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### THE COLLABORATION SCORE: The Missing Link In Site Selection



December 3rd, 2018

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### OVERVIEW


Ginovus is a globally recognized provider of location modeling, site selection, economic development incentives procurement and compliance management services. Ginovus team members have advised and served clients in support of 325+ projects throughout North America and the Caribbean.




**Location  
Modeling**



**Site  
Selection**



**Incentive  
Procurement**



**Incentive  
Compliance**

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### OVERVIEW

#### DEPTH OF ECONOMIC DEVELOPMENT EXPERTISE

Projects  
have been  
sited in  
**35+**  
States.



Research has  
been completed in  
**45+**  
states plus  
Mexico, Canada,  
Costa Rica,  
and Puerto Rico.

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### INDUSTRIES SERVED

- Healthcare & Life Sciences
- Financial Services
- Distribution
- Manufacturing
- IT
- Headquarters Selection
- Utilities

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### WHAT IS THE COLLABORATION SCORE?

Though less defined and more qualitative in nature, a collaboration score is the **measure of the extent to which the community is fully aligned with its economic development efforts.**

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### MEASUREABLE STANDARDS

RANKING SUMMARY			
Simple Rank - Overall Average	4.84	4.67	6.51
Human Capital	4.18	4.36	6.54
Business Climate	5.63	4.00	6.94
Qualitative Factors	5.80	6.54	5.92
Equalized Average	5.17	4.54	6.64
<hr/>			
Weighted Rank - Overall Average	4.99	4.82	6.77
Human Capital	4.17	4.64	6.83
Business Climate	5.09	3.49	7.35
Qualitative Factors	5.48	6.67	5.90
Equalized Average	4.84	4.50	6.93

This chart shows how data in each category has been ranked resulting in comparable scores that are then color coded — red indicating higher/better scores, green lower scores, etc. in order to highlight the best site in each category and overall. This in turn can be used as the basis for justifying on a quantifiable basis a site selection decision.

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## Slide 6

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**WL1** the char color looks orange not red, see notes below - also Red is bad, green is good.  
Wagner, Leslie, 11/28/2018

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**QUALITATIVE STANDARDS:  
Necessary Factors for Success**



- ✓ Strong community leadership
- ✓ Responsive Economic Development team
- ✓ Instill confidence in site selector and the client
- ✓ Public & private agencies are in alignment
- ✓ Holistic approach to business attraction & retention
- ✓ Community project evaluation process is in place
- ✓ Interested in win-win solutions
- ✓ High level of trust

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**COMMUNITY STAKEHOLDERS:  
Is Everyone Accounted For?**




LOCAL GOVT



CITY COUNCIL



PLANNING DEPARTMENT



SCHOOL BOARD

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**RISK FACTORS: Red Flags To Watch For**



- Lack of alignment and infighting
- Lack of process
- Lack of dedicated resources

**CONSEQUENCES**



- Delayed timelines
- Increased project cost
- Compromised objectives
- Breakdown of trust

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**WHEN IT ALL FALLS APART:  
Lessons Learned Case Study**



- Prematurely represented that site was available
- Represented community alignment with incentives
- Officials not aligned on how to attract new business
- Political jockeying
- Trust eroded quickly
- Resulted in significant, costly time delays

**Result: Warning placed on region for future projects**

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**WHEN IT ALL COMES TOGETHER:  
A Collaboration Score Case Study**



- Community's website provided a favorable impression
- Economic development team was responsive and thorough
- Evaluation process was in place
- Clear standards for what worked for their community
- Streamlined administrative process maximized efficiency
- Project approval process was in place
- Realistic expectations on the involvement of both sides
- Open to a creative approach for the incentives, not just a "one size fits all" so both sides win.

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**IN ADDITION TO QUANTITATIVE FACTORS**



- Collaboration is a crucial component in our evaluation
- The objective is to gain alignment early
- We keep a pulse on state, regional and local level news
- Clearly understand the path to ownership/lease/development – and incentives
- Partner with seasoned and forward-thinking professionals

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**HERE TO HELP**



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**THANK YOU.**



**ANY QUESTIONS?**

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