

**Expert advice on  
preparing your community and  
maximizing its competitiveness  
for success**

By:

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# Topics to be discussed this afternoon.....

- What do consultants look for?
- What to have prepared for EVERY site
- Market, market, market---How to get noticed.
- Closing Q&A

# About Carter & Burgess

- Full Service Firm
  - Logistics
  - Site Selection
  - Architecture & Engineering
  - Economic Development
- 65 years old; offices nationwide
- Ranked #1
  - Distribution / Warehouse Design (ENR Sourcebook 2003)
  - Retail square footage (Retail Construction Magazine 2004)

# Clients Include



Carter::Burgess

**C&B has sited and designed over  
100,000,000 in recent years.**



**Carter::Burgess**

# What do Consultants look for??

- Community profile
- Current Unemployment information
- Current labor and wage surveys
- Political outlook in the Community
- Recent announcements and closures
- Target industry information
- Available sites and buildings
- Available incentives
- Permitting times and schedules
- Confidentiality
- Flexibility

# Community Profile

- Have an updated Community profile in each package
- Make sure that the information listed is still current
- Make sure it has distances to major cities and towns

# Current Unemployment Information

- ALWAYS have the latest that is available.
- Have it for the City and County
- Great website: [www.economagic.com](http://www.economagic.com)



# Current Labor and Wage Surveys

- Have copies available of the most recent study available.
- If they are not available, offer and assist in preparing meetings for us to get our own data.
- Be familiar with ALL HR reps in your community. This will ease that tension when you are bringing in an unknown Company to interview with them about their practices.

# Political Outlook in the Community

- Know the board. How will they vote or react to each project?
- Can they help resolve issues at the next level?
- Who is going off, and who is coming on?

# Recent announcements and closures

- Who is new to town?
  - How many employees?
  - Union / non-union?
  - Long term impact on the workforce?
- Who is leaving town?
  - How many employees?
  - Union / non-union?
  - Long term impact on the workforce?
  - Why are they closing up shop?

# Target Industry Information

- Is this project a good fit?
- Is this what you are targeting?
  - Once you have established with the board that you are going after “x”, make sure “y” is accepted too!!
- Where are your Target Clusters?? Will this project be close enough to benefit?

# Available Sites and Buildings

- Know all your large tract land owners!!
- Get options on sites if possible.
- If your State has a “certified site” program, get it done. Time savings keeps your community in the hunt longer.
- Have all details on the available buildings
  - Size
  - Clear height, column spacing
  - Utilities at the building
  - Fire protection system
  - Available parking, car spaces and truck spaces (dock doors)
  - Floor slab thickness

# Available Incentives

- Be ready...
- Incentives are the tie breaker in most cases.
- Know all, and I mean ALL the programs the State can offer. There is always a chance to find something else to set your site apart from others.
- Educate your board on the importance of incentives.
- Know what your board will you approval to offer upfront. If more is needed then go back to them for approval. Remember, time keeps you in the hunt longer!!!

# Permitting Times and Schedules

- Have “fast track” permitting in place. Most big projects should be pushed through by the EDC.
- Know how long most projects will take (local level only. We all know State requirements are a shot in the dark sometimes.)
- Know a point person in the State to help “hand carry” the applications through each agency.

# Confidentiality

- Do I REALLY need to discuss this one??
  - In all seriousness, DO NOT let the project leak to anyone or anything. Always try to have a code name and make sure it is not related to what the Company does.
  - Know your newspaper and TV reporters. Try to keep them at bay, and not getting too close to the project. Communities with bad practices of confidentiality are known and consultants will avoid them. Our profession does talk and we know the good apples and the bad ones too!!



# Flexibility

- The more flexible your Community is, the longer you will stay in the hunt.
  - Have multiple solutions for each project.
  - Remember the longer you can hold us in your community the better your chances are!!

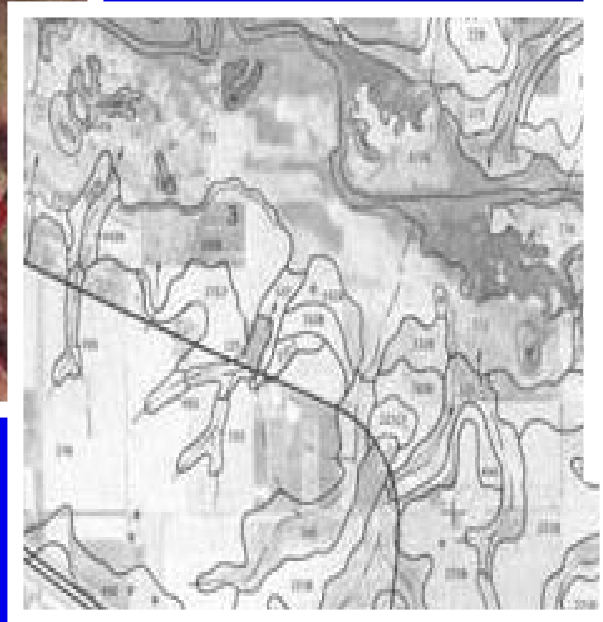
# What to have for EVERY site

- Maps – Every map there is available.
  - USGS Maps
  - NWI Maps
  - Soils Maps (SCS Office should have them)
  - Plat Maps
  - Zoning Maps
  - FEMA / FIRM Maps
  - Aerial Maps
  - Utility Location Maps
    - Have all sizes and pressures on them...

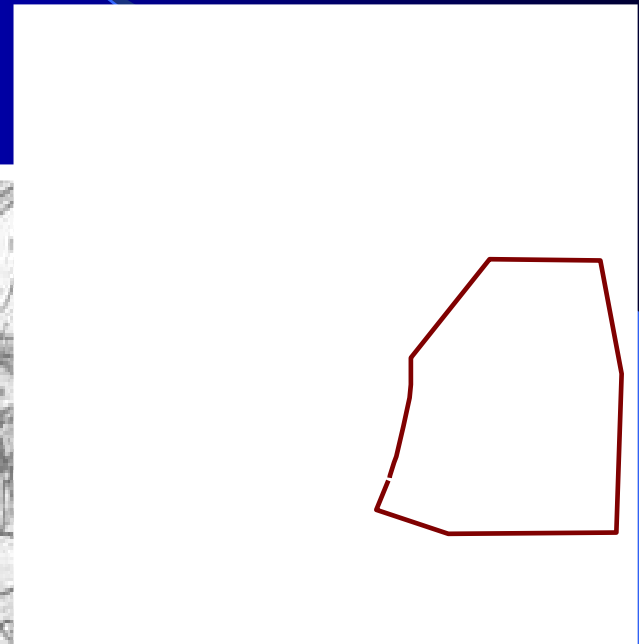
# Map examples....



USGS Maps



Aerial Maps



Soils Maps

# Utility Maps

- No reason to be perfect, just give the information...
  - Line size and pressures
  - Capacity
  - Nearest wells, tanks – How is the system fed?
  - Are the water systems looped??
  - Where is the WWTP? What is its capacity?

# Market, market, market....

## How to get noticed!

- The number one way to get on our radar screen is personal visits.
- Advertise in nation publications, I.e. Site Selection, Expansion Management. Write articles about new products or projects.
- Quarterly news letters
- Annual Reports
- No email blasts – too many other emails to read!!
- Familiarization (Fam) Tours – Find out what makes your community unique and try to have an event.

# Closing Q&A

# Extra Slide

- Template for additional slides