

Student Note: Actual presentation has slides that are not included in this handout due to proprietary information that will be shared on some slides.



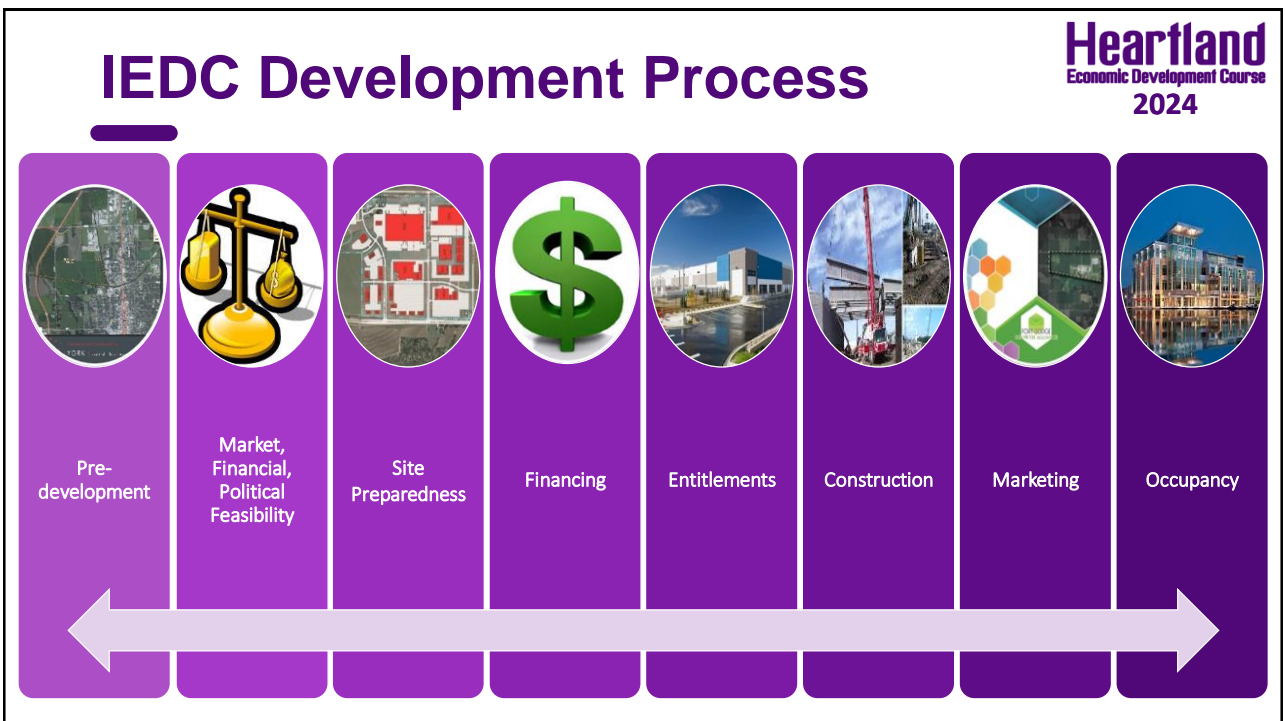
Real Estate – Understanding the Land to Land the Project

Courtney Dunbar CEcD, EDFP, AICP
Director – Site Selection

Heartland
Economic Development Course
2024

**BURNS
MCDONNELL**

The slide features a teal background with a large white circle on the left containing an illustration of a man in a suit running with a briefcase. The title is in large white font. The bottom section is purple with white text and logos.



The Essence of the IEDC Process

Real Estate Development

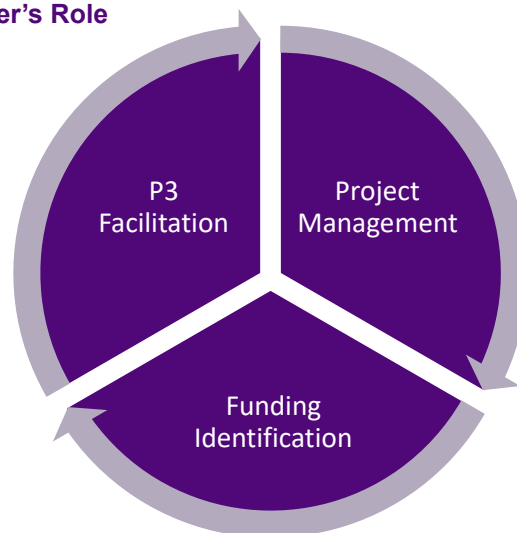
Heartland
Economic Development Course
2024

- Considerations:
 - Predevelopment: is there a site?
 - Market and Political Feasibility: is there willingness?
 - Financial Feasibility: is the ROI sufficient?
 - Site Preparedness: is the site viable?
 - Public approval: is it permissible?
 - Construction: is it buildable?
 - Marketing: is it desirable?
 - Building occupancy and management: is it suitable?

