



WORKING WITH YOUR PARTNERS, TOP DRIVERS OF BUSINESS ATTRACTION

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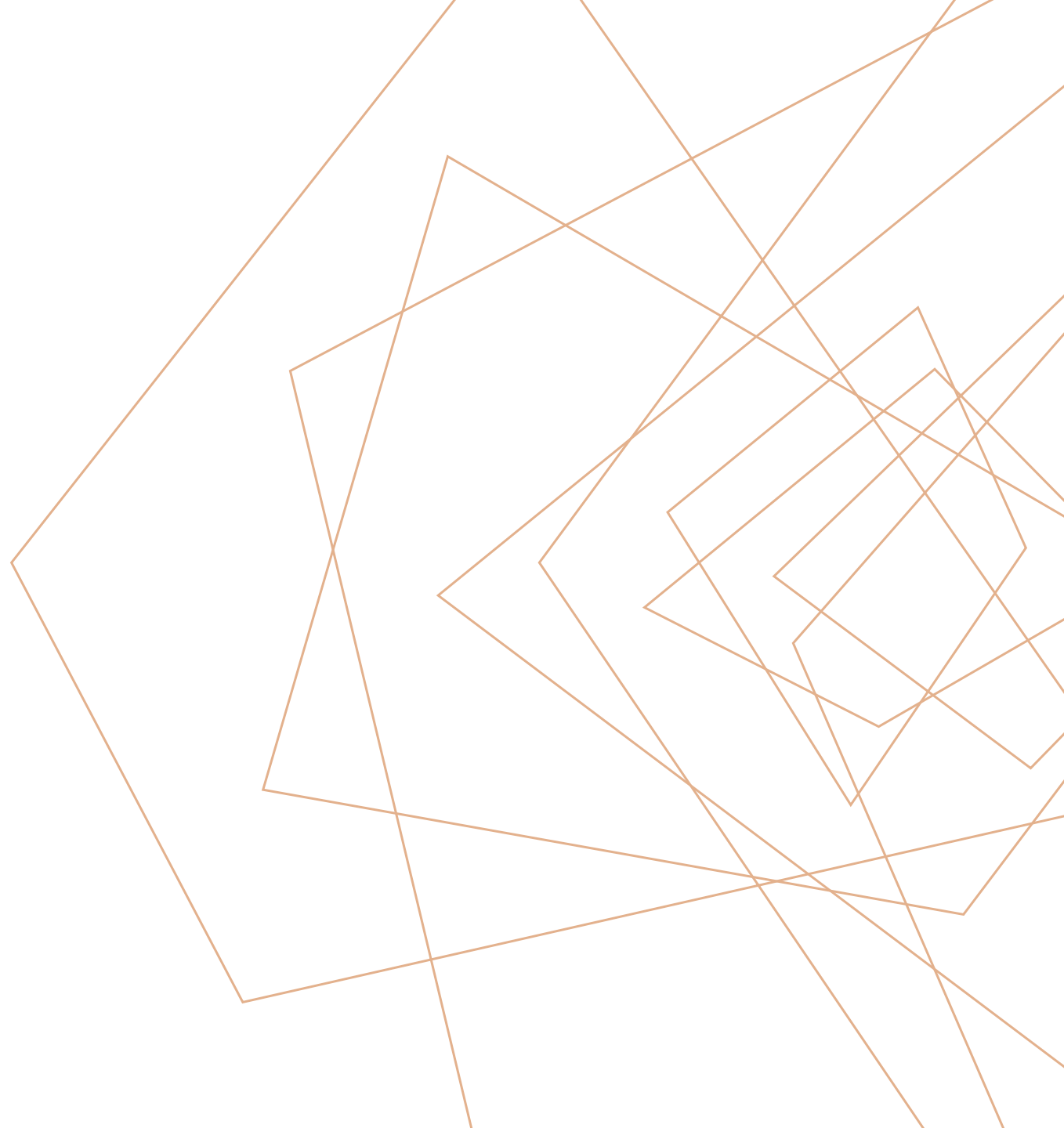
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ABOUT US

Grella Partnership Strategies is a Next Generation Infrastructure Development and Strategic Planning Solutions agency, focusing on industrial infrastructure development and economic development experience.



UNDERSTANDING SITE SELECTION

Majority of business leads start with your State

75% of leads come through your State

Oregon's Process

Many represent economic development

Cities, counties, tribes, ports, regional economic development organizations, utilities, railroads

Multiple channels for receiving leads

Companies/Corporations

Site Selection Organizations



WHAT'S TAKEN INTO CONSIDERATION?



Company:

- Looking for the lowest cost of doing business
- Want to save time and money
- Project most likely has been approved

Consultant/Third Party

- Meeting the needs of the client
 - Wants the return business
 - Need immediate responses
-
- Bottom line – communities must have a product that is ready to go

HOW TO PREPARE?



Know your strengths

- What do your existing businesses say?
- What does your business climate look like?

