



Poll Question #1

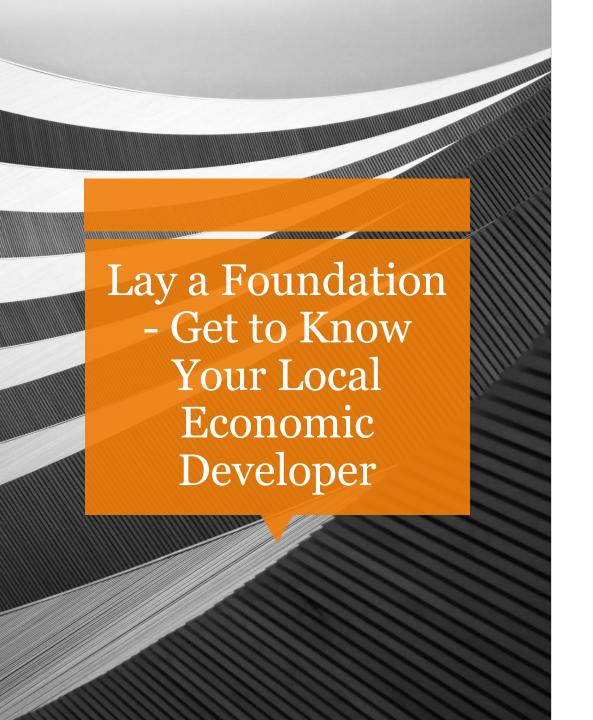






Economic Developers

- Maintain inventory
- Maintain community information
- Market and promote the community
- Facilitate site selection
- Negotiate
- Request/apply for incentives, grants
- Facilitate public investment process
- Provide retention and expansion services ongoing



Introduction

Discuss building/site data needed & updates

Learn about the EDO programs, especially ones that will help your clients

Communications channels-confidentiality policy

EDO site visit protocols

Maintain relationship

How to Leverage the Relationship

- Trends
 - Requests for Information
 - Planned infrastructure investments
 - Expansions/locations
 - Sectors growing/declining
- Marketing collaboration

Sites in search geography & meets company criteria

Site

Location

Elimination

Process

Eliminate all infrastructure issues – proximity & capacity

Eliminate all without due diligence

Zoning, Covenants

Pricing

All other Siting Criteria

Business Recruitment Process



How has the Recruitment Process Changed?

More advance research

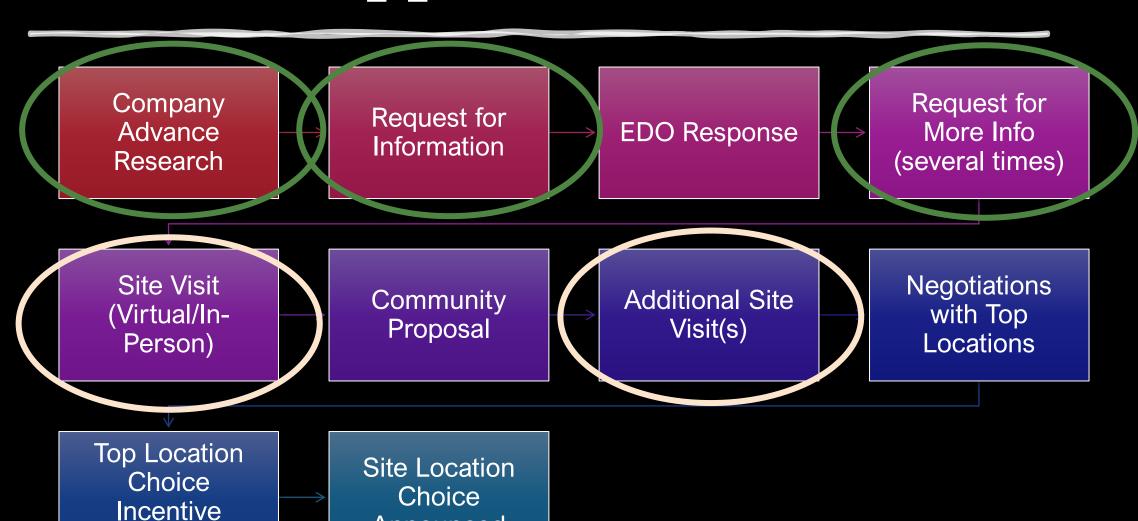
Eliminate more sites earlier

Virtual site visits

Virtual community tours

Realtor Support

Approval(s)