Real Estate

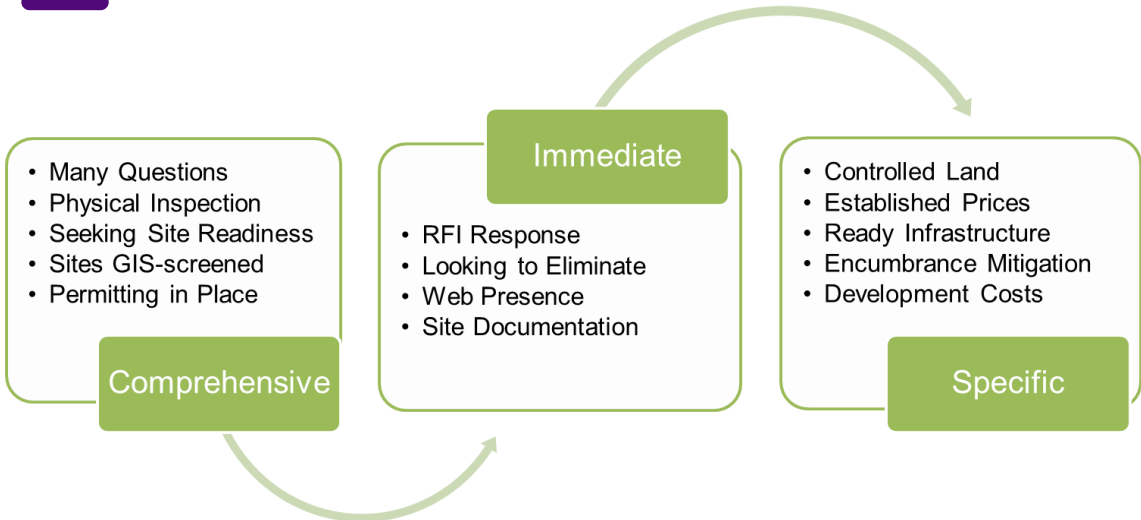
The Economic Developer's Role

Heartland
Economic Development Course
2024



Early Site Selection Considerations

Heartland
Economic Development Course
2024



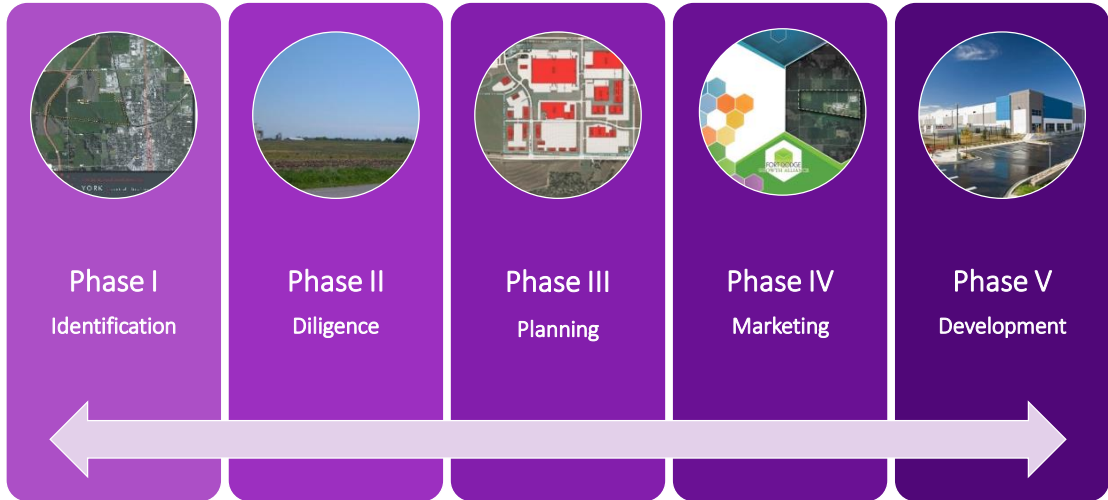
Heartland
Economic Development Course
2024

