

Site Selection: How To Compete with Confidence



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2024

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Next Move Group
Site Selection

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Site Selection

There seems to be some
mystique around site selection.
Why?



Q&A



Today's Agenda

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Project Example

Understanding Site Selection

Consultant Engagement

Site Selection Best Practices

Project Example



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Projects
Announced
So Far in 2024

1, 150
New Jobs

\$750M
Investment

\$90M
In Payroll



Next Move Group
Site Selection



Site Selection
Activity in 2023

600
Sites Scored

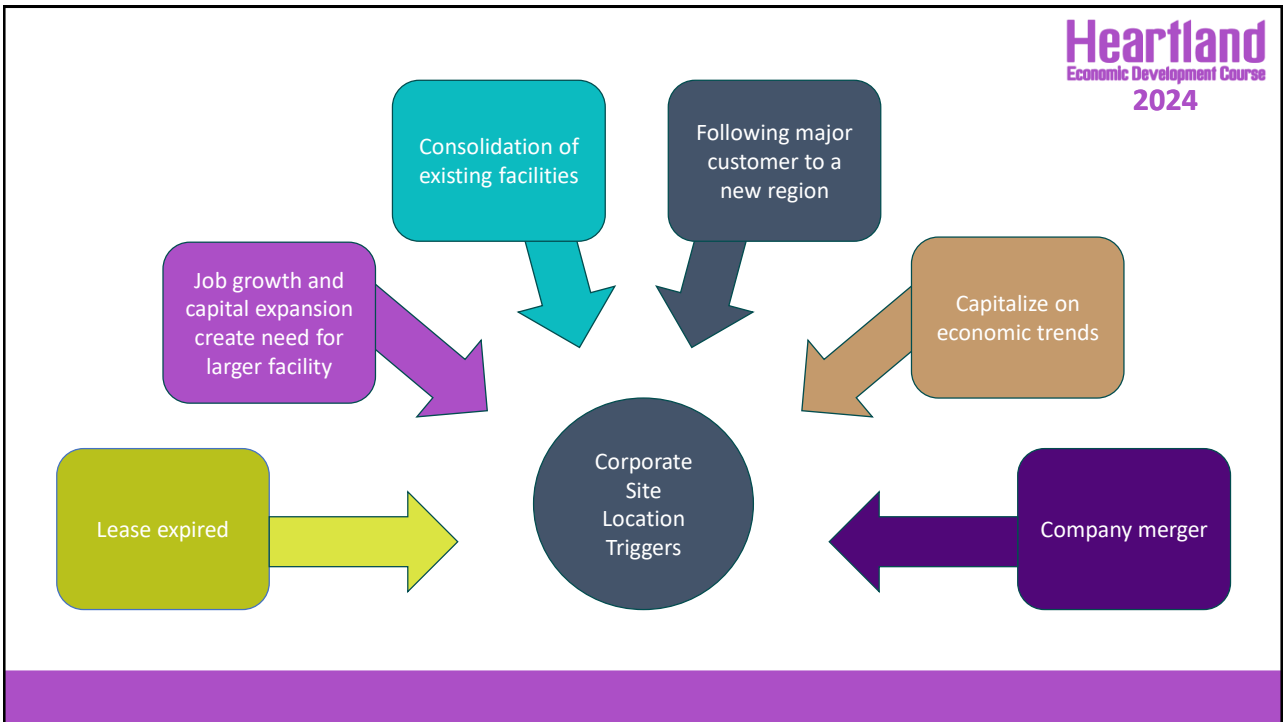
50
Sites Visited

34
States



Understanding Site Selection

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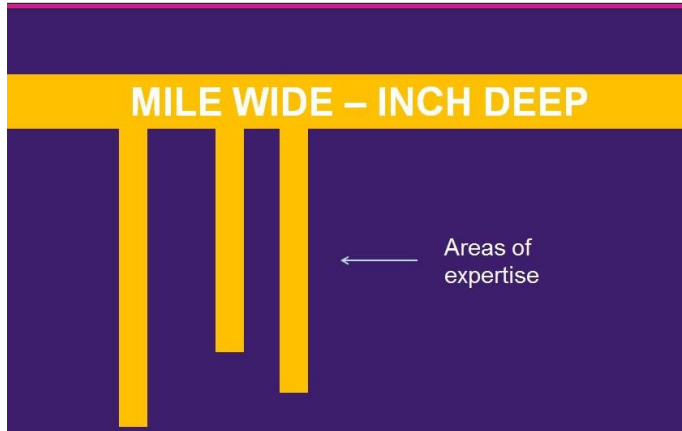
Why Your Job is Hard and Why it's Difficult to Win

