
1	Conestoga College Ins of T&AL	MAIN	http://www.conestogac.on.ca/	Community Report	Central Ontario
4	Conestoga College - Cambridge Campus	SAT	http://www.conestogac.on.ca/	Community Report	Central Ontario
3	Conestoga College - Guelph Campus	SAT	http://www.conestogac.on.ca/	Community Report	Central Ontario
4	Conestoga College - Waterloo Campus	SAT	http://www.conestogac.on.ca/	Community Report	Central Ontario
5	Durham College - Port Hope Campus	SAT	http://www.durhamcollege.ca/	Community Report	Central Ontario

1 2 3 4 5 6 (Total 6 Pages)

To get even more information, click the number beside the icon. A window pops up with more details about your selection. You can also access reports from this pop-up window.

Click the number to display more information.

More Information

Attribute Details For: Post-Secondary Schools

Select Reports: Institution Skills Report View

1 feature(s) found. Displaying 1 to 1

Attribute	Value
Institution Name	Conestoga College Ins of T&AL
Campus	MAIN
Address	299 Doon Valley Drive
City	Kitchener
Province	ON
Postal Code	N2G4M4
Phone	(519) 748-5220
Website	http://www.conestogac.on.ca/


Reports Print

Result Set

Post-Secondary Schools Total: 28 Institution Skills Report

Info	Institution Name	Campus	Website	Community
1	Conestoga College Ins of T&AL	MAIN	http://www.conestogac.on.ca/	Community Report
2	Conestoga College - Cambridge Campus	SAT	http://www.conestogac.on.ca/	Community Report
3	Conestoga College - Guelph Campus	SAT	http://www.conestogac.on.ca/	Community Report

Sorting results

You can sort your results----to see them in a different order than the way they are initially displayed.

Commercial Sites Total: 17						
Property Comparison Report				Property Detailed Report		
Info	Ty	Address	Community	Price	Acreage	Region
1		#115 - 207 QUEENS QUAY WEST	Report	419,900.00	0-99	Greater Toronto Area
4		1596 EGLINTON AVENUE	Report	3,000.00		Greater Toronto Area
7		55 UNIVERSITY AVENUE	Report	199,000.00		Greater Toronto Area
8		121 KING STREET W	Report	159,000.00		Greater Toronto Area
15		#E4 - 100 RATHBURN ROAD W	Report	89,000.00		Greater Toronto Area

You can sort your results by clicking on the category name (e.g. Address) beside the arrows.

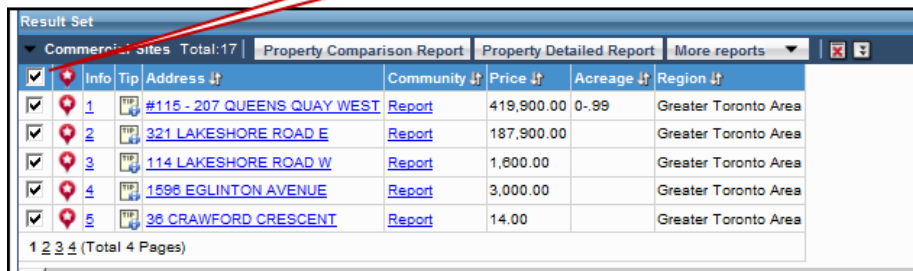
This arrow indicates this is the group you have just sorted.

Viewing reports

The results window is your access to reports; it itemizes your findings and allows you to access, view, and print reports.

The maximum number of records you can include in a report is 10. When your search returns more than 10 results, a best practice is to unselect all results, then select up to 10 individual records that you'd like to include in your report.

Click in the top check box to clear all results, then in the check boxes below, select only those you want to see results for.

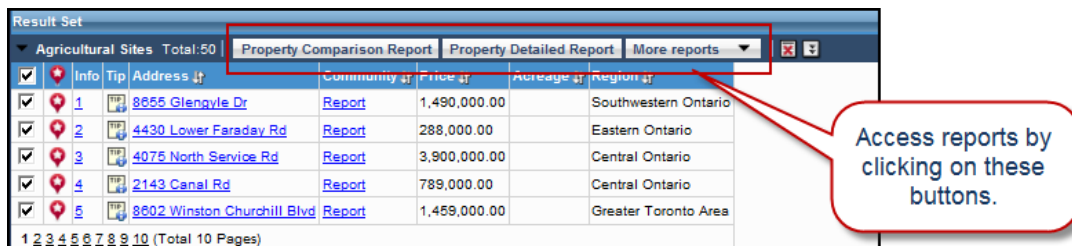


Result Set							
Commercial Sites Total: 17		Property Comparison Report		Property Detailed Report		More reports	
<input checked="" type="checkbox"/>	Info	Tip	Address	Community	Price	Acreage	Region
<input checked="" type="checkbox"/>	1		#115 - 207 QUEENS QUAY WEST	Report	419,900.00	0-99	Greater Toronto Area
<input checked="" type="checkbox"/>	2		321 LAKESHORE ROAD E	Report	187,900.00		Greater Toronto Area
<input checked="" type="checkbox"/>	3		114 LAKESHORE ROAD W	Report	1,600.00		Greater Toronto Area
<input checked="" type="checkbox"/>	4		1596 EGLINTON AVENUE	Report	3,000.00		Greater Toronto Area
<input checked="" type="checkbox"/>	5		36 CRAWFORD CRESCENT	Report	14.00		Greater Toronto Area

1 2 3 4 (Total 4 Pages)

Accessing reports

You can access reports by clicking on the buttons at the top of the results window. (The buttons are based on the type of search.) You can also access complementary reports by clicking the links in the results window.



Result Set							
Agricultural Sites Total: 50		Property Comparison Report		Property Detailed Report		More reports	
<input checked="" type="checkbox"/>	Info	Tip	Address	Community	Price	Acreage	Region
<input checked="" type="checkbox"/>	1		8655 Glenvale Dr	Report	1,490,000.00		Southwestern Ontario
<input checked="" type="checkbox"/>	2		4430 Lower Faraday Rd	Report	288,000.00		Eastern Ontario
<input checked="" type="checkbox"/>	3		4075 North Service Rd	Report	3,900,000.00		Central Ontario
<input checked="" type="checkbox"/>	4		2143 Canal Rd	Report	789,000.00		Central Ontario
<input checked="" type="checkbox"/>	5		8602 Winston Churchill Blvd	Report	1,459,000.00		Greater Toronto Area

1 2 3 4 5 6 7 8 9 10 (Total 10 Pages)

Access reports by clicking on these buttons.

Paging through a report

Once you've selected a report, it opens in a new window. Here's what a typical report looks like:

Click the printer icon to print the report.

The plus sign indicates there are more pages in the report.

Use these arrows to navigate through the report. Click on the last arrow to jump to the end, which will then allow you to see how many pages in total are in the report.

ONTARIO CANADA

SITE DETAILED REPORT - Site 1 30-Sep-2010

**LT 22 CORNELL LANE
BRANTFORD, ON N3V 1G1**

Reference Number: BRAN502978
Nearest Intersection: ZATONSKI AVENUE

General Property Characteristics:

Transaction Type:	For Lease Only
Property Type:	Industrial
Property Size:	2 - 3.99 Acres
Lot Size:	1.59 ACRES
Price:	CDN \$5.25
Wheel Chair Accessible:	No
Age:	N/A
Land Use Zoning:	M-2

Listing Firm:

EDWARD WARD-GRIFFIN
EXECUTIVE REALTY BRANTFORD INC.
BRANTFORD, ON N3R 7K8

Phone: (519) 756-8111
Fax: (519) 756-9012
Email: N/A
Web: N/A

Remarks:

DESIGN BUILD LEASING OPPORTUNITY IDEAL FOR FREESTANDING INDUSTRIAL BUILDING OR MULTI TENANT BUILDING. OPTION TO PURCHASE POSSIBLE. PRIME LOCATION IN BRANTFORD'S NORTH WEST INDUSTRIAL AREA. CONTACT L.S. FOR FULL DETAILS. OFFERS IRREVOCABLE 2 DAYS. FLEXIBLE

Ministry of Economic Development and Trade: Web: <http://www.investinontario.com>
/contactus | Email: info@investinontario.com

© QUEENS PRINTER FOR ONTARIO

1 / 1+

If you've generated reports for several sites, they will be combined into one report. As you page through, the report title will change, showing you which site you are currently on.