**The main crisis in local economic development today
is irrelevance**

Rick Weddle, Measurement Radical Marketing

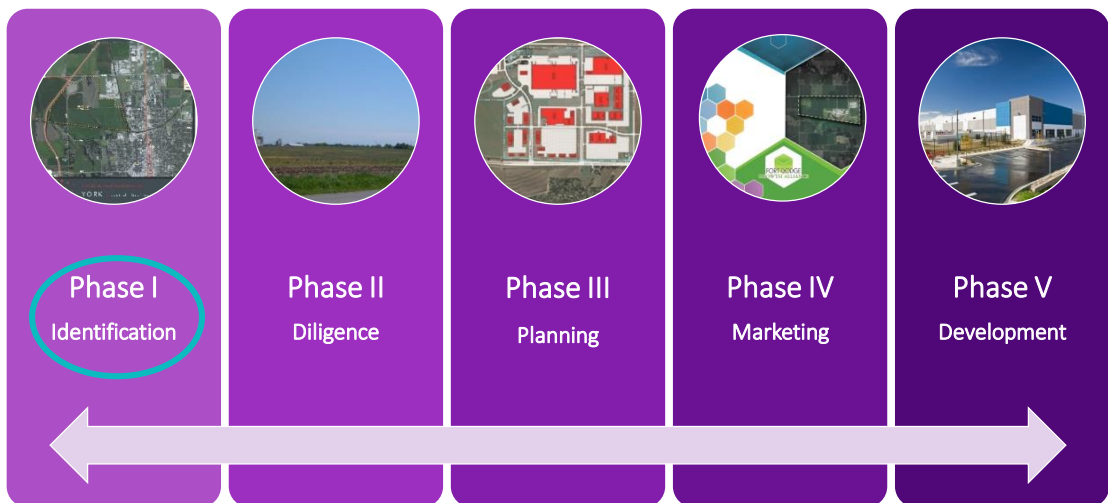
The Site Preparedness Process

Heartland
Economic Development Course
2024



Phase I - Identification

Heartland
Economic Development Course
2024



Reason for Site Identification

Investment

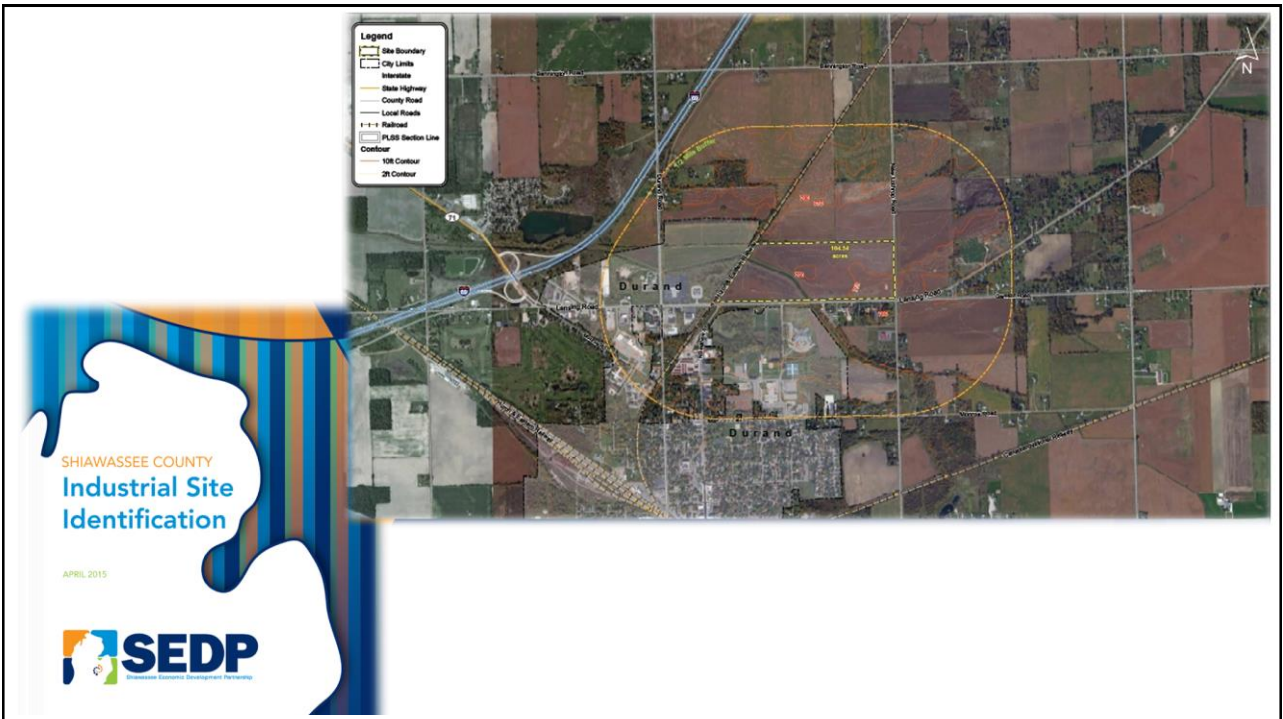
- Site Suitability
- Competitiveness

Prioritization

- Division of Resources
- Capital Improvements Programming

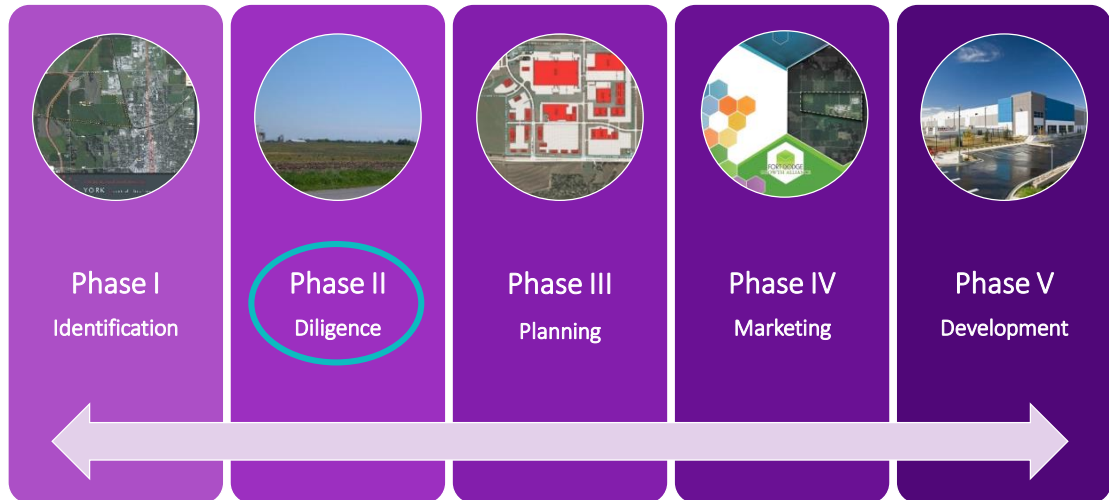
Land Control

- Options
- Purchase
- Designation Guidance



Phase II - Diligence

Heartland
Economic Development Course
2024



Reasons for Site Diligence

Heartland
Economic Development Course
2024

Location

- Site Suitability
- Site Control
- Assets and Deficiencies

Capacity

- Utilities
- Access
- Transportation

Information

- Preparation
- Planning and Positioning

The Location Decision

Diligence – Prepared

- Service
- Redundancies
- Distance
- Costs
- Advantages
- Mitigation Timelines
- Mitigation Costs
- Permitting Requirements



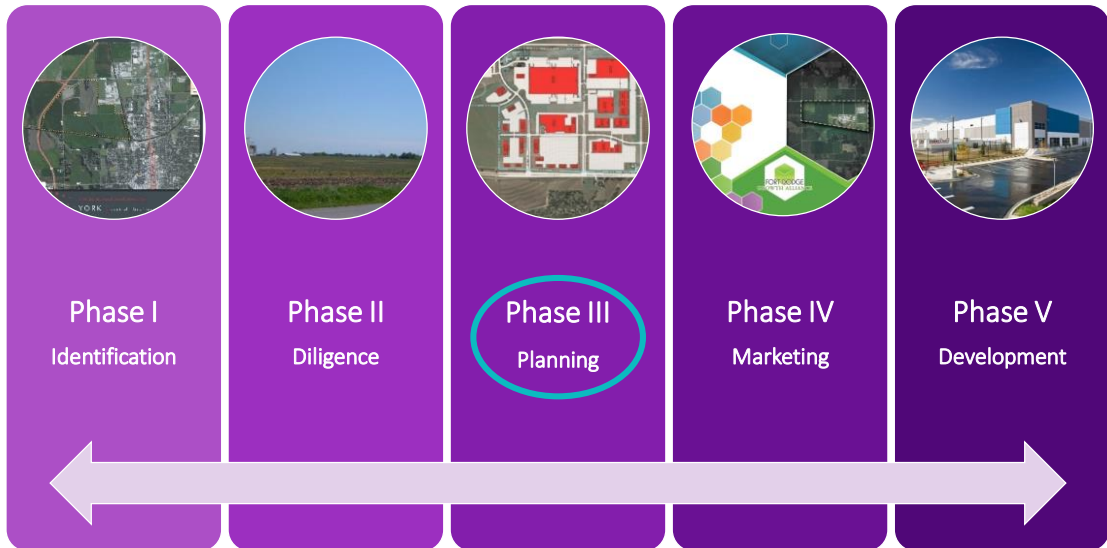


Heartland
Economic Development Course
2024

PLANNING
Still a good thing to do first.

