An Introduction to Corporate Site Selection
Who is this?

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Director, Community Strategy

- Economic Development Corporation of Utah

- 3 years at EDCUtah

- J.D./M.C.M.P. from University of Utah

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Why does EDCUtah exist?

Impartiality

› Create relationships of trust
› Pool resources from both private and public sources
› Provide input on policy
› Narrowly-defined purpose – jobs and capital investment
What We Do

› Corporate recruitment project management
› Lead generation and business development
› Economic research and reporting
› Site selector marketing
› Product development
What can EDCUtah do for your community?

› 1. Ask the right questions

› 2. Identify and create competitive advantages

› 3. Create a plan to better engage with companies
EDCUtah’s Project Pipeline

109

Active projects
EDCUtah’s Project Pipeline

105
Active &
started in
2017 -18
EDCUtah’s Project Pipeline

249 New projects in 2017 - 18

42 Wins
105 Active
102 Lost/Dropped
EDCUtah’s Wins

17 Office Wins

16 Manufacturing Wins
EDCUtah’s Wins

4
Started in 2016

25
Started in 2017

8
Started in 2018
EDCUtah’s Project Pipeline

Typical Office Project:

• 150 employees
• 40,000 SF
Typical Manufacturing Project:

- 105 employees
- 50,000 SF
Site Selection

Start with the State
- Business climate, taxes, quality of life

Move to the Region
- Operations costs, workforce, universities, etc.

Choose a Site in a Specific City
- Available real estate
DEVELOPMENT READY COMMUNITIES

3 Stages to become Development Ready

1. Community Strategic Assessment
2. Process Review
3. Program of Work
When rating Utah’s performance, site selectors identified the below categories as performing best:

- Quality of life
- Labor quality
- Cost of living

Performing most poorly were:

- Proximity to major markets
- Total population
- State and local tax incentive programs

Q11: How does Utah perform against the following categories?
Industry Expertise
Community Strategic Assessment

› Workforce

› Operational Costs

› Available Real Estate

› Economics

› Demographics
<table>
<thead>
<tr>
<th></th>
<th>Iron County</th>
<th>Washington County</th>
<th>State of Utah</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>49,937</td>
<td>160,245</td>
<td>3,051,217</td>
</tr>
<tr>
<td>Population Growth</td>
<td>1.7% / 794</td>
<td>2.4% / 3,345</td>
<td>1.9% / 52,571</td>
</tr>
<tr>
<td>Median Age</td>
<td>26.8</td>
<td>32.5</td>
<td>29.2</td>
</tr>
<tr>
<td>Labor Force Participation Rate</td>
<td>62.9%</td>
<td>56.8%</td>
<td>67.7%</td>
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<tr>
<td>Labor Force</td>
<td>21,948</td>
<td>62,606</td>
<td>1,419,516</td>
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<tr>
<td>Median Household Income</td>
<td>$43,855</td>
<td>$50,774</td>
<td>$60,727</td>
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<tr>
<td>Wage Growth</td>
<td>2.4%</td>
<td>5.4%</td>
<td>2.3%</td>
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<tr>
<td>Annual Average Salary</td>
<td>$32,666</td>
<td>$35,241</td>
<td>$53,284</td>
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<tr>
<td>Housing Units</td>
<td>19,984</td>
<td>61,026</td>
<td>1,011,099</td>
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<tr>
<td>Unemployment Rate</td>
<td>4.3%</td>
<td>3.6%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Job Growth</td>
<td>5.5%</td>
<td>5.0%</td>
<td>2.6%</td>
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