SITE DETAILED REPORT Site 2 08-Sep-2010

#115 - 207 QUEENS QUAY WEST
TORONTO, ON M5J 1A7

Reference Number: BRAN600653
Nearest Intersection: YOUNGE/QUEENS QUAY

General Property Characteristics:

Transaction Type:	For Sublease
Property Type:	Commercial
Property Size:	.5 or Less
Lot Size:	N/A
Price:	CDN \$419,900.00
Wheel Chair Accessible:	N/A
Age:	N/A
Land Use Zoning:	COMM

Listing Firm:

AJAY KAUSHIK
EXECUTIVE REALTY BRANTFORD INC.
BRANTFORD, ON N3R 7K8

Phone: (519) 756-8111
Fax: (519) 756-9012
Email: N/A
Web: N/A

As you page through the report, watch the report title so you know when you reach the report for the next site.

Printing reports

Once you select a report, you can quickly and easily print it for future reference. Print the report by clicking on the printer icon in the top left corner of the report.

Make sure you print any maps and reports you want to keep in case your session expires.

Chapter 4

Conducting Searches

Instructor's Note:

This is the bulk of the course. Time estimates are:

Site search – 20 min
Community – 15 min
Industry – 15 min
Skills – 10 to 15 min

Now that we've learned how to navigate around *Select Ontario*, we're ready to start doing searches. *Select Ontario* helps you to find locations or sites based on your search criteria.

The locations that match your criteria are displayed on the interactive map, and more detailed information is available in reports which appear in the results window.

We'll cover the four types of searches:

- Site search
- Community search
- Industry search
- Skills search

Each section takes you through how to do a search, based on a scenario. At the end of each section, there's a "search at a glance" for you to use for quick reference and to record any notes about your searches.

Getting started

- Allow for pop-ups in your web browser.
- Sessions are time limited so remember to print any maps and reports that you want to keep as soon as they are generated.
- Remember that search results will have different levels of detail, depending on the third-party source that provides the data. Click the **Data Source** button to learn more about the information.

Your notes:



Conducting a Site Search

Site searches allow you to find investment properties available to purchase, lease or sublease, according to the criteria you enter. You can search based on the property type you are interested in: industrial, commercial, investment, agriculture, vacant land, or business.

All site searches follow the same basic pattern. Using the four linked pages, you can enter as much information as you need. You must enter at least one criterion.

Instructor's Note:

Allow 20 minutes for site search.

Instructor's Note:

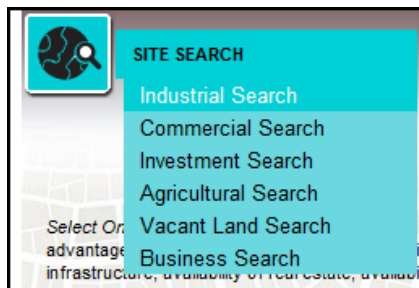
Have students highlight the line "You must enter at least one criterion" to draw their attention to it.

Scenario

You are expanding your medical devices business into Canada and need to find a property in central Ontario where you can manufacture and store your product, for shipping throughout Canada.

Entering your search criteria

1. Start by choosing a property type from the drop down menu. In this case, we'll do an Industrial Search.



2. The first step is to define the search criteria. Note the table of contents in the upper left corner. We'll start with the site criteria page, which is bolded to indicate it is the page you are currently on.



Instructor's Note:

Explain other criteria as required. The idea is to enter as much criteria as required to narrow down search, yet return results.

- Additional site criteria lets you include property infrastructure details, e.g., ceiling height, sewer type, water supply, etc.
- Distance to/From page lets you select proximity to key access points such as the US Border
- Community page lets you limit search to certain parts of Ontario by selecting a region and a community within the region. Select multiple regions by holding down Ctrl key.

3. Select your preferred transaction type, including properties for sale or for lease. If you're unsure, select **All**. Then, select the Industrial Subtype. For our search, select **Manufacturing Warehouse** as the Industrial Subtype.
4. Select **Additional Site Criteria** in the table of contents to enter any additional information you need to narrow down your search. You can also navigate among the criteria pages by clicking the **Next** or **Previous** buttons at the bottom of the window.

Note: To clear search criteria at any time, click **Reset**.

5. Enter any additional site criteria as required. For our search, go to the Community page and select **Central Ontario**, all communities.

The screenshot shows the 'Industrial Search' window with the 'Community' tab selected. The 'Region' dropdown menu is open, showing 'Central Ontario' selected. The 'Community' dropdown menu is also open, showing 'All' selected. A red callout bubble points to the 'Central Ontario' selection with the text: 'Select Central Ontario and All. Note that you can also select from the map.' The window includes buttons for 'Previous', 'Search', and 'Reset' at the bottom.

6. Once you've entered as much criteria as you need to refine your search, click **Search**. Remember, you must enter at least one criterion.



Viewing your results

Your search results appear in the results window. You may need to scroll down to view them.

The interactive map automatically centres on your results' locations, with numbers corresponding to those in the results window.

Scale 1: 2,311,166 powered by OnPoint

Result Set

Industrial Sites Total: 10 | Property Comparison Report | Property Detailed Report | More reports

✓	Info	Tip	Address	Community	Price	Acreage	Region
✓	1	LT	LT 22 CORNELL LANE	Report	5.25	1-4.9	Central Ontario
✓	2	1365 COLBORNE ST.	Report	2,000.00	1-4.9	Central Ontario	
✓	3	#5 - 23 CRAIG ST.	Report	4.5	1-4.9	Central Ontario	
✓	4	444 ELGIN ST.	Report	4.00	1-4.9	Central Ontario	

Hold your cursor over a numbered result on the map to see a site snapshot:

Type: Industrial
Price (CAD\$): 1200.00
Transaction Type: For Sale Only
Acreage: 1.14

[Property Detail Report](#)
[Property Summary Report](#)



Snapshots are also accessible by clicking the **Tips** icon.

The screenshot shows a map interface with a search results table. A callout bubble points to a 'Tip' icon in the table, indicating that clicking it provides a snapshot of the property.

Info	Tip	Property Detail Report	Property Summary Report
1			
2			
3		#23 CRAIG ST.	Report
4		444 ELGIN ST.	Report

Now that you have your results, you can view and print any of the reports you'd like to see. Note that property reports are also accessible from the snapshot.

Remember! Print any maps and reports you want to keep in case your session expires.

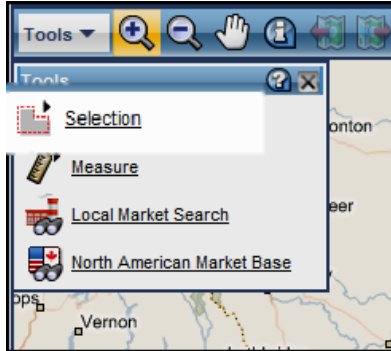


Tip: Searching using the Selection Tool



The Selection tool allows you to conduct your search directly on the interactive map. For example, if you want to find Commercial sites near Guelph, you could use the Selection Tool to do a search quickly.

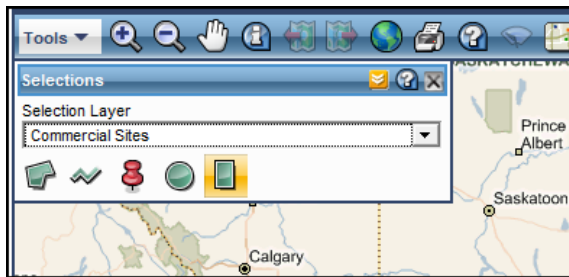
1. Access the Selection Tool from the drop-down menu.



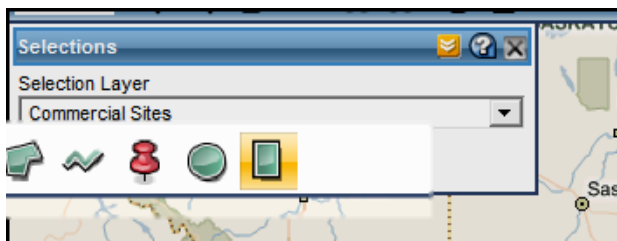
Instructor's Note:

When you use the Selection Tool, you don't have the option of narrowing down the type of feature you're searching on. Essentially, your query is a Select All query.

2. From the Selection Layer list, choose **Commercial Sites**.



3. Then, select a shape from one of the drawing tools to define the area of your search on the map.



4. As usual, the results appear on the map and in the results window.

Practice doing a site search

Now that you've seen how to do a site search, let's practice.