Phase III – Planning

Heartland
Economic Development Course
2024



Reasons for Site Planning

Heartland
Economic Development Course
2024

Investment Protection

- Land Planning
- Permitting
- Code Review

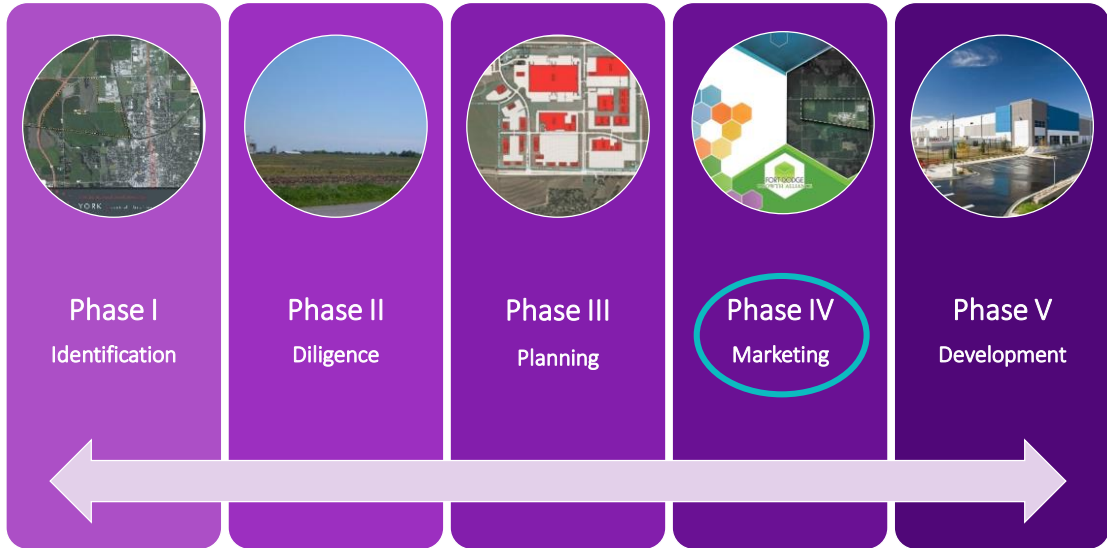
Tract Optimization

- Master Planning
- Access Assessment
- Targeting Viability

Logical Phasing/Costing

- Build-Out Timelines
- Capital Improvements Budgeting

Phase IV – Marketing




Site Selection in the Tech Age

LOIS | *Everywhere, All the Time.*

**Buildings, Sites &
Area Information
All in ONE Place**







BUILDINGS
SITES
MY FAVORITES
SEARCH

Showing 50 of 1720 sites by Acres High


Add All To Favorites Remove All From Favorites




San Luis Potosi, SLP
988 Acres
Sale Price: USD 15,00/m2




975 Acres West Highway 2 - Ravenna, NE
Ravenna, NE
975 Acres
Sale Price: Negotiable




New River Valley Commerce Park
Dublin, VA
973 Acres




All of Sec 16 & N/2 of Sec 21 all in 26-24
Garden City, KS
960 Acres
Sale Price: \$624,000



E/2 11-26-34 + All of 12-26-34
Garden City, KS
960 Acres
Sale Price: \$768,000



Kepford Gottfried
Marion, OH
951 Acres
Lease Rate: N/A
Sale Price: Negotiable



Click for slideshow

Address: [REDACTED]

City: [REDACTED]

State: [REDACTED]

County: [REDACTED]

Acres: 975

Sale Price: Negotiable

Lease Rate: \$0.00

Lease Terms: \$0.00

Last Updated: Mar 13, 2019

Economic Development Contact

[REDACTED]

OVERVIEW DETAILS

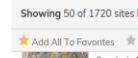
Property Description

There is up to roughly 975 acres available land over nine (9) different parcels of land. This land is zones agriculture but could be rezoned.

Property Overview

Available Acres: 975 Within City Limits: No
Zoning: Agriculture


Privacy Statement Terms Of Use Copyright ©2019 LocationOne Information Systems. All Rights Reserved




BUILDINGS
SITES
MY FAVORITES
SEARCH

Showing 50 of 1720 sites by Acres High


Add All To Favorites Remove All From Favorites




San Luis Potosi, SLP
988 Acres
Sale Price: USD 15,00/m2




975 Acres West Highway 2 - Ravenna, NE
Ravenna, NE
975 Acres
Sale Price: Negotiable




New River Valley Commerce Park
Dublin, VA
973 Acres



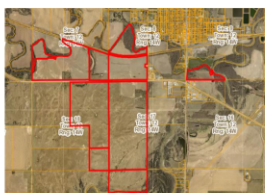
All of Sec 16 & N/2 of Sec 21 all in 26-24
Garden City, KS
960 Acres
Sale Price: \$624,000



E/2 11-26-34 + All of 12-26-34
Garden City, KS
960 Acres
Sale Price: \$768,000



Kepford Gottfried
Marion, OH
951 Acres
Lease Rate: N/A
Sale Price: Negotiable



Click for slideshow

Address: [REDACTED]

City: [REDACTED]

State: [REDACTED]

County: [REDACTED]

Acres: 975

Sale Price: Negotiable

Lease Rate: \$0.00

Lease Terms: \$0.00

Last Updated: Mar 13, 2019

Economic Development Contact

Dana Dennison
Ravenna Economic Development Corporation
318 Grand Ave
Ravenna, NE 68869
[308\) 452-3133](tel:3084523133)
myravenna.com/ravenna-economic-development-corporation

OVERVIEW DETAILS

Additional Details

Transportation

Nearest Highway: Highway 2
Nearest Interstate: Interstate 80 (26.8 Miles)
Nearest Airport: Kearney Regional Airport (27 Miles)
Nearest Commercial Airport: Kearney Regional Airport (27 Miles)
Ingress/Egress Notes: U

Rail Served: Possible
Rail Served By: BNSF Railway
Rail Accessible: Yes
Rail Infrastructure in Place: Unknown

