



**THE GEOGRAPHY
OF BUSINESS®**

**Consultant's View on Site Selection and
Economic Development**


Ground Hog Day Economic Development Summit 2016
Monroe, NC

February 2, 2016
Mark M. Sweeney



**Introduction to
McCallum Sweeney Consulting**

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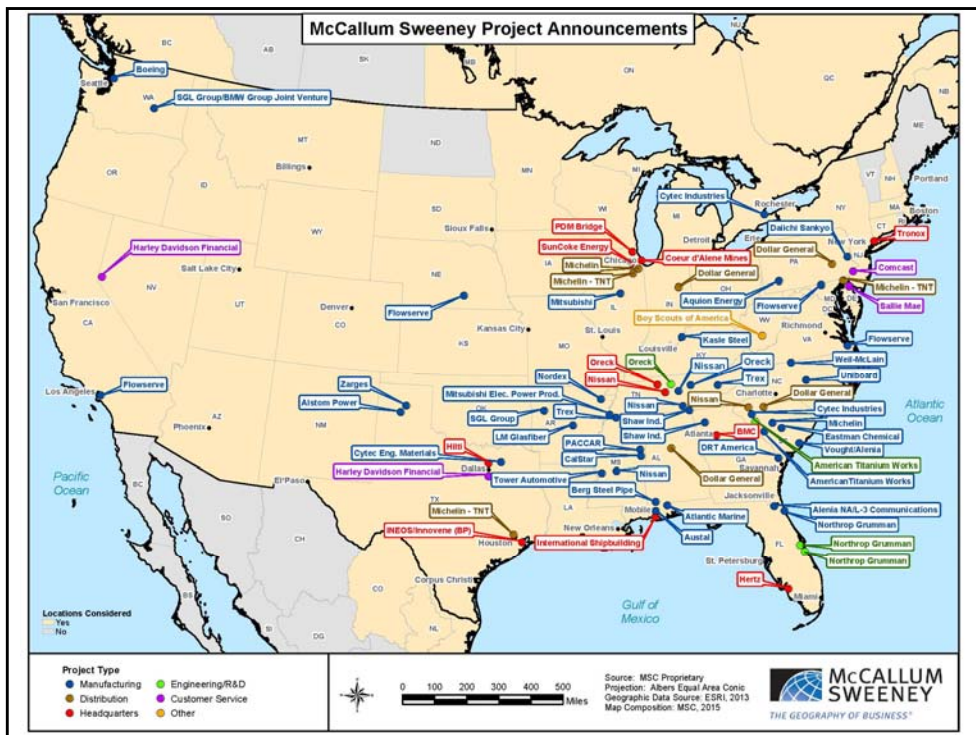


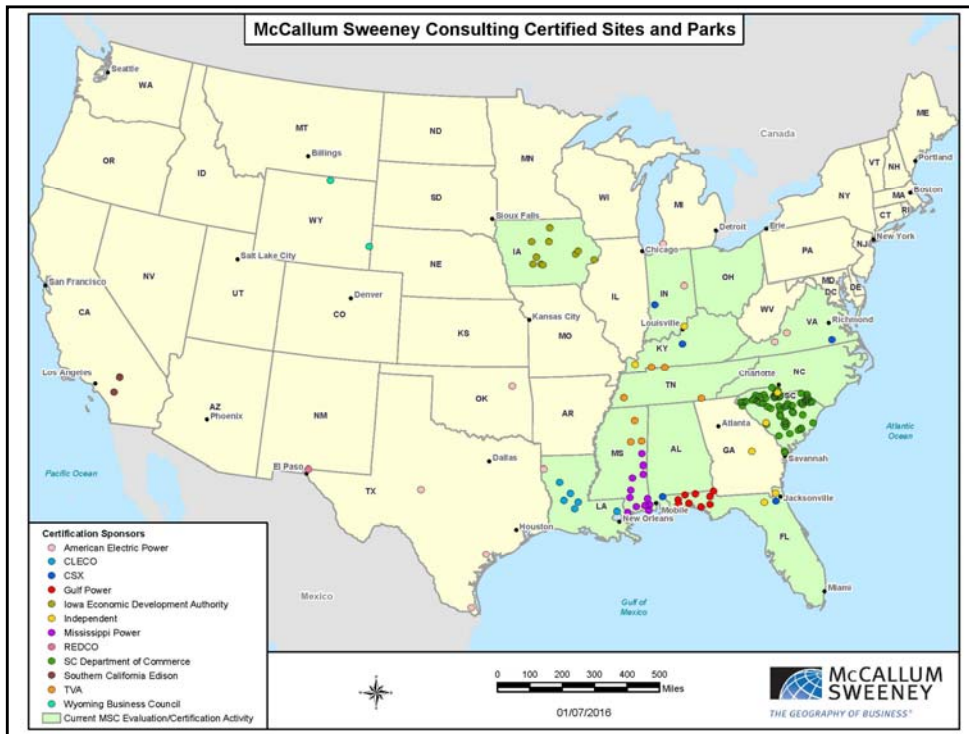
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MSC Clients



