



**Mississippi Economic Development Council  
Winter Conference 2010**

**Preparedness – the Difference Between  
Winning and Losing**

**Friday, February 5, 2010**

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## Site Selection Trends

- Types of Projects
- Incentives
- Labor
- **Speed**
- Energy
- Globalization
- Foreign Direct Investment
- Telecommunications
- Environmental

**Once a Decision is Made to  
Proceed With a New  
Investment**

**Speed is Absolutely Necessary**

**Every Day Lost is a Lost  
Opportunity**

## Site Selection Trends - SPEED

- **Shorter Site Location Studies**
- **Market, Services, & Cost Driven**
- **Existing Facilities & Infrastructure**
- **Technology Focused**
- **Faster Decision Making**

## Site Selection Trends - SPEED

**78% of companies  
performing a site search  
begin by looking for an  
existing facility – up from  
73% last year**

Area Development Magazine 21<sup>st</sup> Annual Survey

## Site Selection Trends - SPEED

**It is great to have an  
existing building –  
but know your product  
– and package it - and  
market it – effectively.**

# Preparedness



## Facility Details:

<b>Miles to Interstate</b>	<b>2 miles North</b>
<b>Rail</b>	<b>No</b>
<b>Sprinklered</b>	<b>No</b>
<b>Natural Gas</b>	<b>Yes</b>
<b>Municipal Water</b>	<b>Yes</b>
<b>Municipal Sewer</b>	<b>Yes</b>
<b>Electric Available</b>	<b>Yes</b>
<b>Sale or Lease</b>	<b>Both</b>

# Preparedness



# Preparedness



## Facility Details:

<b>Type</b>	<b>Industrial</b>
<b>Additional Land</b>	<b>Yes</b>
<b>Sq. Ft.</b>	<b>101,245</b>
<b>Loading Docks</b>	<b>5</b>
<b>Ceiling Height</b>	<b>24</b>
<b>On Site Parking</b>	<b>Yes</b>
<b>Nearest Interstate</b>	<b>I-85</b>
<b>Miles to Interstate</b>	<b>0.10</b>

# Preparedness



## Facility Details:

<b>Type</b>	<b>Industrial</b>
<b>Additional Land</b>	<b>_____</b>
<b>Sq. Ft.</b>	<b>175,000</b>
<b>Loading Docks</b>	<b>yes</b>
<b>Ceiling Height</b>	<b>27</b>
<b>On Site Parking</b>	<b>_____</b>
<b>Nearest Interstate</b>	<b>US 64</b>

## Site Selection Trends - SPEED

Of the 78% of companies looking for an existing building, only about one in four find one that suits their needs –

**so you must also have a great site.**

## Site Selection Trends - SPEED

**“Ready-to-go sites” are more important today than ever before – and they can make a big difference.**

Gov Pataki, New York

## Examples – Ready to go Sites

- **NC Certified Sites**
- **OK Ready Sites Program**
- **NY Shovel Ready Sites**
- **TN Deal Ready Sites (M & W TN)**
- **SC Site Certification Program**

## Site Selection Trends - SPEED

**What does  
“Ready-to-go  
sites” really  
mean?**

## Site Selection Trends - SPEED

- **Site is actually available - now**
- 
- 
- 
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## Site Selection Trends - SPEED

- **Site is actually available - now**
- **Phase I Environmental complete**
- 
- 
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## Site Selection Trends - SPEED

- **Site is actually available - now**
- **Phase I Environmental complete**
- **Site can be developed cost effectively**
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## Site Selection Trends - SPEED

- **Site is actually available - now**
- **Phase I Environmental complete**
- **Site can be developed cost effectively**
- **Utilities are at the site, or there is a plan, schedule & budget to do so**
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## Site Selection Trends - SPEED

- **Site is actually available - now**
- **Phase I Environmental complete**
- **Site can be developed cost effectively**
- **Utilities are at the site, or there is a plan, schedule & budget to do so**
- **Zoned or compatible surrounding land use**

