

2019 Site Selectors Survey

Mid-America Competitiveness Conference Chicago, Illinois

By Ron Starner

Site Selection Magazine

December 9, 2019



Top 10 Most Influential Site Selection Factors:

- 1. Workforce Skills
- 2. Transportation Infrastructure
- 3. State & Local Tax Scheme
- 4. Ease of Permitting and Regulatory Process
- 5. Workforce Development
- 6. Land/Building Prices and Supply
- 7. Utilities (Cost/Reliability)
- 8. Right-to-Work State
- 9. Higher Education Resources
- 10. Quality of Life



What do you most want to see on an economic development organization's website?

Items rated on a 5-point scale

1. Name & Contact Info	4.09
2. Accurate & Up-to-Date Data	3.89
3. News on Recent Projects	3.79
4. Available Buildings & Sites	3.74
5. Testimonials	2.95
6. 3D Tours of Industrial Parks	2.93
7. Videos	2.55
8. Annual Reports	2.51



Where Do You Turn for Info in Your Field?

1.	Various Online S	Sources	82%
2.	EDO Websites		77%
3.	Peers		64%
4.	Fam Tours		57%
5.	Industry Publica	ations	52%

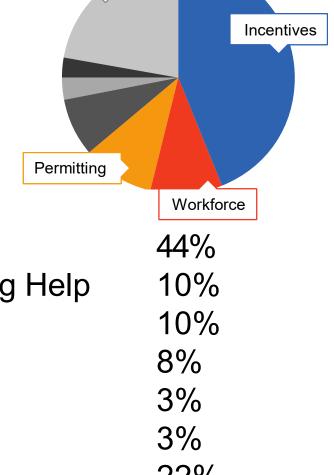


What are the Most Common Deal-Killers?

Lack of Responsiveness/Poor Gov't Leadership	24
Lack of Buildings/Sites	17
Lack of Skilled Workers	14
Breach of Confidentiality	8
Lack of Infrastructure	7
Lack of Incentives	6
Logistics/Transportation Barriers	5
Economics of Deal/Costs	4



What is the One Policy you Would Most Recommend to a State or Community?



Other

Improve Incentives	44%
Offer More Workforce Development/Training Help	10%
Implement Better Permitting Procedures	10%
Create More Certified Buildings/Sites	8%
Provide Better Housing Options	3%
Offer More Up-to-Date Data	3%
Other	22%



What Industry Sectors are the Most Active Right Now?

Distribution/Logistics Projects	33
Advanced Manufacturing	22
Food Processing	18
Biomedical/Health Care	17
Data Centers	16
HQ/Back Office	11
Call Centers	6
Metals/Metal Fabrication	5
Automotive	4
Finance/Insurance/RE	3



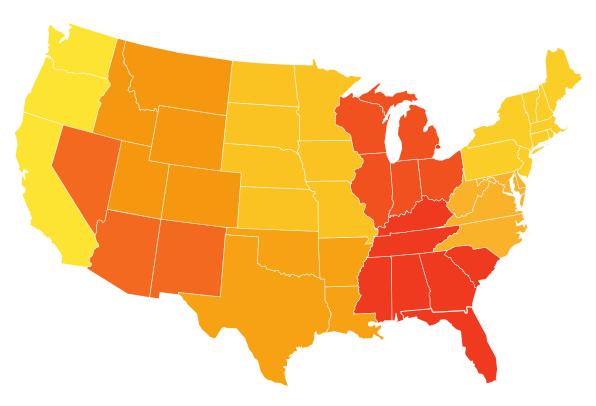
Which States Have Done the Most to Improve their Overall Business Climate in Recent Years?

North Carolina Arizona Tennessee Texas Virginia Michigan Ohio South Carolina Georgia Kentucky	10 9 9 8 7 7 6 5 4	
---	--	--



Which Region has Done the Most to Improve its Business Climate Recently?

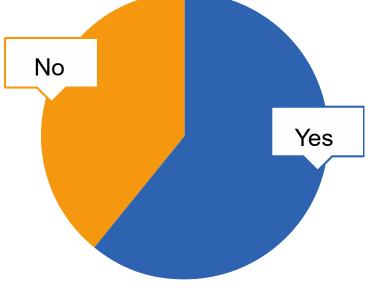
- 1. Southeast
- 2. Midwest
- 3. Southwest
- 4. Mountain West
- 5. South Central
- 6. Mid-Atlantic
- 7. Central Plains
- 8. Northeast
- 9. West Coast





Do You Serve Both EDOs and Corporate Clients?

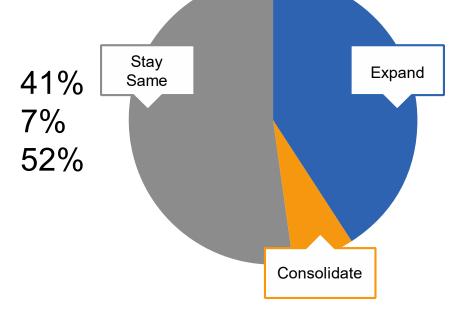
Yes 61% No 39%





Do You Expect your Corporate Clients to Expand their Facilities, Consolidate them or Stay About the Same in 2020?

Expand their Facilities Consolidate Them Stay About the Same





Thank You!

Ron Starner

Email: ron.starner@conway.com

Web: www.siteselection.com

Twitter: @RonStarner

Phone: 770.325.3425