- Why It's So Hard #1: Attempting to Marry the Public & Private Sectors



Why Your Job is Hard and Why it's Difficult to Win

- Why It's So Hard #2: Must know a little about everything



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Why Your Job is Hard and Why it's Difficult to Win

- Why It's So Hard #3: All the people a good economic developer has to deal with regularly ***PLUS THEIR PERSONALITIES***

- Economic Development Board Members
- Funding Partners
- Current Staff
- City/County Commissions
- State Economic Development Officials
- Industrial Development Authority Board Members
- State House and Senate Members
- Federal Elected Officials' Staff Members
- Bankers
- Industrial/Commercial Realtors
- Major Property Owners

- Engineers
- Construction Companies
- Local Plant Managers
- Zoning Officials
- Educational Directors (Superintendent of Public-School System, College, Training Providers, etc.)
- City/County Engineers
- Utility Directors, City/County attorneys
- Transportation Infrastructure Providers (such as railroads, ports, etc.)



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Why Your Job is Hard and Why it's Difficult to Win

Comparison of Winning a Deal



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Importance of Confidentiality

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Why is it so important to protect the company's identity?

- Incentives and the “but-for” clause
- Competition: Leave them in the dark
- Existing facility/employees do not need to worry
- Management may be exploring prior to presenting to shareholders
- ****Local Interference Kills The Deal****

EXAMPLE OF A CORPORATE DECISION TIMELINE

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6 Months? 12 Months? 5 Years?

TRIGGER FOR GROWTH

PHASE 1

New contract, issue with current facility/location, or potential M&A.

FINANCING, CONTRACTS & LOCATION (*large area*)

PHASE 3

Security of funding, revenue streams & supply chain, critical for success (Contracts may happen prior to Phase 1.)

MUSTS & WANTS ASSESSMENT

PHASE 5

Analysis uncovers specific needs for project to occur.

INTERNAL VETTING

PHASE 2

Escalation of growth proposal begins process of cost-benefit analysis for an additional location, M&A, or relocation.

CONSTRUCTION & ENGINEERING

PHASE 4

Exploration of cost to build and engineered facility design. Common for large projects, not everyday projects.

RFI(P) DEVELOPMENT

PHASE 6

Fed by Phases 3 – 5, the company prepares a list of questions to determine if a specific location meets their needs

SITE CONSULTANT HIRING TYPICALLY OCCURS IN HERE

EXAMPLE OF A CORPORATE DECISION TIMELINE

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6 Months? 12 Months? 5 Years?

RFI PROCESS

PHASE 7

Multi-state and community contact either direct or via consultant. Could be multiple rounds, eliminating locations at each step.

FINANCIAL PRO FORMA

PHASE 9

Short-term and long-term cost comparison of all finalist locations to determine, if any, incentives needed.

PROJECT INCENTIVE APPROVALS

PHASE 11

State & Local approval phase. Project becomes public information. Press releases, etc.

SITE VISITS

PHASE 8

Confirming information in most desirable locations: Site, Labor, Logistics, Community Support, Attractiveness, etc.

INCENTIVE NEGOTIATION

PHASE 10

Figuring out how to make the best location work for the client from a financial stand point.

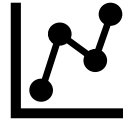
OFFICIAL ANNOUNCEMENT

PHASE 12

Party time! But when the real work begins for the Economic Developer.

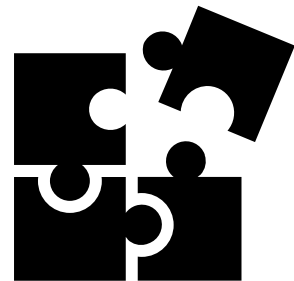
SITE SELECTION DEFINED IN 4 BULLET POINTS:

- RESEARCH
- EVALUATE
- NEGOTIATE
- SELECT



WHAT DO WE LOOK AT?

- BUSINESS INVESTMENT
- OPERATING REQUIREMENTS
- LOGISTICS/SUPPLY CHAIN
- LABOR AVAILABILITY (short & long-term)
- RISK FACTORS
- OPERATING COSTS (short & long-term)
- SELECT



A LOOK AT THE PROCESS: KICKOFF

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What Do We Do?