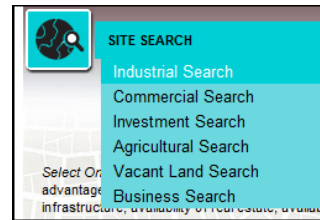
Instructor's Note:

Provide practice scenarios based on who's in the class, location of the class, etc. Include viewing various reports.



Site Search at a Glance

1. Select search type from the drop down menu.



2. Define search criteria.

- Enter as much as you need to define your search.
- Click links in TOC on the left to access additional criteria.
- You must enter at least one criterion.

 A screenshot of the 'Industrial Search' form. The form has a left sidebar with links: 'Site Criteria', 'Additional Site Criteria', 'Distance To/From', and 'Community'. The main area contains several input fields: 'Transaction Type' (set to 'All'), 'Industrial Subtype' (with a list including 'Ind./Comm', 'Manufacturing', 'Manufacturing Warehouse', and 'Other'), 'Total Area' (with 'Maximum' and 'Minimum' dropdowns), 'Keyword Search', and 'Site Reference Number'. A red rectangular box highlights a text instruction: 'Fill in as much as you need, select additional screens from the TOC on the left. The item in bold is where you currently are.' At the bottom right are 'Next', 'Search', and 'Reset' buttons. A footer note states: 'All information is provided directly by the listing real estate professional who is solely responsible for the content.'

3. Click **Search**.

Your notes:





Conducting a Community Search

Community searches allow you to locate regions or communities in Ontario based on criteria such as location, population, unemployment rate, median income, as well the percentage of a defined industry or occupation in the community.

Instructor's Note:

Allow 15 minutes for community search.

Scenario

You have a successful chain of high end, small grocery stores in the U.S. and you're considering expanding your market to Ontario. You need to find a community that will best support your type of store. The people who shop at your store are typically university educated, professionals, and environmentally conscious. You want to start in a smaller community to test the market before expanding throughout the province.

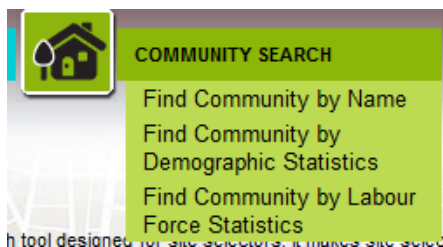
Instructor's Note:

Find out if anyone represents a community in Ontario and ask them about adding or updating their profile.

Entering search criteria

For Community Search, you have three options: you can search by name, by demographic statistics, or by labour force statistics. For our search, let's use demographic statistics.

1. Start by choosing **Find Community by Demographic Statistics** from the drop down menu.



2. To support your store, you decide you need at least 50,000 people in the community, and you already know you are interested in eastern Ontario. Select **Eastern Ontario** for region, and enter the population.

Select Eastern Ontario and enter a minimum population of 50,000.

3. Click **Search**.



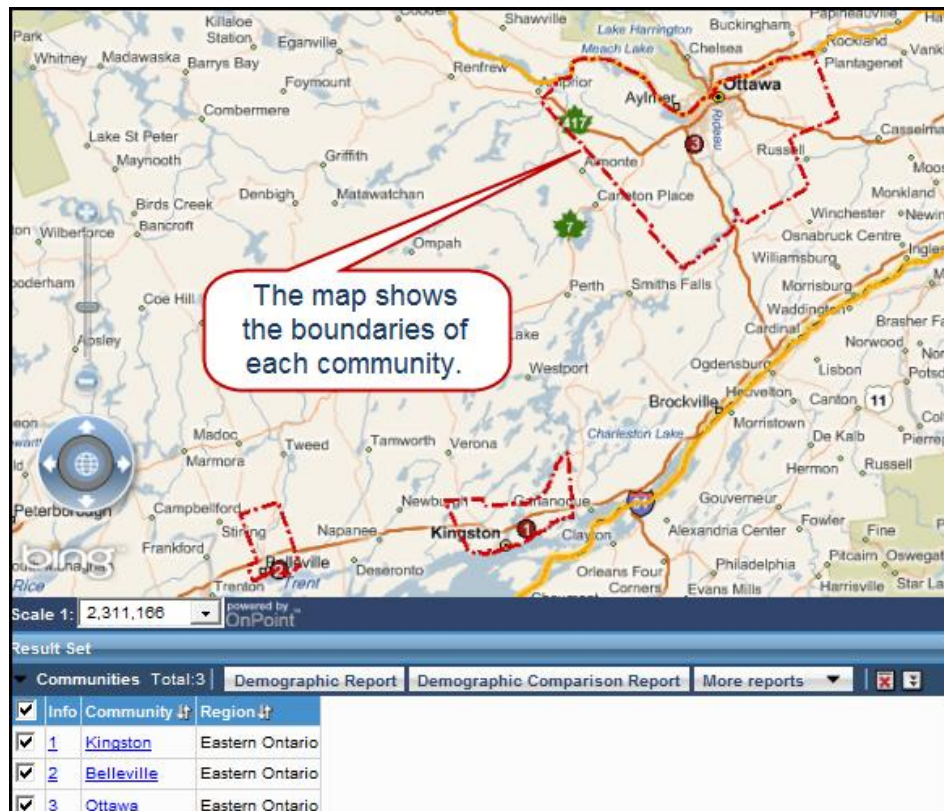
Viewing your results

Your search results appear in the results window. You may need to scroll down to view them.

Instructor's Note:

Explain the various community reports:

- Demographic report
- Demographic Comparison report
- Community Skills report, Business report, and Skills Comparison report (accessed from the More reports button)



Now that you have your results, you can view and print any of the reports you'd like to see.

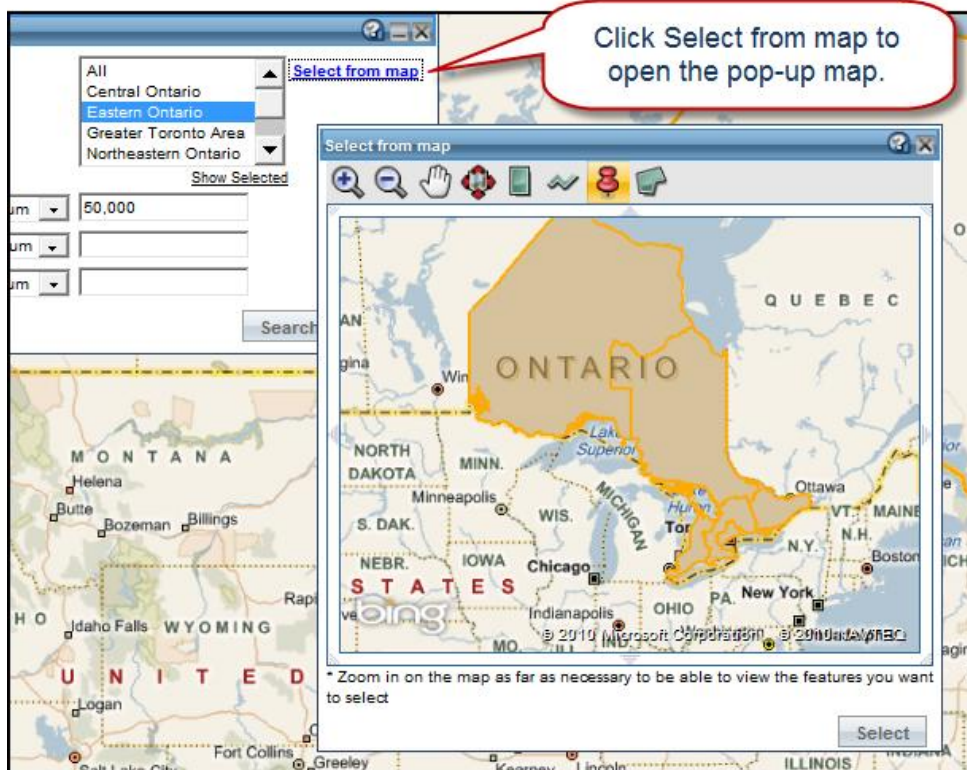
Remember! Print any maps and reports you want to keep in case your session expires.

[Select from map](#)

Tip: Searching using the pop-up map option

You can use the pop-up map to restrict your search by region or community. This method can be particularly useful if you're unfamiliar with Ontario.

You can find the pop-up map in the community name and demographic statistics search windows, or on the communities page in any of the site search windows.