Electric Service

Supplier: [REDACTED]
Website: www.dawsonpower.com or www.nppd.com

Natural Gas

Supplier: Black Hills Energy or Northwestern Energy
Phone: [REDACTED]
Website: www.blackhillsenergy.com or www.northwesternenergy.com

Water

Supplier: City of Ravenna
Phone: [REDACTED]
Website: www.myravenna.com


Wastewater

Supplier: City of Ravenna
Phone: [REDACTED]
Website: www.myravenna.com

Telecommunications

Supplier: Nebraska Central Telephone Company or [REDACTED]
Website: www.nct.net or <http://prairiehillswireless.com>
Platforms: Mobile Wireless

Privacy Statement Terms Of Use Copyright ©2019 LocationOne Information Systems. All Rights Reserved



BUILDINGS
SITES
MY FAVORITES
SEARCH

Showing 6 of 6 sites by Acres High

Seward/Lincoln, Nebraska Regional Rail Campus
Seward, NE
231 Acres
Lease Rate: N/A
Sale Price: \$30,000 per acre


Seward, Nebraska Air Park:
Seward, NE
44.38 Acres
Lease Rate: Build-to-Suit
Sale Price: Build-to-Suit

Seward, Nebraska: Rail Served
Seward, NE
23 Acres
22.98 Acres
Lease Rate: N/A
Sale Price: \$10,000/acre

Seward, Nebraska: 4 acres
Seward, NE
3.96 Acres
Sale Price: \$170,000

Seward, Nebraska: Lindner Lots (6 Lots - 100x200)
Seward, NE
2.75 Acres
Lease Rate: N/A
Sale Price: \$207,000

Seward/Lincoln, Nebraska Regional Rail Campus



OVERVIEW DETAILS

Additional Details

Adjacent available acres: Yes/300
Flood plain: No

Records

Tax Value: \$1,956,765
Tax Rate: 1.720352

Transportation

Nearest Highway: U.S. Highway 77 (23 Miles)
Nearest Interstate: I-80 (4.50 Miles)
Nearest Airport: Seward Municipal Airport (1.8 Miles)
Nearest Commercial Airport: Lincoln Airport (23.2 Miles)

Rail Served By: BNSF Railway
Rail Accessible: Yes
Rail Infrastructure in Place: Yes
Rail Contact Name: John Rider
Rail Contact Phone: 913-551-4148
Rail Contact Email: john.rider@bnsf.com


Ingress/Egress Notes: Ingress and egress from the Seward/Lincoln Regional Rail Campus is available via Walker Road (currently gravel with plans for an upgraded entrance in the future). The bridges en route to/from the Rail Campus to Interstate 80 via Nebraska Highway 15 will support transporting needs (i.e., hard surface 9-ton capacity). To verify this information, Ron Kontos was contacted from the Rail & Public Transportation Division with the State of Nebraska. He said via e-mail, "In Nebraska, we use the Federal bridge formula, in determining legal weight. On our highway system truck/tractor semi-trailers can run legally up to 47 ton or 94,000 lbs. Then an added benefit for traveling is that Nebraska has the authority to allow these same weights, over 80,000 lbs., to travel on our interstate system. This is done by an easy to obtain and reasonably priced permit. Nebraska is also fortunate to have a legal height of 14'6". My understanding is that we are one of 3-4 states that has a legal height this high, so many of our hard structures, bridges, are built at or over 16'0" and those under these heights are signed...legal width is 8'6" with trailers being 40'0" and semi-trailers 53'0."

Electric Service

Supplier: City of Seward

Economic Development Contact

Jonathan Jank
Seward County Chamber & Development Partnership
616 Bradford St.
Seward, NE 68434



BUILDINGS
SITES
MY FAVORITES
SEARCH

Showing 6 of 6 sites by Acres High

Seward/Lincoln, Nebraska Regional Rail Campus
Seward, NE
231 Acres
Lease Rate: N/A
Sale Price: \$30,000 per acre


Seward, Nebraska Air Park:
Seward, NE
44.38 Acres
Lease Rate: Build-to-Suit
Sale Price: Build-to-Suit

Seward, Nebraska: Rail Served
Seward, NE
23 Acres
22.98 Acres
Lease Rate: N/A
Sale Price: \$10,000/acre

Seward, Nebraska: 4 acres
Seward, NE
3.96 Acres
Sale Price: \$170,000

Seward, Nebraska: Lindner Lots (6 Lots - 100x200)
Seward, NE
2.75 Acres
Lease Rate: N/A
Sale Price: \$207,000

Seward/Lincoln, Nebraska Regional Rail Campus



OVERVIEW DETAILS

Property Description

This 305.63-acre tract is generally located on the southern fringe of the City of Seward. More specifically it is located on the southwest quadrant of Highway 15 and Walker Road. The property is 4.5 miles away from the I-80 interchange, and is well positioned and ready to accommodate users of varying sizes. The property will have access to the BNSF mainline rail which is adjacent to the property and is currently served by the City of Seward. For more information, please visit: www.SewardRailCampus.com.

Property Overview

Available Acres: 231
Topography: Level
Zoning: Agriculture, Industrial, Commercial

Adjacent Available Acres: 300
Within City Limits: Yes

Population

13,948	53,396	364,617
10 Mile Radius	20 Mile Radius	30 Mile Radius

Source: ESRI®, 2018

Households

5,129	18,935	143,718
10 Mile Radius	20 Mile Radius	30 Mile Radius

Source: FSR® 2018

Economic Development Contact

Jonathan Jank
Seward County Chamber & Development Partnership

LOIS
BUILDINGS SITES MY FAVORITES SEARCH

Building Photos

Showing 6 of 6 sites by Acres High

- Seward/Lincoln, Nebraska Regional Rail Campus**
Seward, NE
211 Acres
Lease Rate: N/A
Sale Price: \$30,000 per acre
- Seward, Nebraska Air Park**
Seward, NE
44.38 Acres
Lease Rate: Build-to-Suit
Sale Price: Build-to-Suit
- Seward, Nebraska: Rail Served**
Seward, NE
22.98 Acres
Lease Rate: N/A
Sale Price: \$10,000/acre
- Seward, Nebraska: 4 acres**
Seward, NE
3.96 Acres
Lease Rate: N/A
Sale Price: \$170,000
- Seward, Nebraska: Lindner Lots (6 Lots - 100x200)**
Seward, NE
2.75 Acres
Lease Rate: N/A
Sale Price: \$207,000

