

DISCUSSION QUESTIONS

Site Selector Perspectives



INDUSTRY TRENDS | What headlines are Grabbing Your Attention?

- We know that your project pipelines are robust right now. What **trends are you currently seeing** with your clients right now or in specific industries?
- There is so much talk about a **looming recession**. What are your thoughts on a recession? Are you starting to see a slowdown in your project pipeline? How do you think that projects will be impacted by the economic uncertainty?
- The **Inflation Reduction Act** has a lot of communities thinking about how to be competitive for energy related projects including EV Batteries. How can communities up their game to be more competitive for these projects?

BENCHMARKING | Who's Doing It Right?

- When you look at your **current clients' challenges or issues**, what are some reoccurring or common problems that you have not been able to address? Any challenges that a community, **region or state has successfully addressed** in an unexpected or innovative way?
- Is there a **particular state or region** that regularly comes up for consideration during your discussions with clients about growth? Why do you think this community or state is so often thrown into the mix?
- Are there any **trends related to incentives** that you are seeing or wish you would, see?

MARKETING | What is effective vs. wasteful?

- How can a state or region best **influence the selection process**? Face-to-face connections, published rankings, print ads, direct mail, attending site consultant conferences, etc.?
- Where would you recommend a community to spend its **marketing dollars**?
- What do you think is a **waste** related to marketing spending?

DATA SOURCES | What do economic developers need to have?

- When you are working with clients how much do they consider the communities' job growth numbers, millennial population, Top 10 lists for creatives/cost of living, etc.?
- Which **data sources** should economic developers follow? What data do you wish EDOs would track and have available which you cannot obtain through your sources?

PARTNERSHIP ADVICE | How can economic developers be better partners to site selectors?

- If **you were to lead** an Economic Development Organization, what is the one piece of advice that you would give your team about working with site consultants on projects?
- What is the **biggest challenge** in your job right now?
- When a client comes to you with a new project, what are **the top things on their list** that they are looking for? Utilities, land, educational programs, available labor force, etc.?