

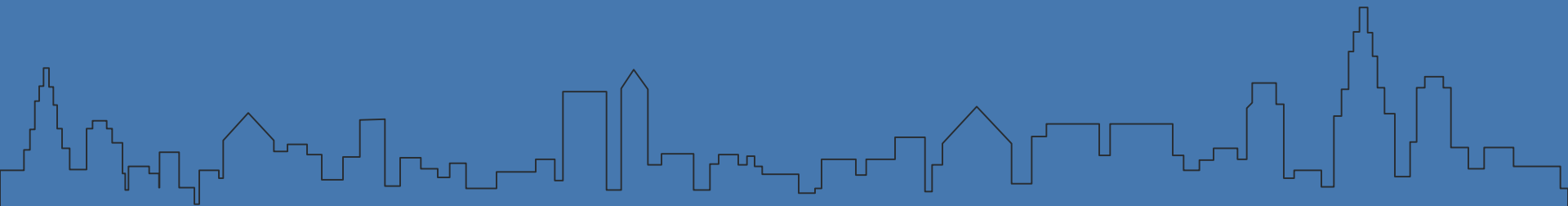


# View from the Other Side of the Desk

2018 FDI International Training Seminar

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Presented by Gray Swoope, President & CEO of VisionFirst Advisors  
January 22, 2018



# UTILIZING OUR EXPERIENCE

VISION. ACTION. RESULTS.



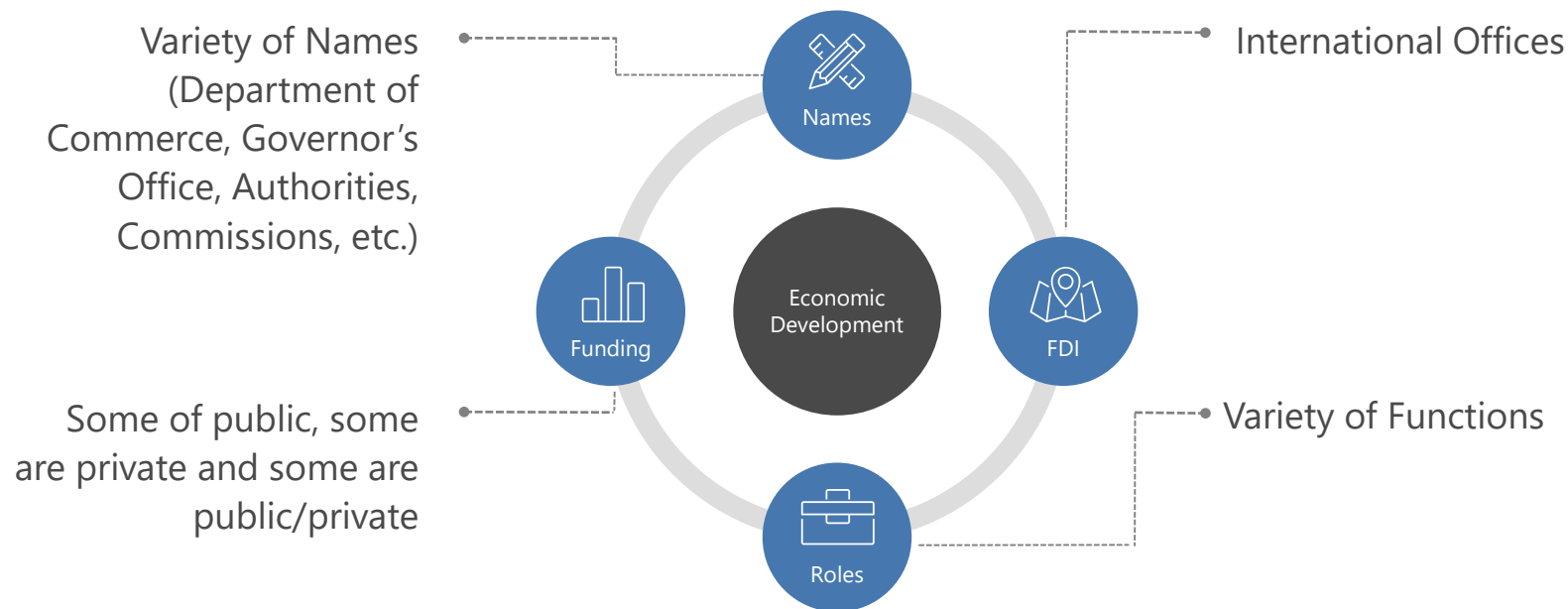
VISIONFIRST ADVISORS



## GOING BEYOND STRATEGY DEVELOPMENT

With clients in over half of the U.S., VisionFirst Advisors works seamlessly as an extension of their customers' teams to develop economic development strategy, provide location advisory services, solve problems, and deliver results.