“Musts and Wants” Modeling

Kickoff Meeting

- Establish Macro Search Area
- Develop Project Evaluation Criteria
- Develop Project Timeline
- **Establish “MUSTS”**
- **Establish “WANTS”**



A LOOK AT THE PROCESS: ASSESSMENT

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“Musts and Wants” Modeling

KNOWN MUSTS:

1. **Geography.** Our new facility MUST be located in one of these states:
Answer:
2. **Site.** How many acres must you have on the site for parking, storage, truck turnaround, etc.?
Answer:
3. **Community Characteristics.** What are your “MUSTS” in a community? Population? Proximity to metro areas? Proximity to certain support businesses? Proximity or lack of proximity to a competitor? Provide bullet points of all the “MUSTS” you must have in a community:
Answer:
4. **Labor.** Describe in paragraph form the type of laborer you need and the challenges you face in finding them in your current location”
Answer:
5. **Just-In-Time Suppliers.** Do you have any “Just-In-Time” Suppliers which you must be located in close proximity to? If so, detail those suppliers so we can screen locations based on such proximity:
Answer:
6. **Transportation.** What are your “MUSTS” for transportation? Note, many clients say they MUST be within 5 miles of an interstate, but we often find this is actually a “WANT” rather than a “MUST,” so with that in mind what, if any, MUSTS do you have in terms of transportation infrastructure:
Answer:
7. **Financing.** Is there any one particular incentive or financing related activity you MUST receive from a community to make this project a success? (Example, we MUST find a community to finance equipment and lease it to us to keep it off our balance sheet).
Answer:

A LOOK AT THE PROCESS: RFI DEVELOPMENT

Project Pioneer

Project Pioneer

Project Description, Project Musts and Submission Instructions

General

Next Move Group is searching for a build-ready site and possible existing building to locate a leading global supplier of automotive and industrial high-precision components and systems. The client has requested that its identity be kept **Confidential** at this point and any references to this project should use the code name – **Project Pioneer**. Although the company has requested confidentiality, we can share some basics about their history. The company began operations 70 years ago with 50 employees. Today, the company has over 70,000 employees in 40+ countries and more than \$12 Billion in global revenues.

The focus of this RFI is to find a project ready site that can expedite the initial location phase of this project, as well as the second expanded phase, on a fast-track schedule.

Access to the automotive EV market is critical, as well as access to an international airport within reasonable distance. The company is highly concerned with available skilled labor and training capabilities and prefers a small-to-mid-size market. Locations with an existing build-ready pad site of 40 Acres or more will be highly considered. There is potential for use of an existing 100,000 Square Foot manufacturing facility if one is available.

Schedule

The site selection process and overall project will be on a fast-track schedule and your cooperation and timely responsiveness is greatly appreciated. Responses to this initial inquiry are due by **COB August 22nd, 2022**.

Project Pioneer Musts

1. Minimum of 40-Acre Build Ready Site for Phase 1 - 100,000 square foot industrial/manufacturing facility and ability to expand to 400,000 square feet total
2. Utilities on-site with appropriate capacities
3. Light industrial/manufacturing zoning
4. Available skilled labor (see more information below)
5. Must be within 20 Miles of an Interstate
6. Access to Rail Highly Preferred
7. Education & Training for Manufacturing as well as Engineering

Project Pioneer

General Project Information

Facility/Site Needs

Phase 1: 40-Acre Build-Ready Site for both phases of project. Existing 100,000 square foot facilities with expansion capability will be considered based on the following attributes.

Ceiling Height: 28'
Floor Thickness: 8' / 4000PSF
Truck Doors/Docks: 6
Parking Spaces: 200
Phase 2: 300,000 SF expansion on build-ready site

Employment

Phase 1: 85 FTE
Phase 2: 315 FTE
TOTAL: 400 Full-Time Employees (375 Production; 25 Operations/Engineers)
Average Salary: \$50,000 + Benefits for Production; \$100,000 for Operations/Engineers

Capital Investment

Machinery & Equipment: \$100,000,000 USD
Facility & Site: \$30,000,000 USD
TOTAL: \$130,000,000 USD

Utility Requirements

Electric

Demand Phase 1: 1.5 MW
Demand Phase 2: 7 MW
Delivery Voltage: 12470/480 kV

Natural Gas

Monthly Usage Phase 1: 3 Mmcf (3 million cubic feet)
Monthly Usage Phase 2: 12 Mmcf (12 million cubic feet)

Water/Wastewater Usage

Monthly Usage Phase 1: 250,000 gallons
Monthly Usage Phase 2: 1,000,000 gallons

A LOOK AT THE PROCESS: RFI DEVELOPMENT



COLLECT. COLLABORATE. COMPETE.



