



# Site Selection: Is Your Community Ready?

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# The Concept

- Idea sparked at IEDC in Jan. 2011
- Realization of uncertainty
- Need for third party evaluation/assessment
- Direct contact to Jill
- Community assessment through mock business recruitment lead
- Developed business profile





## Process

- Created a hypothetical site selection company
- Developed RFI from proposal outline
- Sent to community with deadline to respond



# Preparation and Submission

- Contact Committee
- Data & Information Gathering –  
Déjà vu all over again
- Preparation of Response



# Community Response/Web Review

- Role was to review proposal response for completeness
- Reach out for further clarification and answers to unanswered questions
- Part of process was looking at community/county websites
- Chose a date for the actual visit



## Visit Preparation

- Identified and notified key stakeholders
- Arranged for site visits
- Meeting logistics



# Community Visit

- Treat as the **REAL THING!**
- Get political leaders in involved (as appropriate)
- Make good use of your time

# Site Visit – Kick the Dirt

- Be prepared to answer detailed questions
- Involve property owners/ agents & local government leadership





## Evaluation What's most important?

- **TIER ONE – Must have**
- **TIER TWO – Good to have**
- **TIER THREE – Does not play a role in decisions**



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## TIER ONE - MUST HAVE

- Workforce – Skilled, available and identify costs
- Transportation – Access to suppliers/customers and costs
- Existing Building – Customer is ready to move quickly
- Available Land - Ready to go
- Welcoming Presence



## TIER TWO – GOOD TO HAVE

- Predictable permitting process
- Distance to Commercial Airport
- Incentives
- Utilities
- Taxes



## TIER THREE – PLAYS NO ROLE (sort-of)

- Quality of Life



# Check List

- Excel Spread Sheet



# Feasibility Analysis / Site Selection

## 敷地選定業務詳細 3

### SITE SELECTION PROCESS

#### PHASE I | DAYS 5-30

Project Requirements  
Identify Sites/Collect Data  
Analyze & Eliminate Sites

フェーズ1 (所要日数) 5-30日  
プロジェクト詳細、敷地確認、  
データ収集、分析、  
複数候補地からの選定業務

#### PHASE II | DAYS 31-60

Visit Selected Sites  
Verify & Analyze Site Data  
Evaluate, Rank & Select Finalist Sites

フェーズ2 (所要日数) 31-60日  
敷地実見、プロジェクト詳細、確認、  
データ収集、分析、  
複数候補地からの選定業務

フェーズ3 (所要日数) 61-90日  
最終有力候補地のレイアウト等確認、  
データ収集、SWOT 分析、  
複数候補地からの選定業務

#### PHASE III | DAYS 61-90

Rapid Prototyping (Site Layout) for Finalist Sites  
Detailed Site Analysis—SWOT  
Select Preferred Site(s)

#### PHASE IV | DUE DILIGENCE/ SITE ACQUISITION

フェーズ4  
デュ-デリ・敷地所得の段階

PROGRAMMING

プログラミン

# Feasibility Analysis/Site Selection

- Comparative matrix
- Green - good, best score
- Yellow – medium
- Red – Poor, lowest score
  - Red – maybe fatal
- Best Total score – Site 1 (104)

Site Analysis - <span style="float: right;">SOLYNDRA</span>				
Date: December 3, 2009				
Sites	1	2	3	
Tulsa access by air	3	3	3	3
Labor Cost	5	5	5	5
Labor availability	5	5	5	5
Supplier availability	3	3	3	3
Site Characteristics				
1 Usable acres	5	1	1	1
2 Potential Army Corp Review	5	1	1	1
3 Site Layout Flexibility	5	3	1	1
4 Wetland / Flood Plain impact	5	3	1	1
5 Encumbrances	5	3	1	1
6 Manufacturing Zoning in place	5	5	1	1
7 Approval Process Schedule	5	5	1	1
8 # of Owners - deliverability	5	5	5	1
9 Adjacent Uses	3	5	3	3
10 Incentives	5	5	5	5
11 Political will - State and Local	5	5	5	5
12 Cost of Electricity	5	5	5	5
13 Electricity - quality and deliverability	5	5	5	5
14 Water availability	5	5	5	5
15 Waste Water availability	5	5	5	5
16 Natural Gas availability	5	5	5	5
17 Cost of property	5	5	5	3
18 Site access, airport access	5	5	5	5
Summary Scores Not Weighted				
	104	92	76	70

## Next Steps

- Helping to refine our recruitment strategies
- Better focus on assets & capacities
- Builds case for enhanced marketing

# What We Learned - Community

- Assets we didn't realize we had
- Need to get prospects to see what we have
- Community brand/ identity lacking
- Opportunities for better website development & marketing in general

# What We Learned – Business Oregon

- There were community attributes not realized
- It's important for us to kick the dirt and know what you have
- This is a training opportunity for communities to test readiness
- If interested, please connect with your Business Development Officer





Questions?