From the pop-up map, you can interactively select where you want to search.

- The boundaries on the map represent Ontario's economic regions. Zoom in for more detail.
- Use the point tool—or the other selection tools—to choose regions of interest to you, then click Select.

Practice doing a community search

Now that you've seen how to do a community search, let's practice.

Instructor's Note:

Provide practice scenarios based on who's in the class, location of the class, etc. Include viewing various reports.



Community Search at a Glance

1. Select search type from the drop down menu.



2. Define search criteria.
 - Enter as much information as you need to define your search.
 - Remember you can also select your region from the map.
 - You must enter at least one criterion.

3. Click **Search**.

Your notes:



Conducting an Industry Search

The Industry Sector Search feature helps you to locate industry sectors and businesses in Ontario, using the internationally recognized classification standards NAICS and SIC.

Note: If you want to learn more about NAICS and SIC, click the **HELP** icon on the search page.

Instructor's Note:

Allow 15 minutes for industry search.

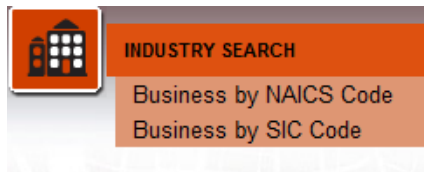
Scenario

You are considering opening an inn in northern Ontario and want to assess what's already there. You can do an industry search by NAICS code to assess the competition, or to find properties to buy.

Entering search criteria

Both SIC and NAICS code searches follow the same principles.

1. Start by choosing **Business by NAICS Code** from the drop down menu.



2. On the Primary NAICS Code page (bolded in the TOC), use the drop down menus to select as many of the digits of the industry code as you need for your search. For our search, enter **7211** for "Traveler Accommodation."

If you don't know the industry codes, click the link at the bottom of the search page to open up a new window that lists the codes.

Instructor's Note:

Explain NAICS and SIC:

- North American Industry Classification System (NAICS) - 6-digit hierarchical structure coding system
- Standard Industrial Classification (SIC) - 4-digit code
- NAICS and SIC are industry standards that classify industries

NAICS structure:

XX – Industry sector (20 broad sectors up from 10 SIC)

XXX – Industry sub sector

XXXX – Industry group

XXXXX – Industry

XXXXXX – US, Canadian or Mexican national specific

Instructor's Note:

Tell students to highlight the phrase "as many of the digits of the industry code as you need" in step 2.



Note: Alternatively, you can enter a keyword, such as “hotel” in the NAICS Keyword field. If you don’t know the whole keyword, just type the first three letters then click **Look Up**. The field will populate with the keyword closest to your entry.

- Complete any additional search criteria on the Business Characteristics and Community pages. For our search, go to the Community page and specify **Northwestern Ontario**.

- Click **Search**.

Note: Keep in mind that you don’t have to fill out everything. The more criteria you specify, the more specific your search. However, at a minimum, you need two digits of the industry code.



Viewing your results

Your search results appear in the results window. You may need to scroll down to view them.

Scale 1: 4,622,333 powered by OnPoint

Result Set

Ontario Business List Total: 30

Info	Company Name	Num. of Employees	Sales Volume (CAD\$)	Community	Region	Primary NAICS - 2 digit	SIC Keyword	NAICS Keyword
1	Travelodge Thunder Bay Airline	12	\$1-2.5 MILLION	Thunder Bay	Northwestern Ontario	Report	HOTELS & MOTELS	HOTELS & MOTELS EXCEPT CASINO HOTELS
2	Comfort Inn-Thunder Bay	25	\$2.5-5 MILLION	Thunder Bay	Northwestern Ontario	Report	HOTELS & MOTELS	HOTELS & MOTELS EXCEPT CASINO HOTELS
3	Sunset Inn	17	\$1-2.5 MILLION	Sioux Lookout	Northwestern Ontario	Report	HOTELS & MOTELS	HOTELS & MOTELS EXCEPT CASINO HOTELS
4	Best Western-Crossroads Motor	25	\$2.5-5 MILLION	Thunder Bay	Northwestern Ontario	Report	HOTELS & MOTELS	HOTELS & MOTELS EXCEPT CASINO HOTELS
5	Victoria Inn	125	\$10-20 MILLION	Thunder Bay	Northwestern Ontario	Report	HOTELS & MOTELS	HOTELS & MOTELS EXCEPT CASINO HOTELS

1 2 3 4 5 6 (Total 6 Pages)

For industry searches, there are no buttons to access reports. Instead reports are accessed by clicking the links in the results window: Community Business Report and Primary NAICS Report.

Result Set

Ontario Business List Total: 30

Info	Company Name	Num. of Employees	Sales Volume (CAD\$)	Community	Region	Primary NAICS - 2 digit	SIC Keyword	NAICS Keyword
1	Travelodge Thunder Bay Airline	12	\$1-2.5 MILLION	Thunder Bay	Northwestern Ontario	Report	HOTELS & MOTELS	HOTELS & MOTELS EXCEPT CASINO HOTELS
2	Comfort Inn-Thunder Bay	25	\$2.5-5 MILLION	Thunder Bay	Northwestern Ontario	Report	HOTELS & MOTELS	HOTELS & MOTELS EXCEPT CASINO HOTELS
3	Sunset Inn	17	\$1-2.5 MILLION	Sioux Lookout	Northwestern Ontario	Report	HOTELS & MOTELS	HOTELS & MOTELS EXCEPT CASINO HOTELS
4	Best Western-Crossroads Motor	25	\$2.5-5 MILLION	Thunder Bay	Northwestern Ontario	Report	HOTELS & MOTELS	HOTELS & MOTELS EXCEPT CASINO HOTELS
5	Victoria Inn	125	\$10-20 MILLION	Thunder Bay	Northwestern Ontario	Report	HOTELS & MOTELS	HOTELS & MOTELS EXCEPT CASINO HOTELS


1 2 3 4 5 6 (Total 6 Pages)

Access reports by clicking the embedded links for Community and Primary NAICS reports.

You can view overviews of your results by holding your cursor over a number result on the map to get an overview of that business:

Company Name: Sunset Inn
NAICS Description: HOTELS & MOTELS EXCEPT CASINO HOTELS
Employment Size: 17
Sales Volume: \$1-2.5 MILLION
Business Entity Type: N

Hover over the icon to see a description.

You can also view the overview by clicking on the icon——located near the company name in the results window, or by clicking on the number under the "Info" column.

Remember! Print any maps and reports you want to keep in case your session expires.

