



HEATH - NEWARK - LICKING COUNTY
PORT AUTHORITY

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Lbrands







Licking County Perspectives

An Economic Development Conference for Community Leaders

Site Selection: Mission “Possible”

Presented by:

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Presented to:

Heath-Newark-Licking County Port Authority
Licking County Planning Commission
Newark & Licking County Chamber of Commerce

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Central Ohio Aerospace & Technology Center



A. Site Selection: The Environment

- Site selection is a process of elimination
- Companies are seeking “risk minimization” in site selection
- Site selectors are driven by the facts – the need for information
- Community web sites will increase in importance to site selectors
- Projects will employ fewer people but represent larger investments
- Incentives will remain a major location criteria
- Expert intermediaries will represent more projects
- The most common basis for community elimination will continue to be--*****



C. Site Selection: The Process

- Maintain **PROFESSIONALISM**
 - Don't denigrate your competition
 - All economic development committee members should have training
 - Be business-like, as “good old boy” days are over
 - Don't bring out the dirty laundry of the community just for conversation
 - Keep in touch but don't be a pest



C. Site Selection: The Process

- Myths associated with prospect **PHILOSOPHY**
 - The prospect is trying to find reasons for recommending your city
 - Congeniality supersedes professionalism
 - The prospect wants to be entertained
 - Response will be measured by the pound
 - Time schedules are meant to be broken
 - The prospect wants to meet all business/ civic leaders in town
 - Original agenda can be freely changed