Assemble your team

- Appropriate experts to support you
- Everything from local, state and federal

Build your community and political support

- Understand your local priorities

OREGON'S LEAD FLOW PROCESS



2 Recruitment Officers, covering all of Oregon, 12 Regional Development Offices with regional responsibilities

- Lead received (either an RFI or RFP)
- Business Oregon then focuses on due diligence
- Submit all partners (160+)
- Enter the project into Oregon Prospector
- Business Oregon manages all communications between the community and company/consultant
- Review and create your response with the appropriate experts to support you, upload to Oregon Prospector
- Hope for a site visit

LOCATION FACTORS

Transportation

Permitting Process

Distance to commercial airport

Quality of Life

Existing Buildings

Utilities

Skilled available workforce/Labor Costs

Taxes

Available properly zoned and served industrial land

Incentives

Welcoming presence



SKILLED AVAILABLE WORKFORCE/LABOR COSTS



- Availability – what do you have in your community/region
- Are you a right to work state?
- Are your existing companies happy with their employees, are their needs being met? (This opens the door for a strong BRE program)
- What are the wage levels for your industries?
- Do you have a relationship with your training providers/education centers?
- High unemployment rates – it only tells half of the story

TAXES/TAX STRUCTURE

- Property Tax
- Income Tax
- Sales Tax
- Other Taxes (Inventory, Business and Occupation Tax, Value Add Tax, Corporate Activity Tax)
- Other fees to consider (System Development Charges, connection fees, meeting fees, permit costs and transportation costs)

- Eliminate surprises



AVAILABLE INDUSTRIAL LAND

- Do you have enough inventory based on your population and growth?
- Zoning – is it properly zoned?
- Surrounding uses, important based on industry
- Does it have the infrastructure? If not, how long to get it in place (pre-engineer the cost and timeline)
- Multiple owners – mitigate solutions



INCENTIVES

- Property Tax Abatement
- Income Tax Credits
- Free Land
- Infrastructure Funding
- Cash Grants/forgivable Loans
- Workforce Training Programs
- Discount on Permits/fees
- Local Programs – (breeds creativity)
- Federal Pass Through



QUALITY OF LIFE

- What does it mean?
- Who defines it?
- Certain industries and cultures now make it a deciding factor
- Take the time to understand the prospect and their priorities



EXISTING BUILDING INVENTORY

- What does your inventory look like?
- Big box buildings – costs to retrofit?
- Have you toured/walked the building inventory?
- Do you have a relationship with the broker/owner?
- Projects are moving quickly – so take notice of whats on the market (talk to brokers/owners about pocket listings)



TRANSPORTATION



- Know distances to all modes of transportation – highway/air/rail/water (miles and time)
- The big challenge is to understand the client's needs regarding time to market
- How do they move their product
- Do you have contacts at your airports or ports and railroads....they can and should be part of your team
- Lastly....transit is just as important. Understand what you have, work with your transit partners.

PERMITTING PROCESS - PREDICTABILITY

- What are the timelines/costs?
- Do you have leadership to fast-track priority projects?
- Process – is it user friendly?
- Ombudsman – an opportunity to get yourself ahead of other competing locations
- Once again, eliminate surprises



DISTANCE TO AIRPORT



- How many connections does it take to get from corporate to the site – that's what they are asking themselves
- How many airlines utilize your airport (or closest airport)
- How many destinations are served from the airport?
- Closest international airport (miles/time)

UTILITIES



- Electricity/Power – public/private, growing in importance for all industries
- Water – public/capacity
- Wastewater – public/capacity
- Natural Gas – private
- Telecommunications/Broadband – can be both public or private, very tough getting full details on their systems
- Build a strong relationship, they should be on your team

WELCOMING PRESENCE

- Leadership is absolutely critical
- Residents have a voice, so build those relationships
- Self-interests can win or lose a project
- Build a team that can respond quickly to local issues
- Don't make promises that you can't keep



IMPORTANCE OF YOUR WEB SITE



- Make it easy to find you
- Keep your demographic information up to date
- Identify your major employers
- Identify your key industries
- Share your news, turn bad into good
- 1-2 clicks
- Contact information should be on all pages
- Don't make the person/company looking for information by forcing them to fill out an online questionnaire, and then make them wait for a return call or email

NEW TREND – COMMUNITY BENEFITS

- Communities are getting smart about return on investment
- This is where the company and community can walk away with a win-win



COMMUNITY BENEFITS – EXAMPLES

- Job creation – career ladder opportunities, internship and apprenticeships
- Partners – schools, higher education
- Community/Neighborhoods – engagement, sponsorships or donations
- Equity – Training for employees to better understand DEI
- Charitable giving – volunteerism, financial
- Support local foundations or create a new one
- Scholarships



EXAMPLES OF SUCCESS

- Keystone RV
- Facebook
- Element 6
- AWS (Amazon Web Services)
- Tillamook Cheese
- Woodgrain
- Wayfair



CONFIDENTIALITY

- Words to the wise – keep your project to yourself and your team
- Execute an NDA with projects and an MOU with your team and board members
- Provide code names to all projects
- Manage the press
- Trust your staff





QUESTIONS?

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