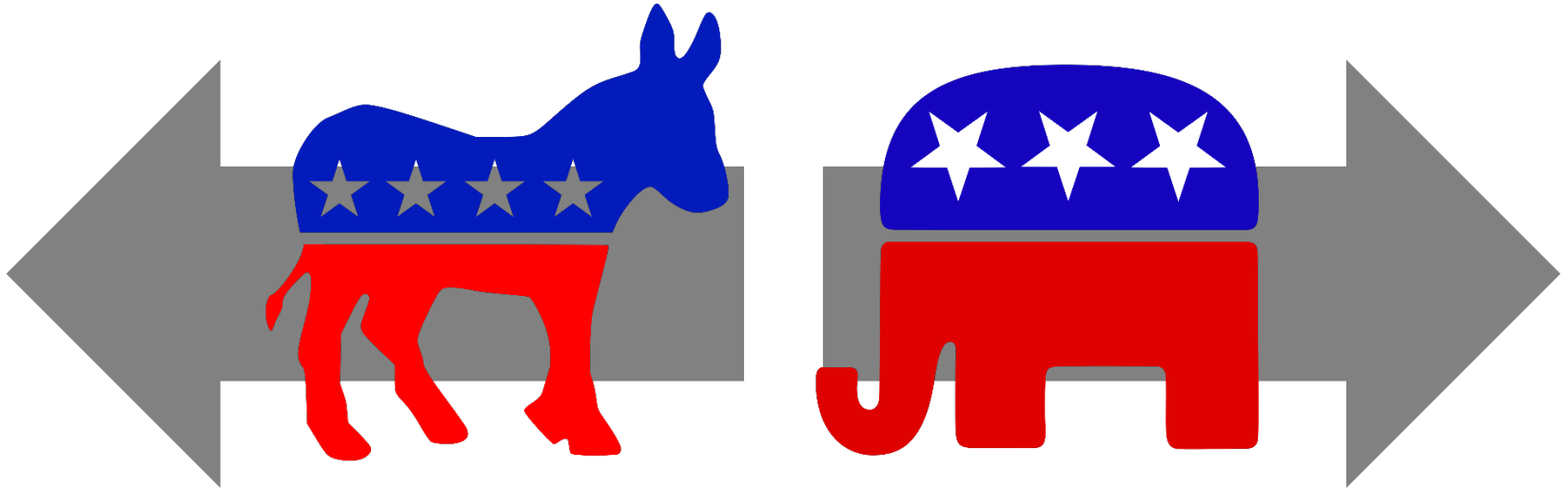
# Understanding State EDOs



# Politics at Play

Governors can influence leadership of state economic development organizations.

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**The extreme left and right have left economic development in the center and under attack**

# Gubernatorial Influence on EDOs

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National & State  
Politics at Play



Can Impact  
Foreign Direct  
Investment in the  
State



Influence  
Programs such as  
Incentives



Union or Non-  
Union

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# Drivers of State EDOs



## TRADITIONAL METRICS

- Jobs (*sooner rather than later*)
- Payroll
- Benefits
- Capital Investment



## SUBJECTIVE DRIVERS

- Marquee Name
- Target Sector
- Growth Potential

# Confidentiality & Public Records

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Understand  
confidentiality and  
public records laws

Engage in the  
conversation early

1

Confidentiality of correspondence  
and company information

2

Misinterpreted Requests

3

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# Current Realities of Economic Development

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Under Attack



Corporate  
Welfare



Picking Winners &  
Losers



Special Interest  
Groups

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# Recognize **Your Audience**

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Secretary of  
Commerce limit  
to 30 minutes

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No long  
presentations

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Concise

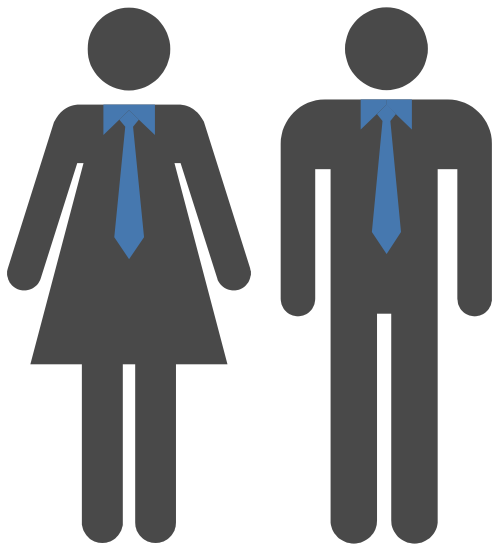
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Get to the points  
of your needs to  
invest there