Questions

Project: Artisan

- Details
- Questions**
- Requirements
- Participants
- Properties

Project Questions

* = answer is required

Categories

- 0. Attachments to Include
- 1. Location Information
- 2. Site and Building Information
 - a. Site/Building Size and Configuration
 - b. Developability
 - c. Site Topography
 - d. Site Services
- 3. Ownership and Entitlements
- 4. Utility Infrastructure and Characteristics
- 5. Logistics Infrastructure and Characteristics
- 6. Environmental & Permitting
- 7. Workforce Characteristics
- 8. Costs
- Uncategorized

Questions For: 2. Site and Building Information > a. Site/Building Size and Configuration

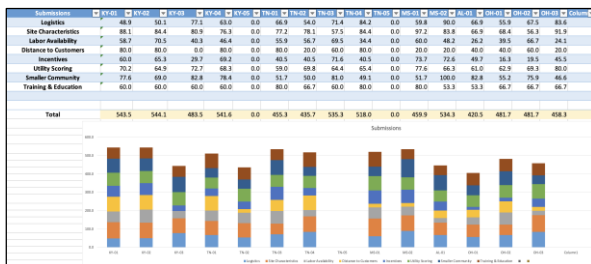
Question (drag to re-order)	Phase	Rqmt
What is the total Square Footage of the Building?	1	
What are the dimensions of the proposed building?	1	
What is the Construction type of the building?	1	
What is the Floor Thickness of the building?	1	
What is the Ceiling Clear Height?	1	
What is the Ceiling Eave Height?	1	
What is the Column Spacing in the building?	1	
How many Truck Loading Docks does the Building have?	1	

A LOOK AT THE PROCESS: SCORING SYSTEM

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Scoring Criteria	Sub Wt Factor	Overall Wt Factor	Sub Score	Sub Wt Score	Average Score	Overall Wt Score	Comments
1.) Business Costs (Recurring)		10			5.6	56.5	
a. Lease Rates	10		5	50			
b. Workers Comp Insurance Rate	10		6	60			
c. Labor Cost Projections Per Hour	10		8	80			
d. Unemployment Insurance Rates	10		5	50			
e. Property Tax Rates	10		4	40			
f. State Corporate Income Tax Rate	7		6	42			
2.) Building		9			5.2	46.5	
a. Cubicles in place	10		1	10			
b. Redundant Fiber	10		4	40			
c. Offset startup costs; install fees, permit fees, lease	10		9	90			
d. Redundant Power	8		6	48			
e. Lease Rate	10		6	60			
3.) Workforce		9			4.1	36.8	
a. underemployed labor in region	10		8	72			
b. spanish speaking labor	10		8	72			
c. colleges within 30 miles	9		4	36			
d. competition for labor	6		5	45			

In our kickoff process, we build a weighted scoring system to score communities based on what you want. This is an example of a recent project in which we scored 153 communities for a client.



Next Move Group
Site Selection

A LOOK AT THE PROCESS: WEIGHTING LOCATIONS

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Project:	Number 2											Company:
Sites	AZ-01	AZ-02	AZ-03	AZ-04	CO-01	KS-01	KS-02	KS-03	KS-04	UT-01	UT-02	UT-03
Cumaultive Score	196.2	177.6	153.4	164.8	174.3	191.6	191.3	167.6	177.9	193.0	173.6	178.8
Business Costs	56.5	49.7	48.8	41.2	40.8	56.5	54.8	51.8	45.5	48.3	47.6	46.1
Building	46.5	51.3	27.2	52.2	57.9	46.5	50.8	34.2	38.1	50.8	45.2	50.2
Workforce	36.8	38.9	32.1	27.7	29.1	36.8	34.4	27.1	42.9	43.0	36.1	35.0
Incentives	18.3	4.5	12.4	12.4	14.8	10.9	10.8	13.9	10.8	7.7	8.9	11.4
Geography	25.2	21.9	21.1	21.3	20.9	28.9	28.7	28.8	28.8	27.6	26.0	26.3
Transportation	12.9	11.3	11.8	10.0	10.8	12.0	11.8	11.8	11.8	9.6	9.8	9.8

Next Move Group
Site Selection

A LOOK AT THE PROCESS: DOWN-SELECT

- Potential for multiple rounds and a second RFI
- Final round is typically 3 to 5 sites
- Site Visits Scheduled through state and local EDOs