364,617
30 Mile Radius

143,718
30 Mile Radius

364,617
30 Mile Radius

143,718
30 Mile Radius

5,129
10 Mile Radius

18,935
20 Mile Radius

4 of 12

Households

None

Lease Terms:

Lease Rate:

Lease Terms:

Last Updated: Apr 30, 2019

\$30,000 per acre

Sale Price:

Economic Development Contact

Jonathan Jank
Seward County Chamber & Development Partnership

Marketing Materials

Heartland Economic Development Course 2024

Seward/Lincoln Regional Rail Campus

Seward, Nebraska / 306 Acre Rail Served Industrial Property

Welcome to the Seward and Lincoln Region!

The City of Seward is a thriving area where your business will grow. Local employers like the MidWest work ethic and access to a population of almost one-half million to strengths to their Seward, Nebraska location. With only a 20-minute drive to downtown Lincoln, Seward has access to metropolitan services with cost of living and quality of life advantages of a mid-size community.

Location
Walker Road and Highway 15
Seward, NE 68434

Site Map
Seward/Lincoln Regional Rail Campus

Available Workforce

210,394 Lincoln MSA workforce number

Populations:

- 4,864 City of Seward
- 14,750 Seward County
- 285,407 Lancaster County
- 370,000 Seward and surrounding counties
- 900,000 Within 50-mile radius

Airport Access

Distance	Destination	Frequency
10	Lincoln	Multiple
15	Omaha	Multiple
200	Chicago	Multiple

Innovative Incentives

Property is within a designated Foreign Trade Zone (FTZ)
Federal, state and local incentives available

Site Details

- 300 total acres
- 300 adjacent acres available
- Level topography
- Walk-in City service facility
- Internal rail loop possible

Master Plan Concept

Seward/Lincoln Regional Rail Campus

Transportation

- Highway & Interstate Access
- 0.5 mi US HWY 15 - North & South
- 0.5 mi US HWY 24 - East & West
- 4.5 mi Interstate 80

Railroad Access

- BRP railroad easement along north side of property
- 20+ miles to BRP's Union Trail
- Proposed inside loop clear 7.83F
- Intermodal to walk trail
- Proposed outside loop clear 8.57F

Utilities

- Adding Utilities
- Fiber Optics - Layer 2 - 100Mbps - Unidirectional
- Power - 115KV substation in close proximity - NPPD
- Natural gas - 6" plastic & 4" steel - Black Hills Energy
- Water - 14" & 20" mains, 18" sewer - City of Seward
- Sewer - 14" & 20" City of Seward

Contacts

JONATHAN JANK
Seward County Economic Development
Executive Director

Work: 402.443.0513
Mobile: 602.550.8020
seward@railcampus.com
sewardrailcampus.com

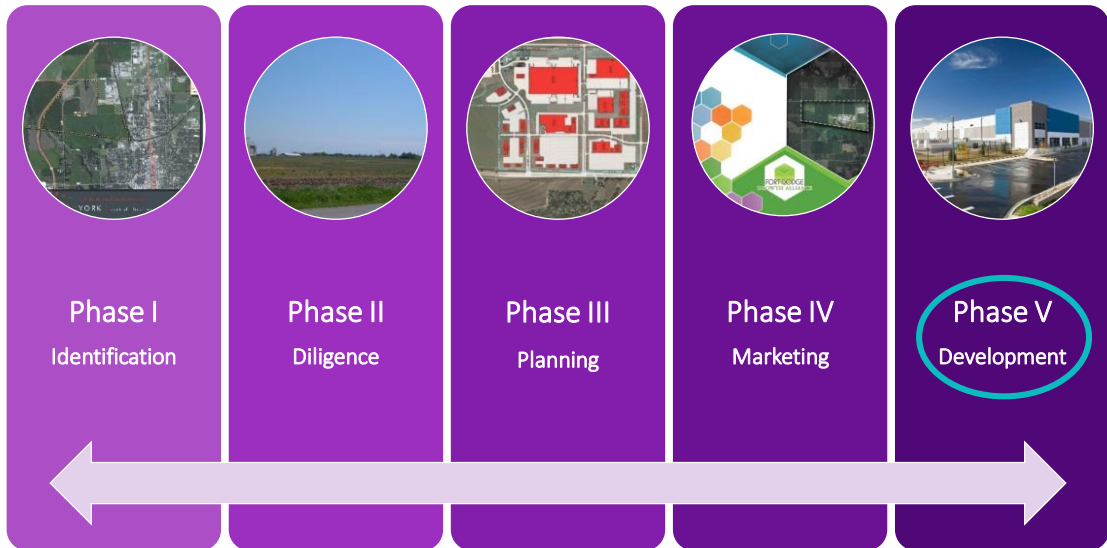
PO Box 258
513 Main Street
Seward, NE 68434

BRETT BAKER
City of Seward
City Administrator

Work: 402.443.2928
Mobile: 402.430.3199
Brett.Baker@CityofSewardNE.com
City@SewardNE.com
513 Main Street
Seward, NE 68434

Phase V – Development

Heartland
Economic Development Course
2024



Market, Political, and Financial Feasibility

Heartland
Economic Development Course
2024

Market

- Does a market exist?

Investment

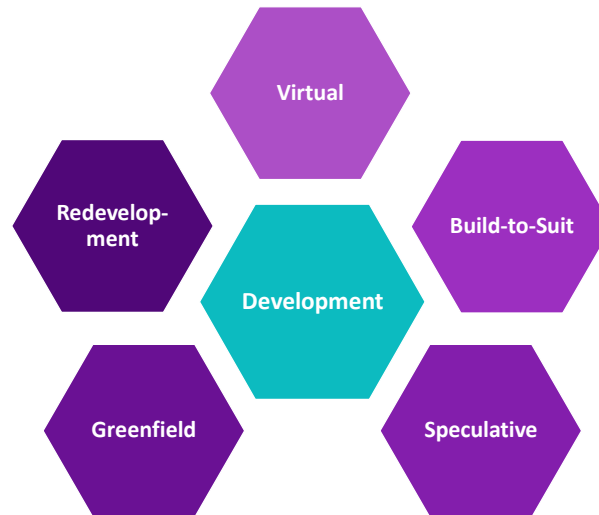
- Will there be a return on investment?