Announced



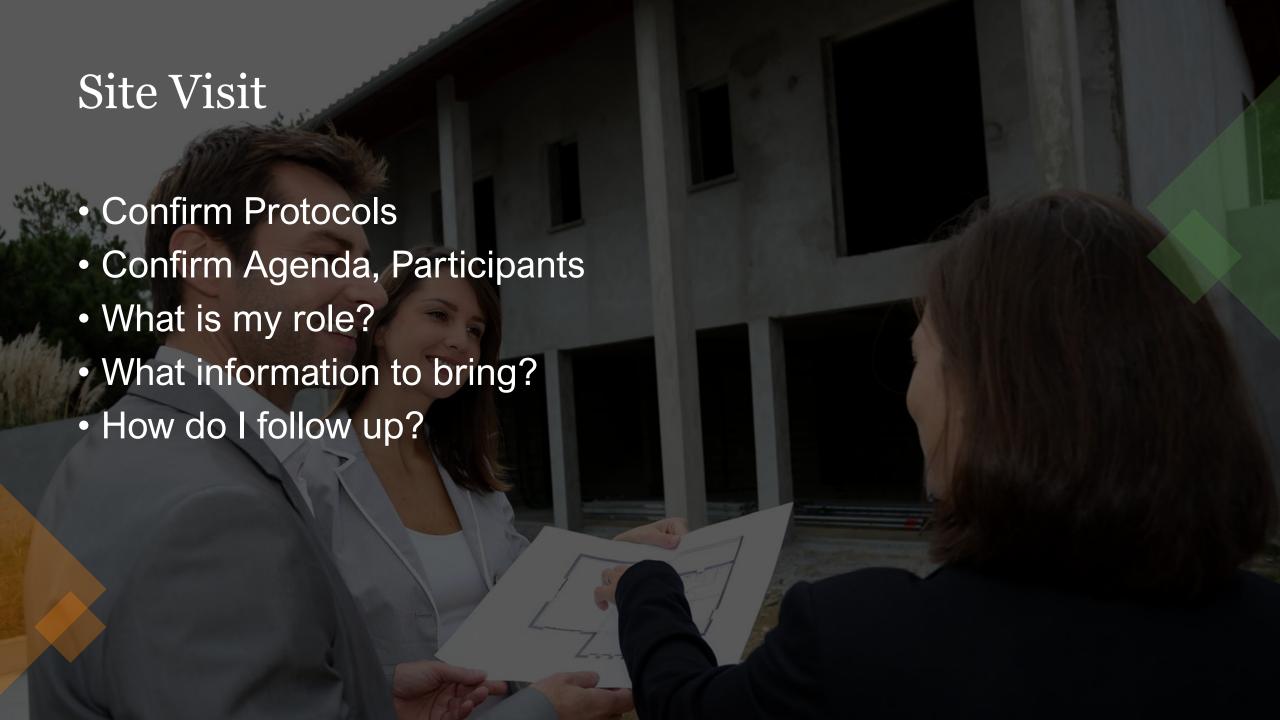
Company Advance Research

- https://edpnc.com/
- https://properties.zoomprospe ctor.com/ncse?page=1&s%5B SortDirection%5D=true&s%5 BradiusLat%5D=0&s%5BSize Units%5D=1&s%5Bradius%5 D=0&s%5BradiusLng%5D=0& s%5BSortBy%5D=maxsize&s %5BIsBuilding%5D=true



Request for Information

- Accurate
- Quick turnaround



Confidentiality

- Company
- EDO
- Realtor
- Community





Poll Question #2

When Should You Reach Out to EDO?



In the Beginning

- Incentives require a "but for"
- If the company has already selected a building/site there is no "but for"

 EDO can help with information to seal the deal

Why is my building/site not being shown?



RFI trends



Company/site selector feedback



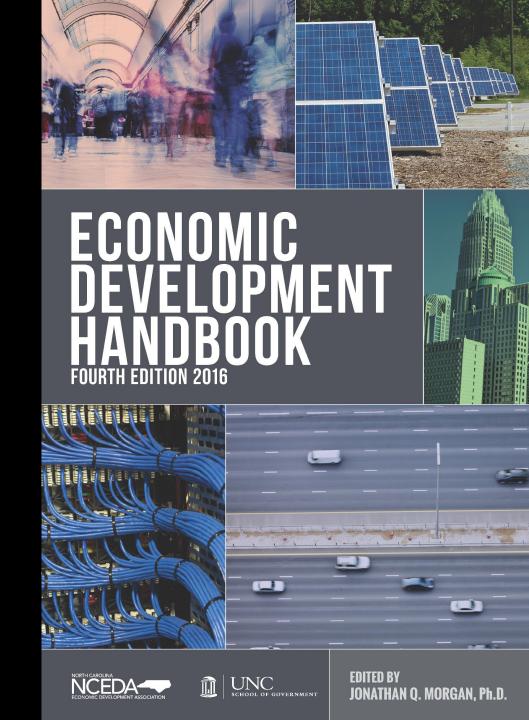
Third-party site assessment (can encourage owner to make investments)



Economic Development Handbook

https://www.sog.unc.edu/sites/www.sog.unc.edu/files/full_text_books/20150338%20%20Economic%20Development%20Handbook%202016.pdf

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