A LOOK AT THE PROCESS: BEFORE I ARRIVE

Labor Modeling



Occupation Description	SOC	LOCATION 1					LOCATION 2					LOCATION 3					LOCATION 4					LOCATION 5									
		Employed	Unemp	Mean Ann Wages	# of Jobs Open Using RFI	1 YR Growth Forecast	LQ	Employed	Unemp	Mean Ann Wages	# of Jobs Open Using RFI	1 YR Growth Forecast	LQ	Employed	Unemp	Mean Ann Wages	# of Jobs Open Using RFI	1 YR Growth Forecast	LQ	Employed	Unemp	Mean Ann Wages	# of Jobs Open Using RFI	1 YR Growth Forecast	LQ	Employed	Unemp	Mean Ann Wages	# of Jobs Open Using RFI	1 YR Growth Forecast	LQ
General and Operations Managers	11-1021	5,266	56	\$143,500	89	1.2%	1,01	7,287	85	\$104,800	128	1.5%	1.17	7,452	137	\$118,800	116	0.2%	0.87	14,954	226	\$102,900	229	0.5%	1.07	5,607	92	\$95,500	47	0.0%	0.95
Facilities Managers	11-3013	117	1	\$133,900	2	1.1%	0.65	77	1	\$121,400	4	1.5%	0.37	232	3	\$99,200	4	0.4%	0.76	397	4	\$102,000	8	0.6%	0.84	193	2	\$67,800	0	-0.1%	0.96
Industrial Production Managers	11-3051	448	3	\$130,600	34	1.0%	1.32	430	4	\$132,300	33	1.1%	1.07	705	7	\$113,300	37	-0.1%	1.27	1,307	10	\$118,800	38	0.2%	1.44	303	3	\$109,600	15	-0.2%	0.79
Purchasing Managers	11-3061	234	3	\$135,100	49	0.8%	1.87	234	2	\$127,900	58	1.2%	0.87	206	3	\$124,900	30	0.1%	1.05	234	3	\$124,200	50	0.3%	0.73	74	1	\$109,400	28	-0.3%	0.55
Transportation, Storage, and Distribution Managers	11-3071	164	1	\$110,400	25	0.9%	0.64	224	2	\$127,100	40	1.4%	0.74	369	5	\$116,000	17	0.4%	0.88	931	9	\$106,700	49	0.7%	1.36	281	3	\$85,800	24	0.0%	0.97
Architectural and Engineering Managers, All Other	11-9041	1,186	7	\$160,200	445	0.7%	3.70	452	4	\$156,200	406	1.0%	1.15	383	4	\$143,400	210	0.1%	0.73	629	5	\$141,800	334	0.2%	0.74	182	2	\$117,500	135	-0.5%	0.50
Software Quality Assurance Analysts and Testers	11-9199	891	7	\$135,600	4	0.8%	0.90	369	4	\$120,300	13	1.3%	0.32	1,209	18	\$124,800	9	0.2%	0.75	1,890	22	\$124,100	20	0.4%	0.72	401	5	\$88,300	20	-0.4%	0.36
Chemical Engineers	17-2041	133	3	\$101,300	4	0.8%	3.25	61	3	\$96,500	20	1.8%	1.26	48	2	\$104,600	5	0.9%	1.02	96	3	\$104,200	12	0.8%	0.88	35	1	\$111,700	1	0.4%	0.75
Industrial Engineers	17-2112	1,480	16	\$108,500	111	2.0%	2.93	1,010	15	\$107,900	172	2.0%	1.60	949	17	\$94,600	69	0.6%	1.15	2,094	31	\$94,000	152	1.0%	1.54	390	6	\$81,600	30	0.7%	0.68
Materials Engineers	17-2131	220	5	\$118,100	16	1.2%	7.37	87	1	\$72,100	31	1.3%	2.00	31	1	\$107,800	1	0.1%	0.51	98	1	\$98,000	9	0.3%	1.00	25	1	\$91,100	1	-0.2%	0.61
Mechanical Engineers	17-2141	1,802	9	\$114,100	164	0.8%	3.88	905	6	\$99,200	139	1.0%	1.54	699	6	\$96,700	74	0.1%	0.88	1,407	9	\$84,100	82	0.3%	1.08	262	2	\$85,000	18	-0.1%	0.47