Acceptance

- Will the public accept the project?

Development Types

Heartland
Economic Development Course
2024



Virtual Development

Heartland
Economic Development Course
2024

- Allows for positioning with limited risk
- Provides opportunity for cross-marketing
- Provides risk mitigation through:
 - Costing assumption
 - Easily manipulated facilities plans
 - Fractions of the cost of actual build
 - Upfront entitlement assumption

Virtual Development

Heartland
Economic Development Course
2024



Virtual Development

Heartland
Economic Development Course
2024



Build-to-Suit

Heartland
Economic Development Course
2024



Build-to-Suit

Heartland
Economic Development Course
2024

- Allows for facility design control by end-user
- Creates operational efficiencies when designed for the end-user
- Can expedite the site selection process

Speculative Development

Heartland
Economic Development Course
2024



Speculative Development

Heartland
Economic Development Course
2024

- Facility built prior to securing a tenant
- Provides a marketing tool for attracting development
- Allows for potentially expedited occupancy
- Presents cash flow risks
- Potential risk in not meeting client's needs

Greenfield Development

Heartland
Economic Development Course
2024



Greenfield Development

Heartland
Economic Development Course
2024

- Allows for optimal development positioning
- Requires significant entitlement navigation
- Can increase development timelines
- Can lack infrastructure capacity

Redevelopment


Heartland
Economic Development Course
2024



Redevelopment

Heartland
Economic Development Course
2024

- Involves either new construction following demolition or property reuse
- Can involve land and/or facilities
- Encourages infill rather than sprawl
- Makes use of existing infrastructure
- Removes blight and slum
- Environmental mitigation is critical



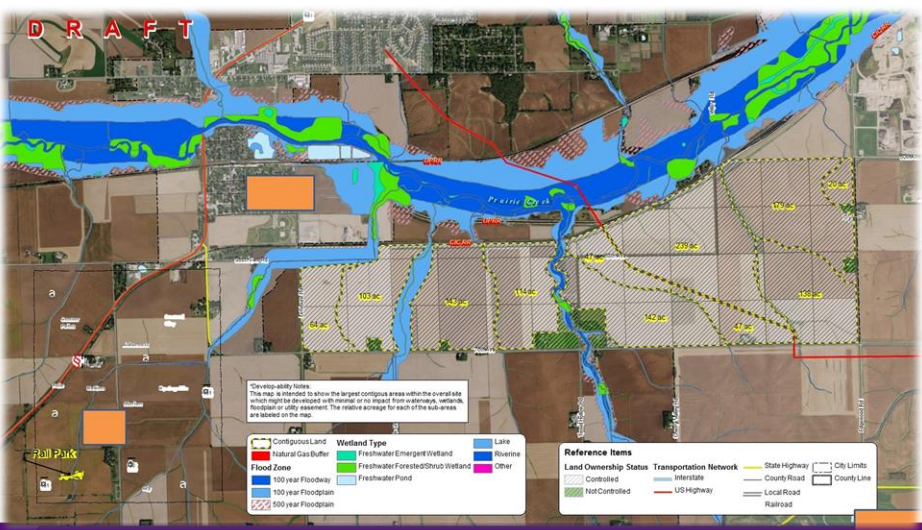
Site Certification

... a chapter in the story of a site,
but not the entire book...

Heartland
Economic Development Course
2024

Site Preparedness vs. Site Certification

Heartland
Economic Development Course
2024



DRAFT

Development Sites:
The map is intended to show the largest contiguous areas within the overall site which might be developed with minimal or no impact from streamways, wetlands, floodplains or other resources. The relative acreage for each of the sub-areas are labeled on the map.

Wetland Type	
Contiguous Land	Emergent Wetland
Natural Gas Buffer	Freshwater Emergent Wetland
Flood Zone	Freshwater Forest/Shrub Wetland
100 year Floodway	Freshwater Pond
100 year Floodplain	Other
500 year Floodplain	

Reference Items	
Land Ownership Status	Transportation Network
Controlled	Interstate
Not Controlled	US Highway
	County Road
	Local Road
	State Highway
	City Limits
	County Line
	Rainfall

The Gazette Cedar Rapids 44°

News | Obituaries | Sports | Opinion | Living | Hoopla | Photos | Weather

Health | Rural News

Mega industrial park planned for Cedar Rapids
Center intended to increase chances of attracting major employers

Traffic moves along Edgewood Rd. SW near the intersection of 27th Avenue SW next to land that will be occupied by the soon-to-be developed Big Cedar Industrial Center located near The Eastern Iowa Airport in southwest Cedar Rapids, Iowa, on Friday, Nov. 25, 2016. The area marks the southeastern boundary of the industrial park. Iowa Land and Building, a subsidiary of Alliant Energy, is developing the more than 1,300-acre industrial park. (Jim Sporek/The Gazette)



Nov 28, 2016 at 6:00 am | Print View

GEORGE C. FORD
The Gazette
More stories from George >

CEAR RAPIDS — A major industrial park under development on the southwest edge of Cedar Rapids is expected to give the city a better shot at recruiting businesses that usually don't locate in the area.

Iowa Land and Building, a subsidiary of Alliant Energy Corp., will develop the 1,300-acre Cedar Industrial Center, the state's first certified Mega industrial park and located not far from the Eastern Iowa Airport and Interstate-380.

This forward within this boundary cleared for this industrial park is under option for...

Alliant Energy
Big Cedar Industrial Center
A first of its kind economic development opportunity

Located in Iowa's Creative Corridor, this new industrial park is one of the largest manufacturing and industrial sites in the Midwest. Ready to build, the site offers excellent utility access and a well-trained and dedicated workforce with a Midwest work ethic.