## Site Selection Trends - SPEED

**It is great to have an  
existing site –  
but know your product  
– and package it - and  
market it – effectively.**

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# Preparedness



# Preparedness



# Preparedness



## Site Features:

Natural Gas	Yes
Municipal Water	No
Municipal Sewer	No
Electric Available	Yes

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# Preparedness



# Preparedness



## Site Selection Trends - SPEED

**Permitting** should  
never become the  
critical path for a  
project!

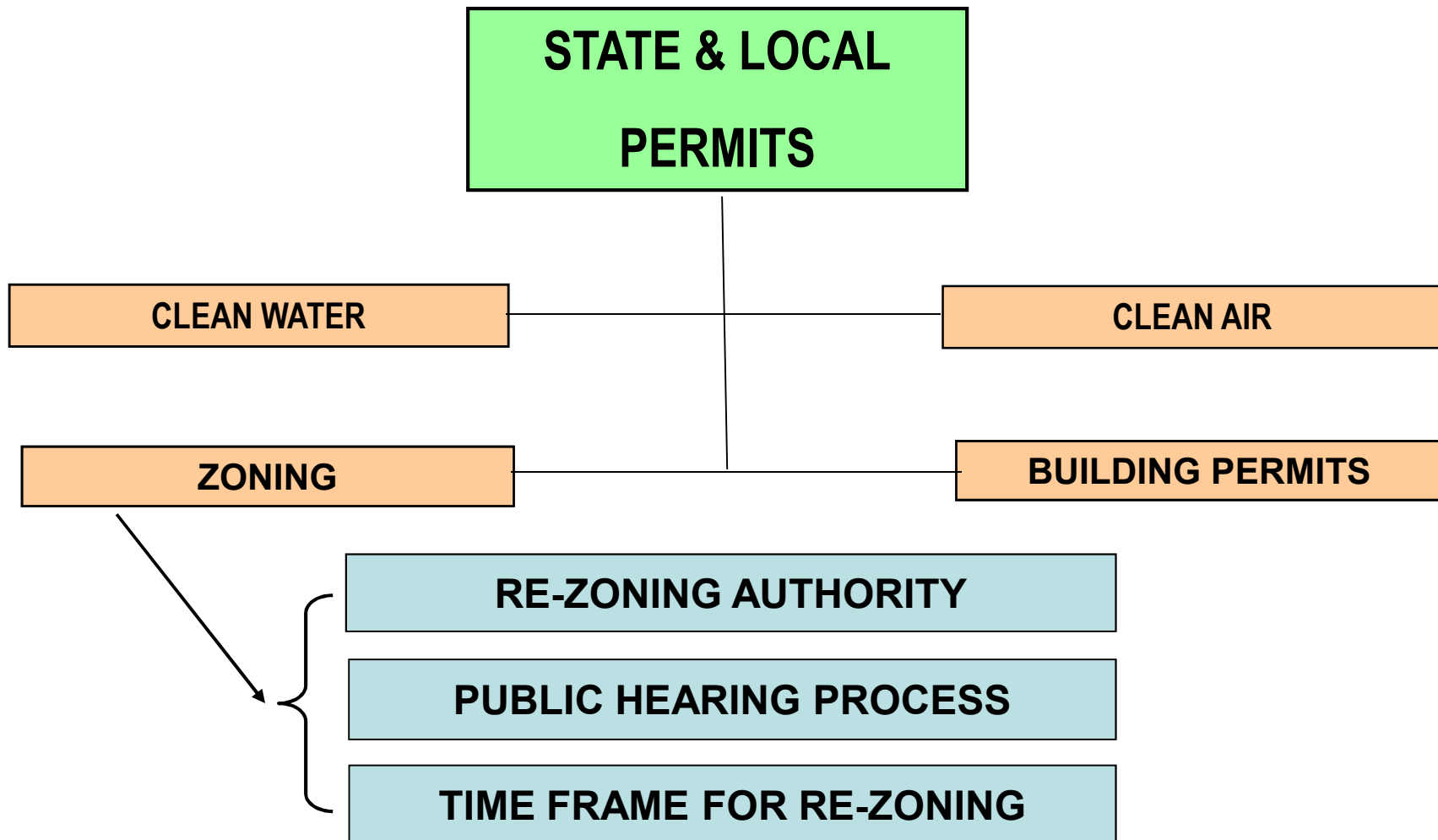
## PERMITTING

- **BENEFIT OR BARRIER ?**
- **ENABLER OR INHIBITER ?**
- **CONSTRUCTIVE OR DESTRUCTIVE ?**
- **PROGRESSIVE OR REGRESSIVE ?**