Electro-Mechanical and Mechanical Technologists and Technicians	17-2199	1,479	7	\$137,000	6	0.5%	5.39	265	2	\$106,300	5	1.0%	0.82	219	2	\$112,400	3	-0.2%	0.49	393	3	\$92,300	2	0.1%	0.54	128	1	\$103,800	1	-0.8%	0.41
Engineering Technologists and Technicians, Except Drafters, All Other	17-3029	453	5	\$75,600	2	0.5%	3.70	174	2	\$73,400	1	1.2%	1.20	143	3	\$82,500	5	0.1%	0.72	210	3	\$61,100	4	0.2%	0.65	98	2	\$64,900	1	-0.6%	0.71
Occupational Health and Safety Technicians	19-5012	35	1	\$66,100	0	1.2%	0.95	27	1	\$63,100	1	1.4%	0.64	87	1	\$64,600	2	0.1%	0.63	100	3	\$62,000	0	0.5%	1.04	52	2	\$77,600	0	-0.2%	1.27
Production, Planning, and Expediting Clerks	43-5061	436	5	\$56,800	40	1.0%	0.68	796	10	\$58,200	18	1.3%	1.06	1,089	20	\$51,100	19	0.1%	1.05	1,788	25	\$55,900	24	0.5%	1.05	490	8	\$53,200	6	-0.1%	0.68
Shipping, Receiving, and Inventory Clerks	43-5071	823	24	\$39,400	40	-1.2%	0.60	2,113	73	\$38,200	70	0.2%	1.31	2,892	162	\$39,300	44	-1.1%	1.30	5,330	246	\$40,100	89	-0.7%	1.42	1,545	86	\$38,800	17	-1.4%	1.00
Maintenance Workers, Machinery	49-9043	30	0	\$53,600	1	1.7%	0.30	149	0	\$62,400	0	1.7%	1.27	305	0	\$53,000	1	-0.1%	1.89	524	0	\$60,300	0	0.9%	1.98	107	0	\$52,500	0	-0.3%	0.95
First-Line Supervisors of Production and Operating Workers	51-1011	1,806	17	\$74,100	183	0.8%	1.66	1,683	20	\$74,000	312	1.0%	1.31	2,639	46	\$66,100	183	-0.4%	1.49	3,977	57	\$70,500	345	0.2%	1.37	1,367	24	\$68,400	57	-0.4%	1.11
Electrical, Electronic, and Electromechanical Equipment Assemblers, Except Coil Winders, Tapers, and Finishers	51-2028	922	30	\$36,800	0	1.0%	2.01	707	28	\$38,900	0	1.3%	1.30	760	49	\$39,900	0	0.4%	1.02	1,377	70	\$36,000	0	0.2%	1.13	424	27	\$43,100	0	-0.4%	0.82
Mixing and Blending Machine Setters, Operators, and Tenders	51-9023	151	6	\$41,800	3	1.1%	0.82	347	14	\$52,900	6	1.3%	1.50	699	50	\$41,400	5	0.0%	2.32	489	31	\$46,100	5	0.1%	0.99	149	12	\$40,600	1	-0.2%	0.71
Production Workers, All Other	51-9199	210	4	\$36,600	162	0.9%	0.63	174	3	\$41,300	292	1.2%	0.87	930	45	\$36,400	174	0.0%	1.56	3,315	51	\$33,500	271	0.2%	1.17	220	12	\$34,200	49	-0.3%	0.54
TOTALS		10,123	224	1,449	2,12	17,890	291	582,171	1,10	22,551	596	1,035	587,030	1,05	40,353	1,071	1,835	583,883	1,06	12,557	297	576,774	538	0.73							
ANNUAL AVERAGE WAGE (SOC)				594,787				582,171					587,030					583,883													
POPULATION (45-MINUTE)				1,011,490				1,506,797					1,254,424					1,654,421													
UNEMPLOYMENT RATE				1.80%				2.50%					3.30%					2.90%													
LABOR PARTICIPATION RATE				58.60%				61.00%					60.40%					64.30%													