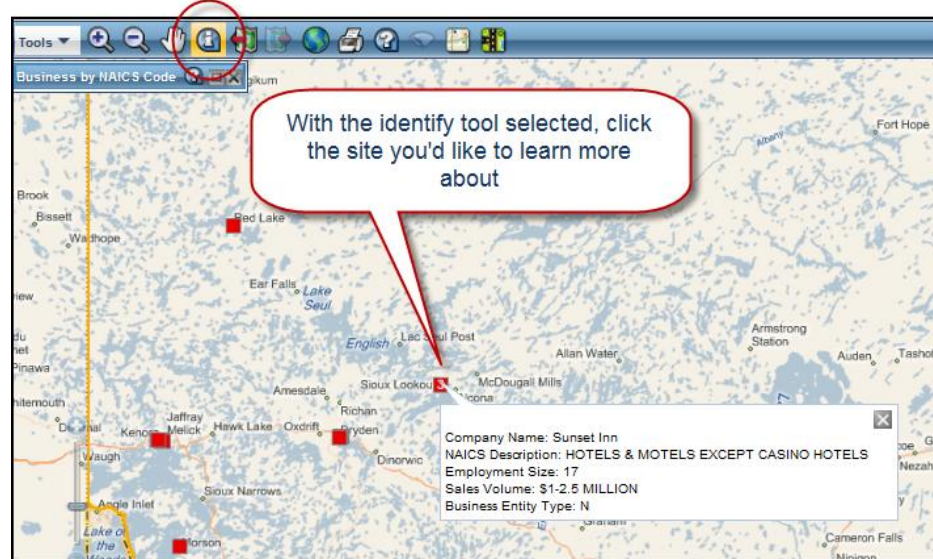


Tip: Using the identify tool

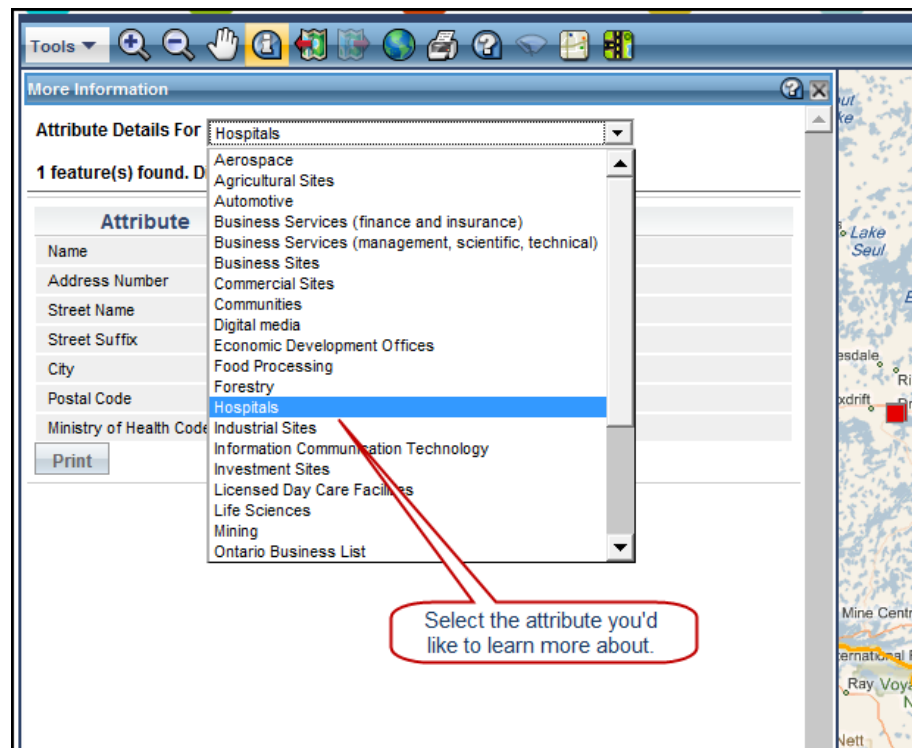


The Identify Tool lets you discover more information about symbols displayed on the map.

1. After conducting a search, select "Identify" on the tool bar. On the interactive map, click the feature you want to learn more about.



2. Once you've made your selection, a pop-up menu appears. Use the pull-down menu to select the attribute you want to learn more about, e.g., hospitals close to your inn.

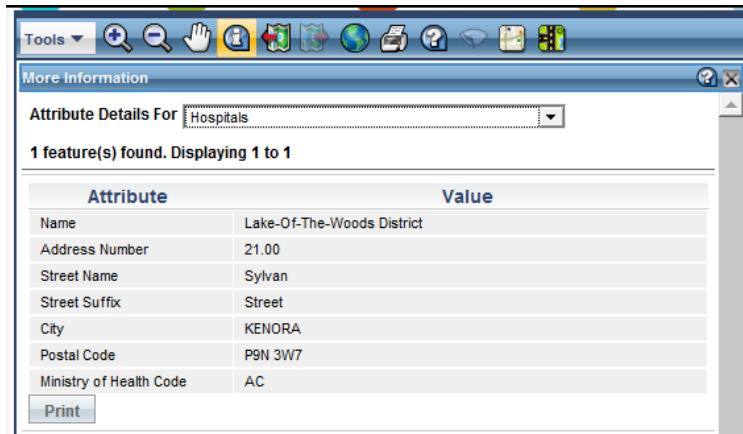


tip continued on next page



Tip: Using the identify tool, continued

The information you're looking for appears, including access to any reports associated with it.



Practice doing an industry search

Now that you've seen how to do an industry search, let's practice.

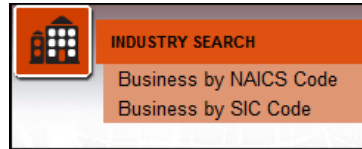
Instructor's Note:

Provide practice scenarios based on who's in the class, location of the class, etc. Include exploring NAICS and SIC codes.



Industry Search at a Glance

1. Select search type from the drop down menu.



2. Define search criteria.

- Select as many digits of the industry code as you need for your search.
- Click the links in TOC on the left to access additional criteria.

3. Click **Search**.

Your notes:





Conducting a Skills Search

Skills searches allow you to find communities in Ontario that have the talent you need for your business. You can search based on education level or study area, and you can also search for specific programs offered by Ontario universities, colleges, and apprenticeship programs.

Instructor's Note:

Allow 10 to 15 minutes for skills search.

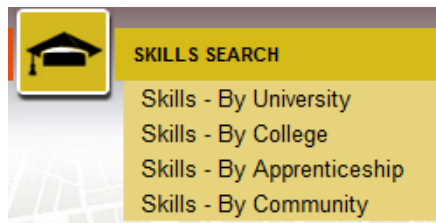
Scenario

You're starting a new high tech company specializing in gaming and need to find schools that will have the kind of graduates you need.

Entering search criteria

For a Skills Search, you can search for Skills by University, Skills by College, Skills by Apprenticeship, and Skills by Community. We'll search for skills by university.

1. Start by choosing **Skills by University** from the drop down menu.



2. Select a region to define the geographic area of your search, then select the program details, entering as much or as little as you need. You can include multiple regions or institutions by holding down the **Control** key while selecting.

Skills - By University

☐ Limit Search to selected features

Skill Criteria

Region: All, Central Ontario, Eastern Ontario, **Greater Toronto Area**, Northeastern Ontario

General Program Area: All

Program Name: Computer Science

Institution Name: All, Ryerson University, University of Guelph - Guelph-Humber Campus, University of Ontario Institute of Technology, University of Toronto

Undergraduates 2007: Min. Num. of Grads (Bachelor Level and Below) / Nbre min. de diplômés du 1er cycle

Graduates 2007: Min. Num. of Grads (Master Level and Below) / Nbre min. de diplômés du 2e cycle

Search Reset

3. Click **Search**.

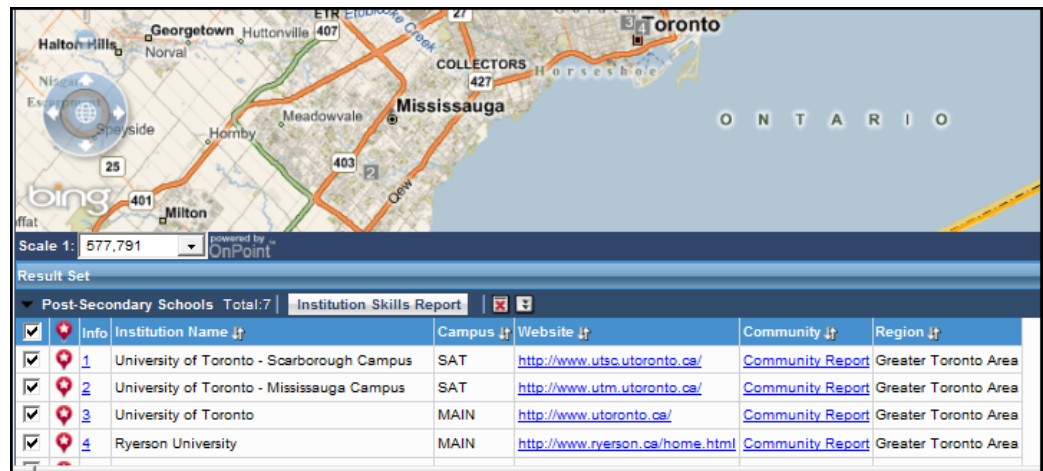


Viewing your results

Your search results appear in the results window. You may need to scroll down to view them.

Instructor's Note:

Remember, you can access information quickly by using the record number and the red symbol in the results window.