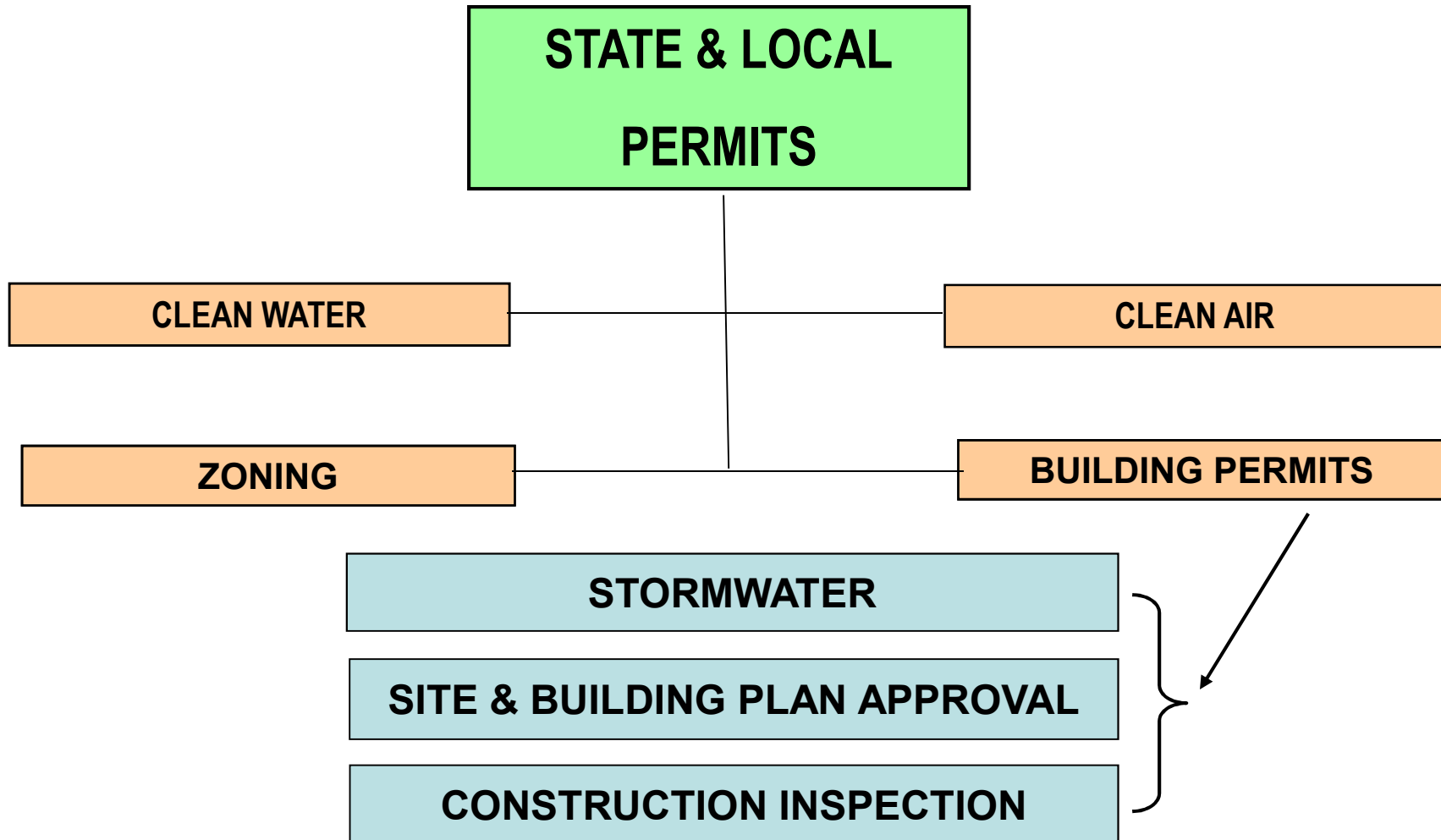
## **CRITICAL FACTOR**

**ARE THERE ANY PERMITTING  
REQUIREMENTS AT THE  
STATE/LOCAL LEVEL THAT  
EXCEED FEDERAL EPA  
REQUIREMENTS?**

# Preparedness



# Preparedness



## PERMITTING

- **Everybody requires permits**
- **Some locations are more stringent than others**
- **It's all about RESOURCES**
- **It's all about ATTITUDE!**

**THE ABILITY TO GET  
IT DONE CAN MAKE  
THE DIFFERENCE  
BETWEEN**

**WINNING & LOOSING**

# Thank You

# Questions & Answers

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# Data Centers