# Role of the State **Project Manager**

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1

Often Young

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2

Not Inexperienced

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3

They Can Help Connect You

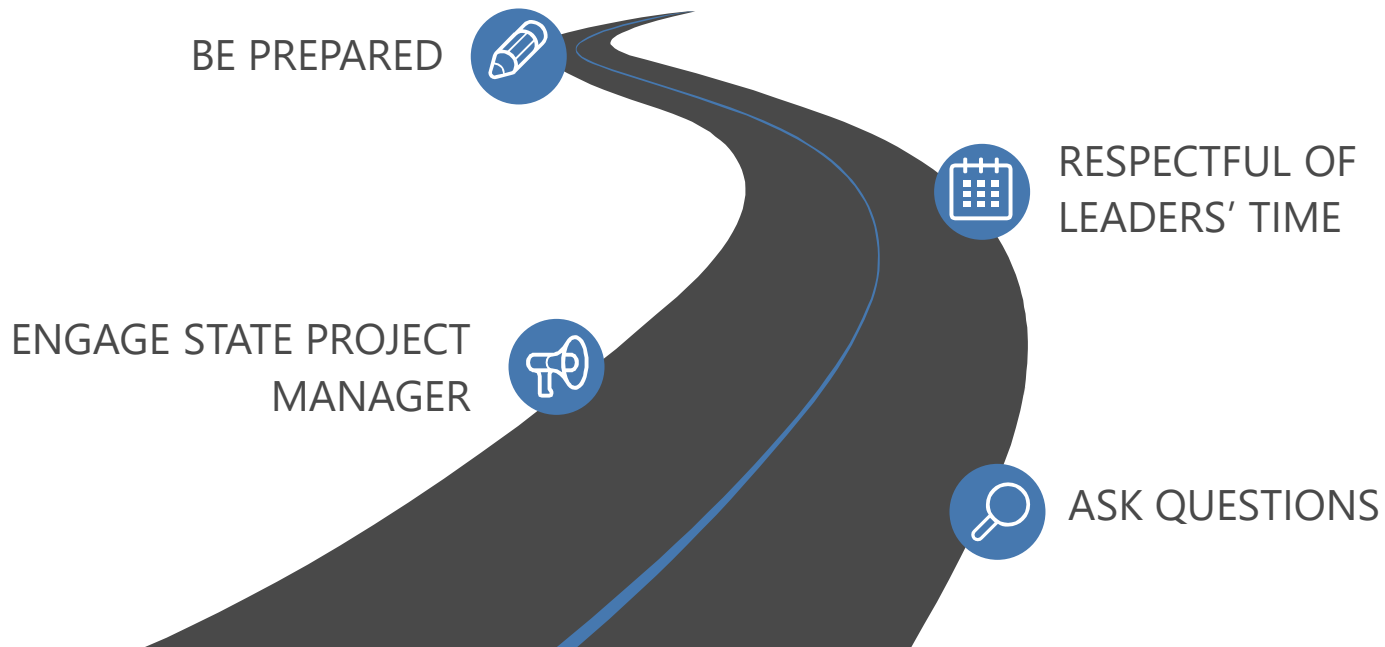
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4

Treat as a Team Member

# Moving Forward

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# Find Local Advocate

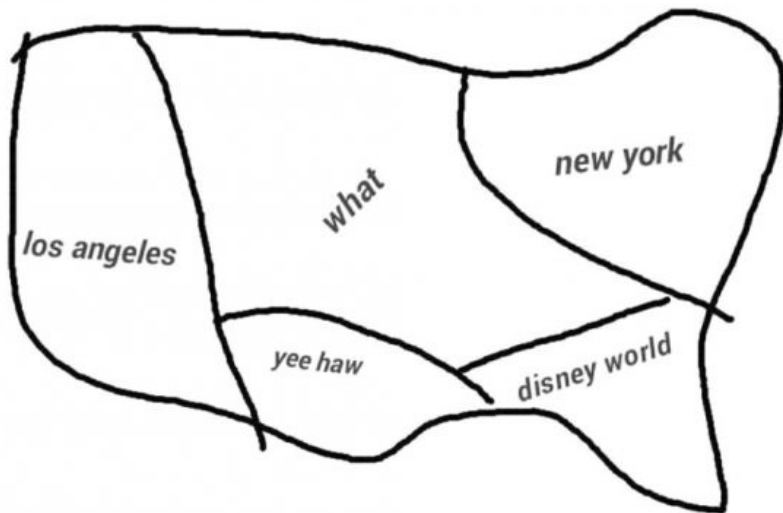
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- Supplier or Customer
- Elected Official
- University, Bank, Construction Company, Existing Industry



# A Land of Opportunity

how a lot of people see America:



# Mitigating Risk

- Federal/State/Local
- Site/Building
- Reputational



# Thank You

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[www.visionfirstadvisors.com](http://www.visionfirstadvisors.com)

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