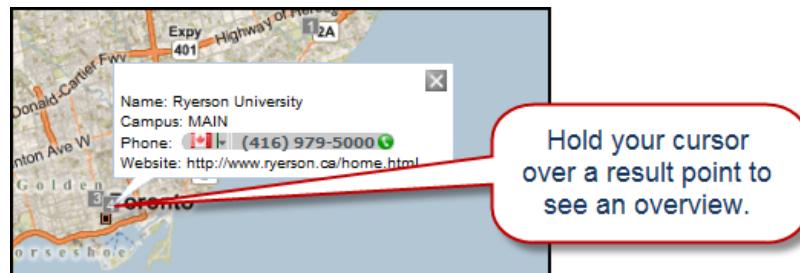
Scale 1: 577.791

Result Set

Post-Secondary Schools Total: 7 | Institution Skills Report

Info	Institution Name	Campus	Website	Community	Region
1	University of Toronto - Scarborough Campus	SAT	http://www.uts.utoronto.ca/	Community Report	Greater Toronto Area
2	University of Toronto - Mississauga Campus	SAT	http://www.utm.utoronto.ca/	Community Report	Greater Toronto Area
3	University of Toronto	MAIN	http://www.utoronto.ca/	Community Report	Greater Toronto Area
4	Ryerson University	MAIN	http://www.ryerson.ca/home.html	Community Report	Greater Toronto Area

Hold your cursor over a numbered result on the map to get an overview of the institution:



Name: Ryerson University
Campus: MAIN
Phone: (416) 979-5000
Website: <http://www.ryerson.ca/home.html>

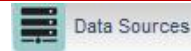
Hold your cursor over a result point to see an overview.

You can also click on the number beside the institution name in the results window to see the institution's contact information. From the results window, you can also visit the institution's website, or view community reports.

Remember! Print any maps and reports you want to keep in case your session expires.

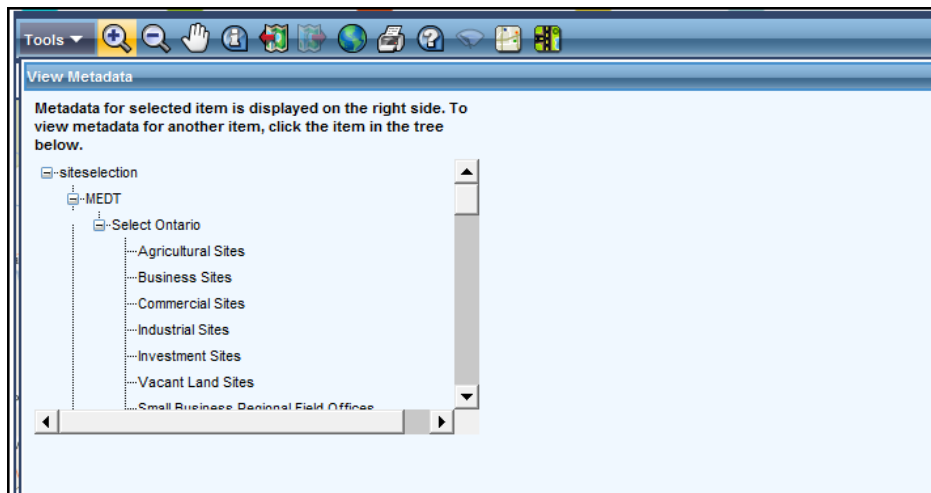


Tip: Viewing metadata

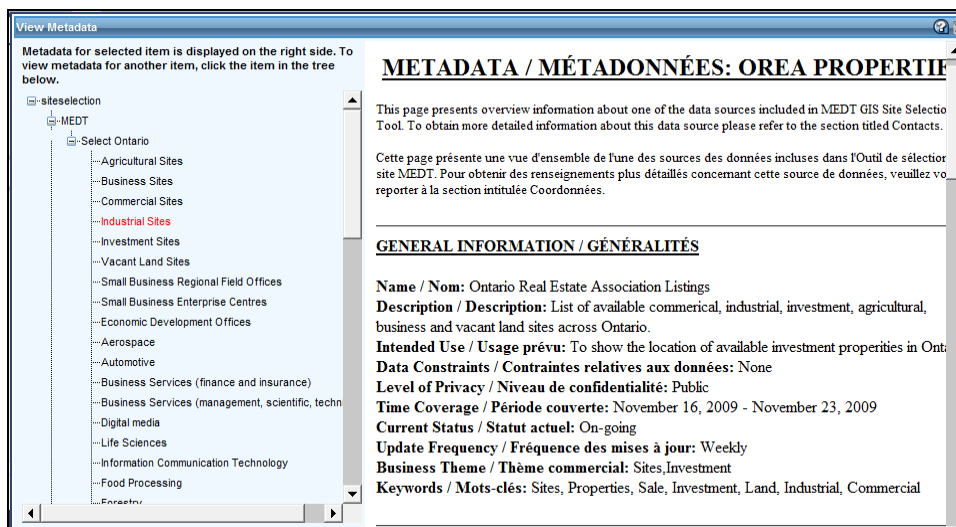


Metadata provides you with additional information about the map data, helping you to analyze the data provided. You can learn things like who is responsible for the data, how frequently it is updated, its current status, etc.

1. To view metadata, click the **Data Sources** button. The view metadata window appears, with the items for which metadata is available in a tree structure to the left.



2. Select the items whose associated data you want to view. The metadata data is displayed in the larger pane to the right.



Instructor's Note:

Explain more about the general information, specifically these fields:

Name, Description, Time coverage and Update Frequency.

(See FAQ for update chart.)

Practice doing a skills search

Now that you've seen how to do a skills search, let's practice.

Instructor's Note:

Provide practice scenarios based on who's in the class, location of the class, etc.



Skills Search at a Glance

1. Select search type from the drop down menu.



2. Define search criteria.

- Enter as much as you need to define your search.
- Remember, you can hold down the **Control** key to select multiple regions or institutions.

A screenshot of a web application window titled 'Skills - By Apprenticeship'. The window contains a search criteria form. At the top, there is a checkbox labeled 'Limit Search to selected features'. Below this, the 'Skill Criteria' section includes: a 'Region' dropdown menu with options 'Eastern Ontario', 'Greater Toronto Area', 'Northeastern Ontario', 'Northwestern Ontario', and 'Southwestern Ontario' (which is highlighted); a 'Program Name' dropdown menu with 'Early Childhood Educator' selected; an 'Institution Name' dropdown menu with 'All' selected, and a list of Fanshawe College campuses below it; and a 'Graduates 2008' text input field. There are 'Show Selected' links next to the Region and Institution Name dropdowns. At the bottom right, there are 'Search' and 'Reset' buttons.

3. Click **Search**.

Your notes:



Chapter 5

Using Advanced Search Functions

In this chapter, we'll cover some more advanced search functions you can use to make your searches even more informative.

We'll cover:

- Conducting an adaptive search
- Using the local market search tool
- Using the North American market base tool

Instructor's Note:

Allow 25 minutes for this chapter; 10 each for adaptive search and local market search, 5 for North America market base .

Your notes:

Conducting an Adaptive Search

Instructor's Note:

Allow 10 minutes for adaptive search.

Instructor's Note:

Draw a Venn diagram to illustrate the principle of adaptive search.

Adaptive search allows you to integrate results from one search into subsequent searches. Integrating searches eliminates the need for you to conduct independent searches, focusing your results more specifically to your needs.

You can use an adaptive search to narrow your community listing based on the locations of your previous search.

Community ☐ Use currently selected **Post-Secondary Schools**

Alternatively, you can narrow your results based on the distance from a preliminary search.

☐ Limit search to a proximity distance of Kilometres from **Post-Secondary Schools**

Scenario

You're starting a business and you need access to a continuous pool of talent. First, you want to find suitable properties within a community, then you want to find out if there are facilities nearby that train potential employees.

Entering search criteria

There are two parts to an adaptive search. To begin, let's find properties in communities where training in tool and die manufacturing is available through apprenticeship programs.

Search 1:

- For the first search, do a skills search by apprenticeship. Your results will appear in the results window.

Search 2:

2. For the second search, we're going to integrate your findings into a property search. Activate a site search for industrial manufacturing properties and go to the community page in the search window.
3. Check the box labelled "use currently selected...". Selecting this option means that only the communities from your previous search will be considered in this new search.

Note: This option is only visible when a community listing is available from a previous search, such as a skills search.

4. Click the **Show Selected** link in the search window to verify your refined listing of communities.

The screenshot shows the 'Industrial Search' window. At the top, there's a 'Site Criteria' section with a checkbox for 'Limit search to a proximity distance of 0 Kilometres from Post-Secondary School'. Below this is the 'Additional Site Criteria' section, which includes 'Distance To/From' and 'Community'. The 'Community' section has a checkbox labeled 'Use currently selected' which is checked. To the right of this checkbox is a list of communities: Augusta, Aurora, Aylmer, Baldwin, Bancroft, and Barrie. A red callout bubble points to the 'Use currently selected' checkbox with the text: 'Check "Use currently selected" then click "Show Selected."'. Below the community list is a 'Show Selected' link. At the bottom of the window are 'Previous', 'Search', and 'Reset' buttons. A disclaimer at the very bottom states: 'All information is provided directly by the listing real estate professional who is solely responsible for the content.'