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Three Big Things to Remember:

Investment is Made for Profit

Investment Activity Has Choices With
Regard to Location

Where A Company Locates Impacts Its
Success and Profitability

Understanding the Business of Economic Development

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The Business of Economic Development

- Product / service development
 - Preparing and improving your product
- Sales and marketing
 - Selling your product / service
- Organization
 - Achieving the mission w people & process

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The Business of Economic Development

- Product Development
 - Leadership
 - Sites
 - Infrastructure
 - Workforce
 - Education
 - Training
 - Taxes
 - QOL
 - Community Assets
- Organization
 - Vision & Strategic Plan
 - Org & Financial Design
 - Staffing / HR
 - Programs
- Sales & Marketing
 - Customer knowledge
 - Product knowledge
 - Communication

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Understanding the Business of Site Selection

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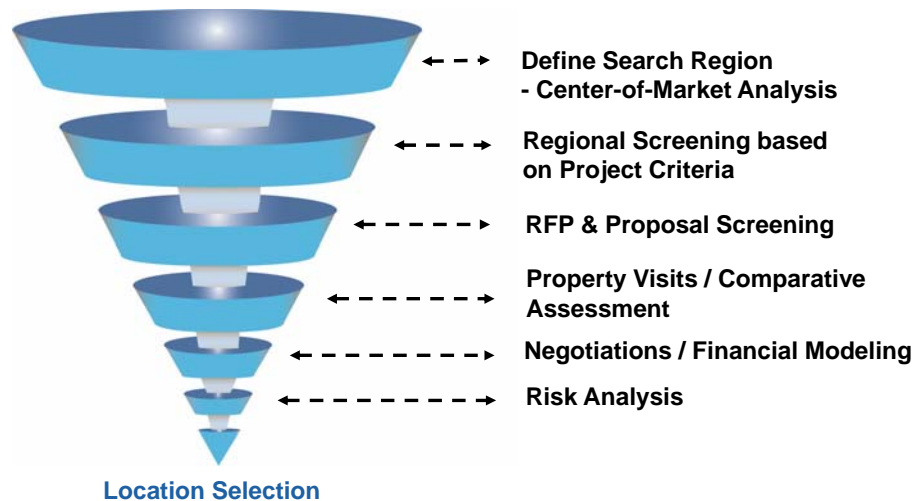
Fundamental Characteristics

- Profit Driven
 - Investment for purpose of return
- Deadline Driven
 - Both the site selection and the project
- Competitive
 - Multiple location options
- Comprehensive
 - Complex decision involving most functional areas
- Risk Averse

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Competitive Site Selection Screening Process



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Site Selection Focus

- Physical factors
- Operating factors
- Living factors

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Site Selection Focus – Physical Conditions

- Location
- Configuration
- Topography
- Access
- Zoning
- Neighboring land use
- Environmental (Phase I)
- Ownership
- Construction feasibility
- Transportation Infrastructure
- Utilities
- Acquisition cost
- Site development cost

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Site Selection Focus – Operating Conditions

- Labor market
 - Availability
 - Quality / work ethic
 - Wages / benefits
- Training resources
- Education resources
 - Higher education
 - Vocational education
- Utility services
 - Reliability
 - Costs
- Taxes
 - Income, sales, property
- Leadership
- Community acceptance
- Incentives

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Site Selection Focus – Living Conditions

- Attractiveness
- Physical conditions
- Movement / congestion
- Housing
 - Availability, costs
- Recreation
- Social / Cultural
- Education
 - Facilities
 - Achievement
- Medical / health care
 - Facilities / capabilities
 - Costs
- Shopping
- Hotel / meeting space

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Phase II Interface

- Industry and Community Leaders
 - Existing industry and businesses
 - Private interviews
 - Most important source of information
 - Community leaders
 - Elected and private leaders
 - Represent community and government
 - Subject to “managed access” to prospect

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MSC Contact Information

Mark M. Sweeney
Senior Principal

McCallum Sweeney Consulting
15 South Main Street, Suite 950
Greenville, SC 29601

864-672-1600 (main)
864-672-1610 (fax)

msweeney@mccallumsweeney.com
www.mccallumsweeney.com

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