A LOOK AT THE PROCESS:

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Additional Analysis Completed Prior to or Post Visit

- Logistics Analysis
- Risk Analysis
- Housing Analysis
- Crime Analysis



 Next Move Group
Site Selection

A LOOK AT THE PROCESS: SITE VISIT PROTOCOL

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- Make them feel like a guest. Roll out the red carpet.
- Have your facts straight. Do not lie or hide information.
- Only have the “right” people in the room. Utilities, workforce/education, engineering, etc.
- Focus on how you can reduce TIME, MONEY, & RISK.
- Don’t waste time and try to stay on-time.
- POST-VISIT: Follow up quickly & accurately when asked for more information



 Next Move Group
Site Selection

A LOOK AT THE PROCESS: COST (ROI)

Old and Simple Example – Can be up to 40 years

- Start-Up Costs Examples

- Site Prep
- Construction
- Land Acquisition
- Utility Extension
- Etc.

Ongoing Costs which Vary by Location:	Projection Yr 1	Comments, future changes explained	Y2	Y3	Y4	Y5	Y6
Cost of Labor	\$10,987,650		\$10,987,650	\$10,987,650	\$10,987,650	\$10,987,650	\$10,987,650
Incentives to Offset Cost of Labor	\$439,506	4% annual payroll rebate	439,506	439,506	439,506	439,506	439,506
Real Property Taxes	\$53,957		53,957	53,957	53,957	53,957	53,957
Incentives to Offset Real Property Taxes	\$40,000	10 year tax relief except school taxes	40,000	40,000	40,000	40,000	40,000
Personal Property Taxes	\$24,142	Ref: Blake's email.	\$24,142	\$24,142	\$24,142	\$24,142	\$24,142
Electric Power	\$66,000	average industrial electricity rate: \$5500/month, \$10.00/kWh 660,000 kWh/year	\$66,000	\$66,000	\$66,000	\$66,000	\$66,000
Rent/Mortgage Payments	0	reflect on balance sheet if mortgage	0	0	0	0	0
Workers Comp	\$72,000		\$72,000	\$72,000	\$72,000	\$72,000	\$72,000
Unemployment Insurance	\$12,000	\$12,000/year	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Projected Equity in Building							
Other Incentives	1.567 million	\$1.567 million cash grant upon signing					

- Operating Costs Examples

- Labor Cost
- Property Taxes
- Utilities' Cost
- Work Comp
- Etc.

Proposed Location	Net Present Value Operating Costs (NPV)
Community A	\$ (19,111,898.42)
Community B	\$ (19,702,436.61)
Community C	\$ (20,032,919.39)
Community D	\$ (20,426,991.61)
Community E	\$ (21,020,902.17)



A LOOK AT THE PROCESS: INCENTIVES NEGOTIATION

Q: What Are We Looking For?

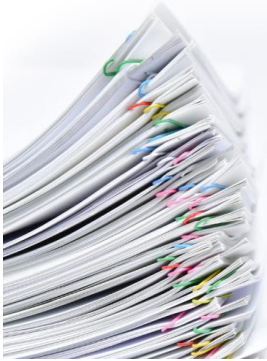
A: How to make your community work.

- Reduced Start-Up Costs
- Reduced Operating Costs



A LOOK AT THE PROCESS: INCENTIVES NEGOTIATION

TYPES OF INCENTIVES



Free or Discounted **Real Estate** & Free or Discounted **Rent** for Multiple Years

- **Cash Grants** for Equipment
- Equipment Financed at **Better Terms Than a Bank**
- Payroll **Grants**
- **Cash** to Train Employees
- State Corporate **Tax Credits**
- Real Property **Tax Abatements**
- Sales/Use **Tax Rebates**
- **Tax Increment Financing** (Cash Infusion into Project Upfront in Exchange for the Increase in Property Taxes Your Project Will Cause)
- Personal Property **Tax Abatements**
- Temporary **Office Space**
- **Discounted** Utility Rates
- Site Preparation **Cash**
- **Cash** to Move Equipment
- Employee **Relocation Assistance**
- **Forgivable** and Low Interest **Loans**
- **Fast Track** Permitting
- And More...

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A LOOK AT THE PROCESS: FINISH LINE

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SITE VISIT HORROR STORIES

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- The Bus From Hell
- Community Didn't Show Up
- Enterprise Unfriendliness
- 75 People In The Room
- Workforce Answer Out of Left Field



 Next Move Group
Site Selection

Q&A

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Consultant Engagement



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What is your lead generation strategy?



VS



↔



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What is your lead generation strategy?

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Passive Strategy

- State Department of Economic Development
- Utility Partners
- BRE Visits
- B2B
- Website/Social/Databases
- Check your E-mail
- Answer the Phone



Active Strategy

- Site Consultant Relationships/Events
- Lead Generation Firms
- Tradeshows, Market Visits
- Web Platforms
- Direct Sell Trips
- State/Utility Strategy

WHAT ELSE?

Site Selection Best Practices



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Rankings-How much attention is given to rankings?