5. Click **Search** to complete the integrated site search.

Viewing your results

Your results show both the industrial sites, and the communities where tool and die apprenticeships are available.

Scale 1: 577,791 powered by OnPoint™

Result Set

Industrial Sites Total: 10 | Property Comparison Report | Property Detailed Report | More reports

<input checked="" type="checkbox"/>	Info	Tip	Address	Community	Price	Acreage	Region
<input checked="" type="checkbox"/>	1		323 ELGIN STREET N	Report	1,800.00		Central Ontario
<input checked="" type="checkbox"/>	2		#4 - 85 SALTSMAN DRIVE	Report	299,000.00		Central Ontario
<input checked="" type="checkbox"/>	3		#3 - 85 SALTSMAN DRIVE	Report	315,000.00		Central Ontario
<input checked="" type="checkbox"/>	4		25 GALT AVENUE	Report	529,900.00		Central Ontario
<input checked="" type="checkbox"/>	5		#5 - 85 SALTSMAN DRIVE	Report	299,000.00		Central Ontario

1 2 (Total 2 Pages)

Post-Secondary Schools Total: 78 | Institution Skills Report | ☒ ☒

<input checked="" type="checkbox"/>	Info	Institution Name	Campus	Website	Community	Region
<input checked="" type="checkbox"/>	1	Conestoga College Ins of T&AL	MAIN	http://www.conestogac.on.ca/	Community Report	Central Ontario
<input checked="" type="checkbox"/>	2	Conestoga College - Cambridge Campus	SAT	http://www.conestogac.on.ca/	Community Report	Central Ontario
<input checked="" type="checkbox"/>	3	Conestoga College - Guelph Campus	SAT	http://www.conestogac.on.ca/	Community Report	Central Ontario
<input checked="" type="checkbox"/>	4	Conestoga College - Stratford Campus	SAT	http://www.conestogac.on.ca/	Community Report	Southwestern Ontario
<input checked="" type="checkbox"/>	5	Conestoga College - Waterloo Campus	SAT	http://www.conestogac.on.ca/	Community Report	Central Ontario

1 2 3 4 5 6 7 8 9 10 (Total 16 Pages)

Results from both searches are displayed.

Practice doing an adaptive search

Now that you've seen how to do an adaptive search, let's practice.

Instructor's Note:

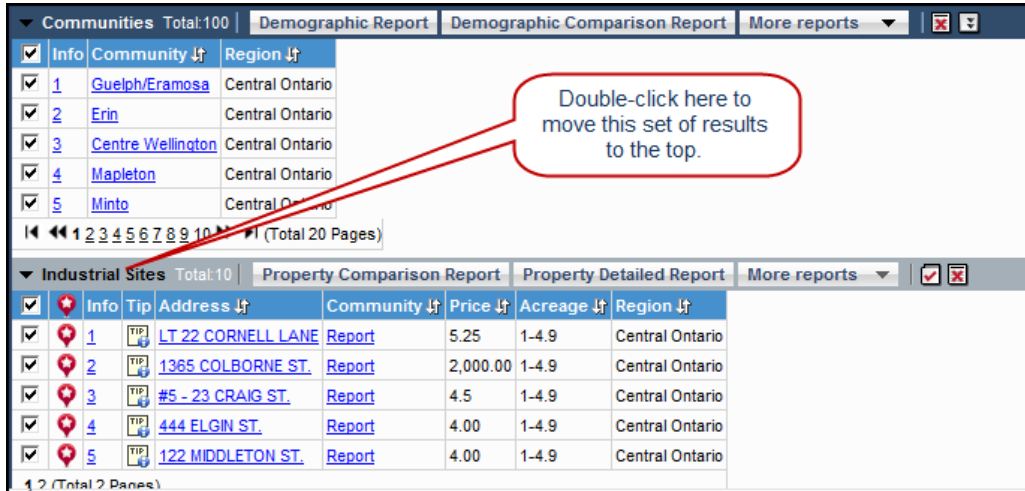
Provide practice scenarios based on who's in the class, location of the class, etc.

Tip: Organizing multiple searches

Result Set

If you've conducted multiple searches, you may want to organize how results are displayed in the results window. You can move results around, collapse, or delete them.

- Move the bottom result group to the top by double clicking on the name in the grey box. Those results then move to the top of the results window.



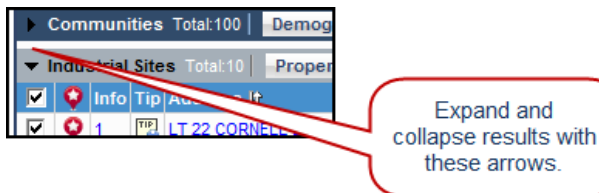
Communities Total:100 | Demographic Report | Demographic Comparison Report | More reports

Info	Community	Region
1	Guelph/Eramosa	Central Ontario
2	Erin	Central Ontario
3	Centre Wellington	Central Ontario
4	Mapleton	Central Ontario
5	Minto	Central Ontario

Industrial Sites Total:10 | Property Comparison Report | Property Detailed Report | More reports

Info	Tip	Address	Community	Price	Acreage	Region
1	TIP	LT 22 CORNELL LANE	Report	5.25	1-4.9	Central Ontario
2	TIP	1365 COLBORNE ST.	Report	2,000.00	1-4.9	Central Ontario
3	TIP	#5 - 23 CRAIG ST.	Report	4.5	1-4.9	Central Ontario
4	TIP	444 ELGIN ST.	Report	4.00	1-4.9	Central Ontario
5	TIP	122 MIDDLETON ST.	Report	4.00	1-4.9	Central Ontario

- Collapse results by clicking on the arrow beside the title of the result group:




Communities Total:100 | Demog

Industrial Sites Total:10 | Proper

Info	Tip	Address	Community	Price	Acreage	Region
1	TIP	LT 22 CORNELL LANE	Report	5.25	1-4.9	Central Ontario

- Delete individual result groups using the clear results button located on each individual tool bar, or delete all results with the 'clear results' in the far right corner of the results window:



Communities Total:100 | Demographic Report | Demographic Comparison Report | More reports

Info	Community	Region
1	Guelph/Eramosa	Central Ontario
2	Erin	Central Ontario
3	Centre Wellington	Central Ontario
4	Mapleton	Central Ontario

Click here--far right corner of the Results window--to clear all results.

Instructor's Note:

Allow 10 minutes for local market search.

Using the Local Market Search Tool

Once you've completed a search, you can find out more about your locations of interest. Local market search takes your initial search results, and lets you explore nearby features, services, and statistics. You can incorporate a maximum of 10 properties or locations into a local market search.

Note: Because a local market search is based on your initial results, you must have completed a search before starting a local market search.

Instructor's Note:

A local market search answers the question "what's nearby?" It provides a qualitative analysis for sites of interest.

Instructor's Note:

Mention the socio-demographic stats report option.

Scenario

You're interested in agricultural sites in Southwestern Ontario for a farming venture. You've completed a site search and have narrowed it down to three properties. Now, you want to learn more about the areas where the properties are located. Specifically, you're interested in knowing if there are hospitals, licensed day care facilities, and post secondary institutions nearby.

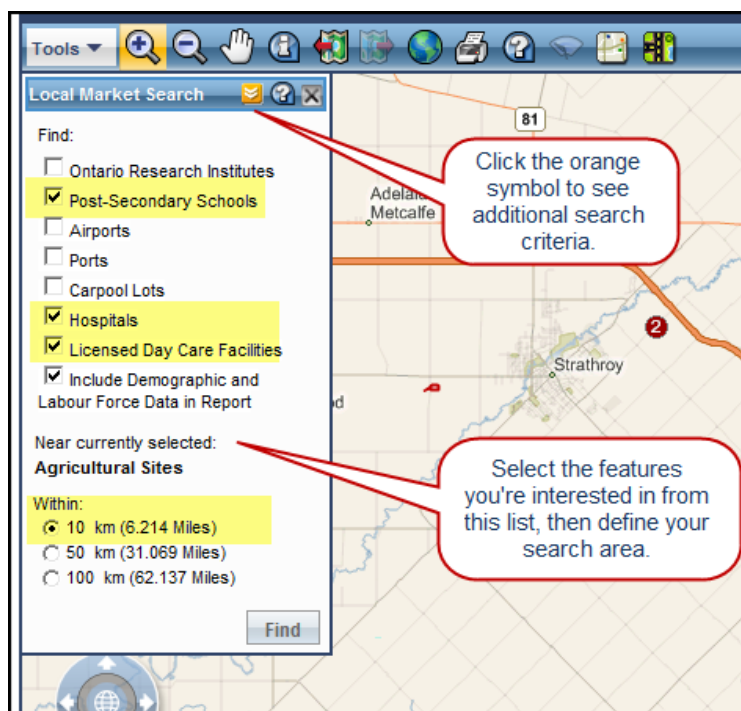
Exploring features near your target sites

1. Do a search for agricultural sites in Southwestern Ontario.
2. Select **Local Market Search** from the Tools menu. The local market search window appears.
3. Select your desired points of interest, define your search area, and click **Find**.