1,300 acres of opportunity
Alliant Energy's Big Cedar Industrial Center is comprised of 1,300 acres under option control on the southwest edge of Cedar Rapids. Work is already underway to make this Iowa's first certified Mega Site. The site offers natural gas and water service, and is zoned for industrial use. The site offers natural gas and water service, and is zoned for industrial use. The site offers natural gas and water service, and is zoned for industrial use.

Connected to anywhere
The site aligns with its convenient location. The park is served by CHICAGO & NORTHWESTERN, a premier short-line railroad with 100+ cars per day. It's also located near the Airport, Interstate 380 and US Highway 152.

Enhanced power options
Alliant Energy will partner with professional engineering solutions tailored to fit the needs of our clients.

Contact: [Redacted]

Heartland Economic Development Course 2024

Consultants Forum | Facility Locations | Fast Facility | Advertise

AREA DEVELOPMENT

THE GUY WHO IS TAKING ARKANSAS INDUSTRY TO THE HEAD OF THE CLASS

Dollar Tree Will Invest \$110 Million for Distribution Center in Warrensburg
April 18, 2017

Dollar Tree Plans 1.2-million square foot distribution Hub In Warrensburg, Missouri

Area Development News Desk
04/19/2017



RELATED RESEARCH
E-Commerce Development, Industrial Land Pricing, and

Dollar Tree will invest approximately \$110 million to build a 1.2 million square foot distribution facility on Highway 13 at [Redacted]

NEWS ITEMS AROUND THE WEB STUDIES/RESEARCH

- Wright-Mix Material Solutions Expands Wurland, Kentucky, Plant Facility 07/07/2017
- Gill Tire Building \$560 Million Manufacturing-Distribution Campus 07/07/2017
- InfoSys Plans Innovation Hub in Wake County, North Carolina 07/07/2017
- EY Intuitive Expands Its Operations in Philadelphia, Pennsylvania 07/07/2017
- Tyson Foods Distribution Expands Distribution Hub in Schuylkill County, Pennsylvania 07/07/2017
- Sutter Street Manufacturing Upgrades Claremont, North Carolina, Manufacturing Center 07/06/2017
- Starbucks Expands Augusta, Georgia, Roasting Plant 07/06/2017

TIPS: SEND US BUSINESS EXPANSION OR RELOCATION NEWS

Site Preparedness Leads to Success

Heartland
Economic Development Course
2024

Ford to build \$3.5B battery plant at Marshall mega site

Updated: Feb. 13, 2023, 3:08 p.m. | Published: Feb. 13, 2023, 3:03 p.m.



By Rose White | rwhite@mive.com

ROMULUS, MI – Ford Motor Co. plans to build a \$3.5 billion electric vehicle lithium-ion battery plant and create 2,500 jobs in southwest Michigan.

Supported by \$246 million in state incentives, the Dearborn automaker will construct a sprawling 2.5 million-square-foot battery facility on 1,900 acres of farmland in Marshall pegged for development.

"At this plant, the team will build a new kind of factory. These batteries will be more affordable, incredibly durable and they'll charge faster," said Ford Executive Chair Bill Ford at a Monday, Feb. 13, press conference alongside state and local leaders.



Urban vs. Rural Economic Development

Heartland
Economic Development Course
2024



Private Development Drivers

Heartland
Economic Development Course
2024

- Defined market through the following metrics:
 - Cluster activity or identified up-/down-line demand/supply presence
 - Industrial real estate absorption
 - Industrial facilities and land vacancy
 - Growth trajectory
 - Ease of market entry/presence of development competition
- Ease of development as define through the following metrics:
 - Infrastructure readiness
 - Permitting and entitlements
 - Tax abatement availability
 - Industrial SID or TIF allowances
 - Impact fee concessions
 - Bundled utility rates
 - Rail access and development participation
 - Conduit financing vehicles
 - Cost and revenue sharing models



Private Developer-Led Development Best Practices

Heartland
Economic Development Course
2024

- “Lock-Step” message from governmental entities
- Identified market activity to support development
- Low vacancy rates
- Speculative, private industrial development
- Rapid industrial development absorption
- Velocity
- Low barrier to entry
- Fast-tracked permitting programs
- Tax abatement availability
- Cost to development in alignment with anticipated ROI
- Intermodal or inland port presence

EDC-Led Development

Heartland
Economic Development Course
2024

- Identified, available buildings to meet market demand
 - Modernized facilities within a competitive price per SF
- Shovel-ready, controlled sites suited to targeted uses
 - Not developed, but timelines for development understood
- Proactive marketing of verticals suited to the local market
 - Heavy concentration on freight optimization and existing user demand
- Multi-jurisdictional cooperation on infrastructure off-site extensions and capacities upgrades
 - Assurance of appropriate infrastructure service required
- Rapid entitlement process
 - Fast-track permitting opportunities
- Optimized, master planned park availability
 - To ensure appropriate ROI and prospective end-user pad site placement



EDC-Led Best Practices

Heartland
Economic Development Course
2024

- Identified market drivers and robust targeting analyses
- Identified sites and facilities to match market targets
- Completed diligence of both natural- and built-environment factors
- Secured land options
- Stated land price in-line with comparable markets
- Understood ROI expectations
- Targeting viability aligning EDC marketing efforts to inventory capacity
- Site master planning
- Completed development phasing for build-out costing
- Identified entitlements process and fast-tracked permitting options

Site Preparedness for Economic Development

Heartland
Economic Development Course
2024

- Locate prospective land tracts for development consideration
- Complete site diligence assessment
- Identify market-based industry targets
- Assess viability of development targets to land tract capabilities
- Create master plan options aligned to market demand
- Align capital improvements to support identified tracts
- Ensure incentive and concession allowances are attractive
- Package marketing materials to strategically align to targets
- Align marketing priorities to address likely end-user verticals

Real Estate – A Key Asset for Growth

Heartland
Economic Development Course
2024



Site preparation for economic development opportunities is the most effective means of creating relevance.

Questions

Heartland
Economic Development Course
2024

Courtney Dunbar CEcD, EDFP, AICP
Director – Site Selection



cmdunbar@burnsmcd.com

402-201-8822