MARCH 2024

2023 TOP STATES BY NUMBER OF PROJECTS

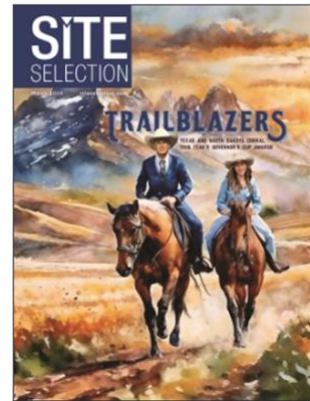
2023 Rank	2022 Rank	State Name	Project Count
1	1	Texas	1,254
2	2	Illinois	552
3	3	Ohio	462
4	4	California	374
5	5	Georgia	318
6	6	New York	272
7	10	Indiana	253
8	11	Florida	250
9	8	Pennsylvania	232
10	7	North Carolina	216

Source: Conway Projects Database

2023 TOP STATES BY PROJECTS PER CAPITA

2023 Rank	2022 Rank	State Name	Project Count
1	5	South Dakota	40
2	4	Illinois	552
3	2	Kentucky	192
4	7	Texas	1,254
5	3	Ohio	462
6	8	Indiana	253
7	10	Nebraska	58
8	11	Georgia	318
9	1	Kansas	80
10	6	South Carolina	139

Source: Conway Projects Database



Site Selection-Comparing Perspectives

COMBINED RATINGS* CORPORATE SURVEY

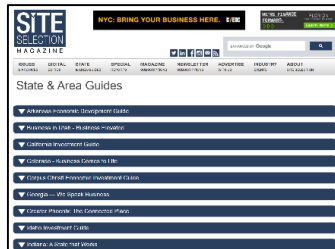
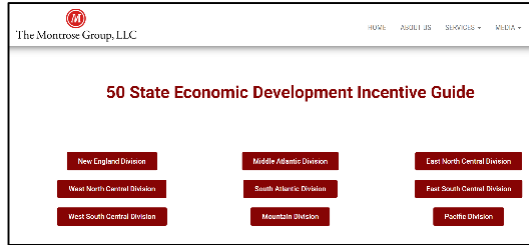
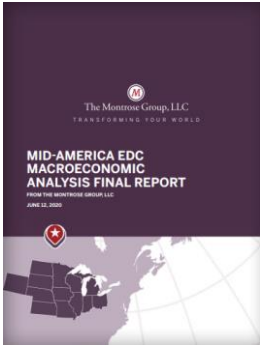
Site Selection Factors	2023	2022
Ranking		
1. Labor costs	92.5	89.1 (1)**
2. Availability of skilled labor	87.2	85.8 (3)
3. Environmental regulations	81.5	79.0 (9)
4. Tax exemptions	79.5	73.0 (13T)
5. ICT/broadband	79.0	80.7 (6)
6. Right-to-work state	78.4	66.7 (18)
7T. Quality-of-life	78.3	87.1 (2)
7T. Energy costs	78.3	79.4 (8)
9T. Corporate tax rate	76.9	79.7 (7)
9T. Highway accessibility	76.9	77.8 (11)

Labor costs and the availability of skilled labor are the top two priorities when corporate executives are considering future plans for their business.



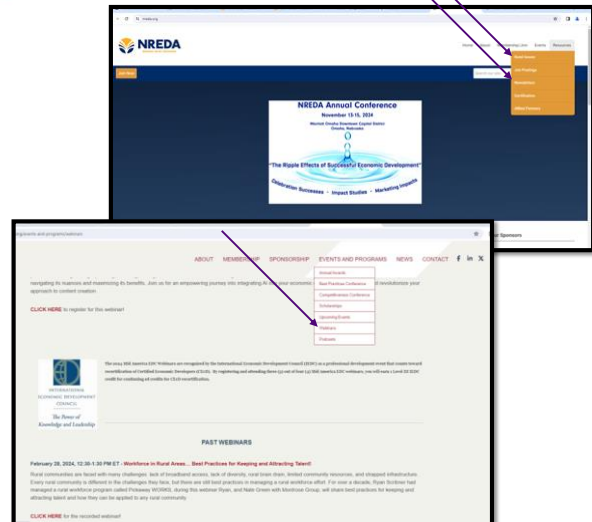
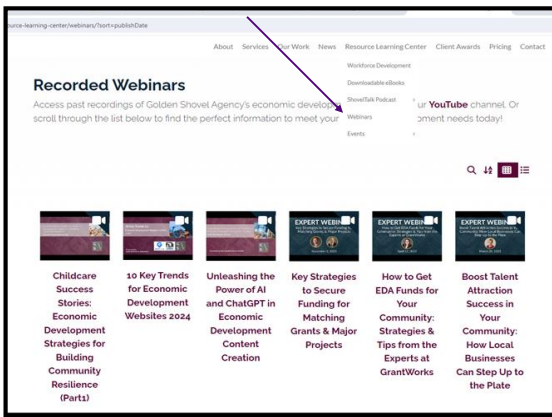
Do you know what the web says about your state/community?

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FREE STUFF

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Q&A