Instructor's Note:

You need to check "Include Demographic and Labour Force Data in Report" to get a local market proximity report. Note that the button in the results window will always appear, even if you don't select the report in the query window, but the contents of the report will be blank (template only).

Remember to make sure this option isn't grayed out; it must appear in black for you to select it. It will often appear checked off even if it is grayed out, but you need to zoom in for it to be active and get your report.

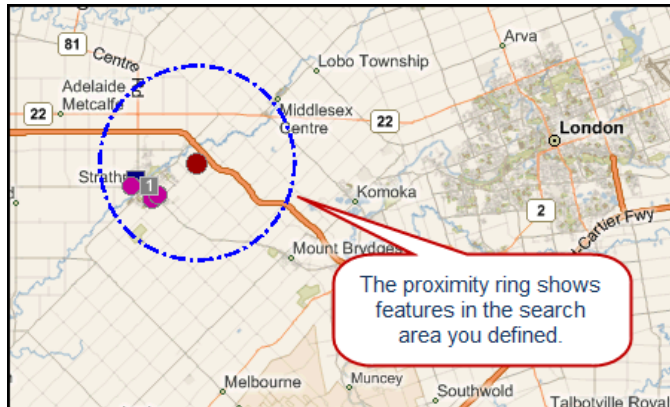


Note: If some options are grayed out, you need to zoom in to a point where those details are visible.

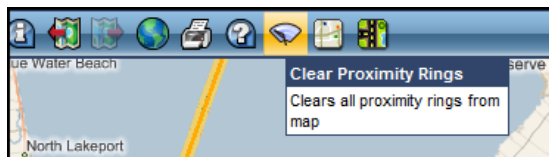
A successful search shows items on the map and in the results window. If your search was unsuccessful, "No Records Found" appears in the search window.

Viewing your results

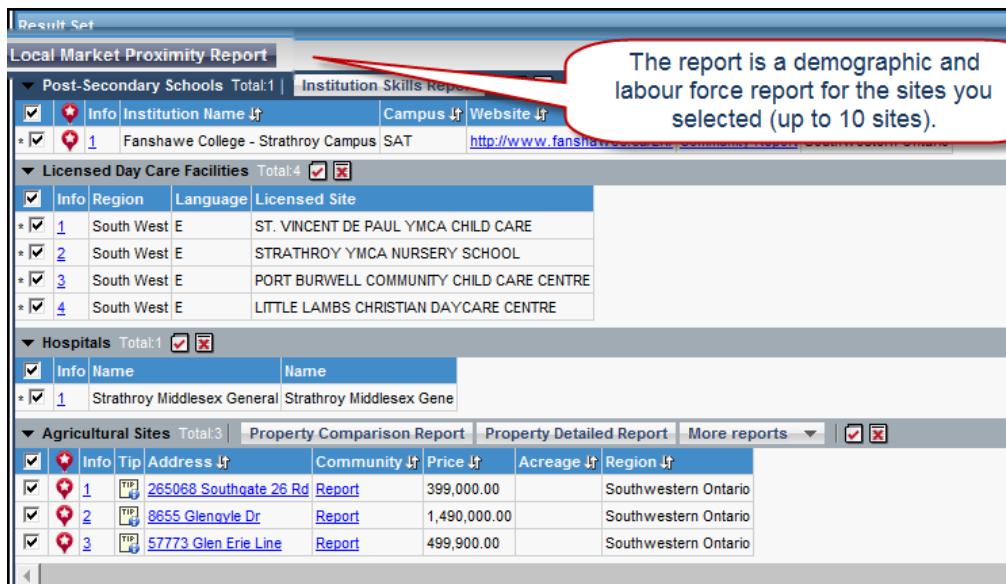
The map will show dashed circles—proximity rings—around target properties to indicate the search area you defined:



Note: To clear proximity rings from the map, select **Clear Proximity Rings** from the Map toolbar:



The results window shows the details related to your search. Remember that you can clear results as described in the Tip on *Organizing Multiple Searches*.



Local Market Proximity Report

Post-Secondary Schools Total: 1

Info	Institution Name	Campus	Website
1	Fanshawe College - Strathroy Campus	SAT	http://www.fanshawe.ca

Licensed Day Care Facilities Total: 4

Info	Region	Language	Licensed Site
1	South West E		ST. VINCENT DE PAUL YMCA CHILD CARE
2	South West E		STRATHROY YMCA NURSERY SCHOOL
3	South West E		PORT BURWELL COMMUNITY CHILD CARE CENTRE
4	South West E		LITTLE LAMBS CHRISTIAN DAYCARE CENTRE

Hospitals Total: 1

Info	Name	Name
1	Strathroy Middlesex General	Strathroy Middlesex Gene

Agricultural Sites Total: 3

Info	Tip	Address	Community	Price	Acreage	Region
1	265068	Southgate 26 Rd	Report	399,000.00		Southwestern Ontario
2	8655	Glenaville Dr	Report	1,490,000.00		Southwestern Ontario
3	57773	Glen Erie Line	Report	499,900.00		Southwestern Ontario

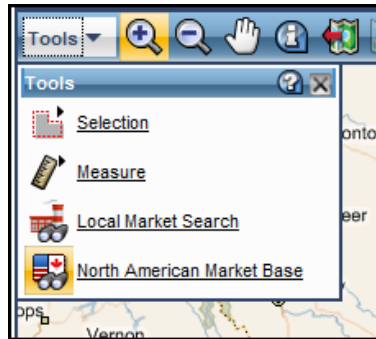
Using the North American Market Base Tool

Instructor's Note:

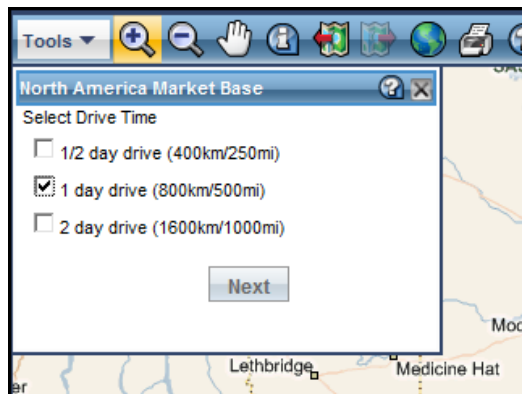
Allow 5 minutes for North American market base tool.

The North American market base tool allows you to evaluate the drive time between the U.S. border and Ontario communities. You can select 1/2 day, 1 day, or 2 days drive time.

1. Select **North American Market Base** from the Tools menu. The North American market base search window opens.



2. Select a drive-time distance and click **Next**. Let's select a one-day drive:



The map displays the proximity zones based on your search criteria:



You can also view reports that show the population within the proximity zone for each border crossing area in Ontario and the United States.

Market Size within 1 Day Drive from Major Border Crossings (800km/500miles)

Border Crossing	Canadian Population	US Population	Total Population
Queenston - Lewiston	19,284,857	128,127,381	147,412,238
Fort Erie - Buffalo	18,859,077	136,394,391	155,253,468
Prescott - Ogdensburg			
International Bridge	20,851,172	96,045,327	116,896,499
Windsor - Detroit	11,798,267	106,299,089	118,097,356
Sarnia - Port Huron	13,155,709	97,110,618	110,266,327
Thousand Islands Bridge	20,799,617	112,671,261	133,470,878
Seaway International Bridge	20,162,119	81,349,551	101,511,670
Sault Ste. Marie International Bridge	12,023,019	32,115,162	44,138,181
Thunder Bay	580,307	16,216,513	16,796,820
International Falls	1,320,867	9,867,422	11,188,289
Baudette	1,346,047	8,060,341	9,406,388