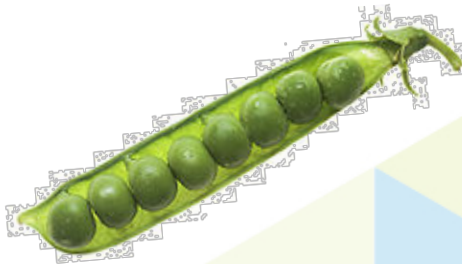




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Pitching Consultants

Site selection, the somewhat whacky world of economic development, and the secret of the peas





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About Silverlode Consulting

For more than 15 years, Silverlode Consulting has provided game-changing site selection and economic development solutions for corporations and public sector organizations around the globe.

- More than 300 site selection/expansion projects
- 38 states/provinces
- Over \$10 billion of capital investment
- Over 35,000 jobs
- More than \$1.2 billion of tax and financial incentives



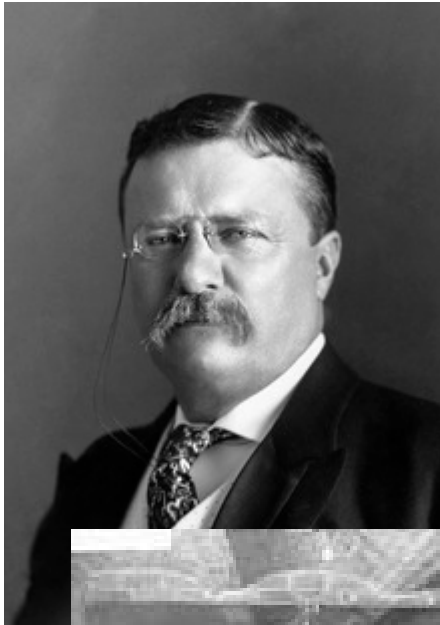
Just some of our clients





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1919 – an eventful year indeed!





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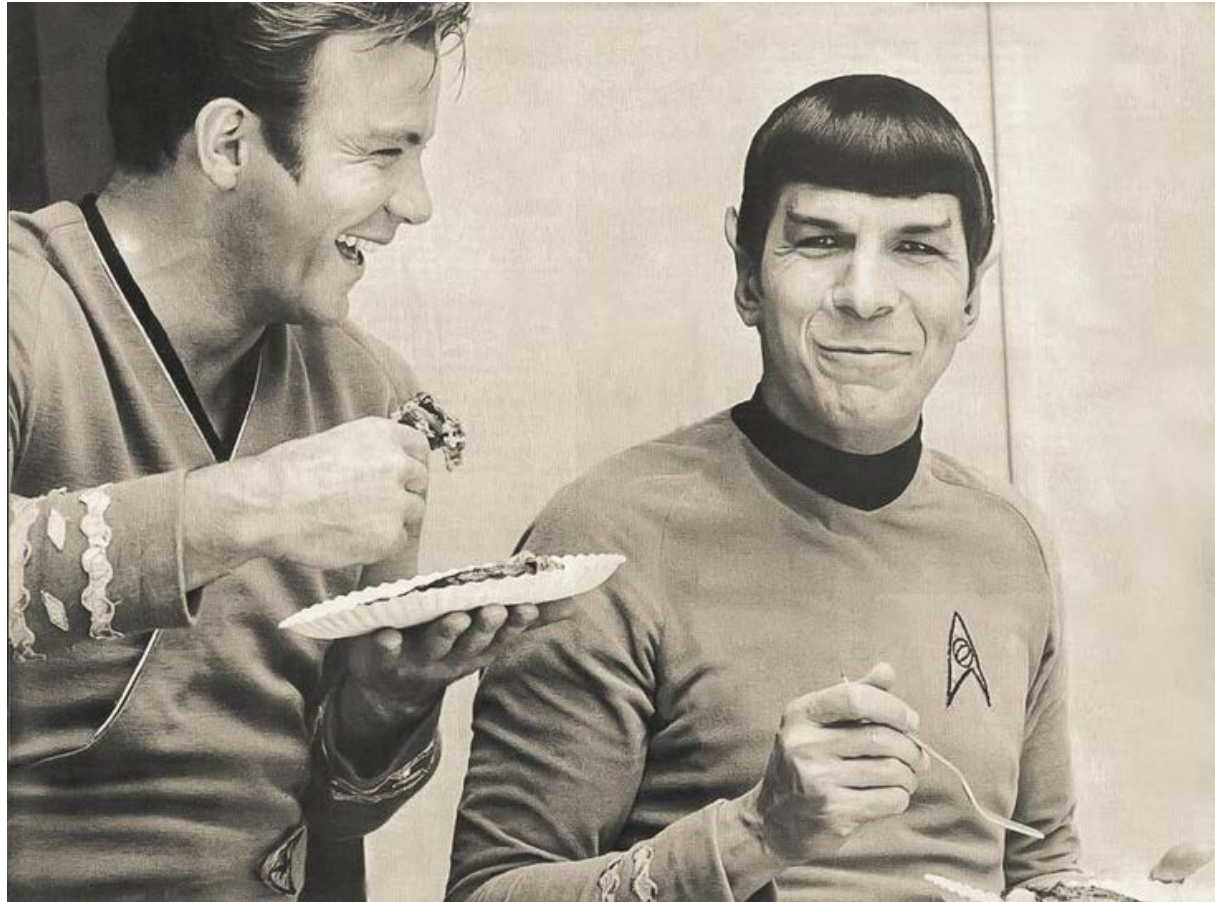
Say hello to Felix





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No, this is not Leonard Yaseen





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Hello again to not Felix





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The 70's and 80's





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Then this happened





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What happens next?

amazon.com[®]

FOXCONN



TOYOTA

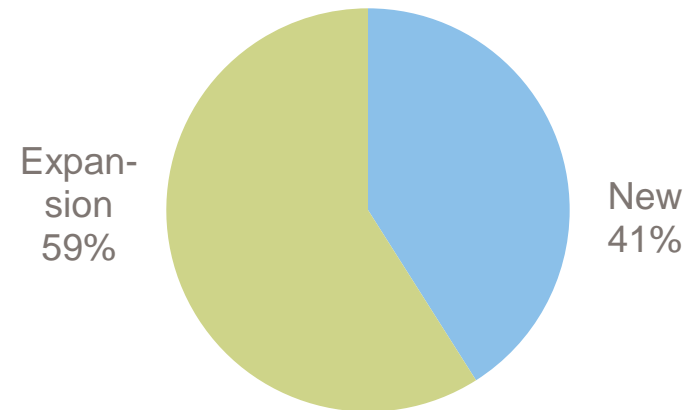


mazda



A Look at 2016 Project Activity

- Just over 5,000 total new and expansion projects in the US (20+ jobs and/or \$1 million+ capex)
- About 2,950 were expansions and 2,050 were new facilities



- Projects in all 50 states
- About half used consultants



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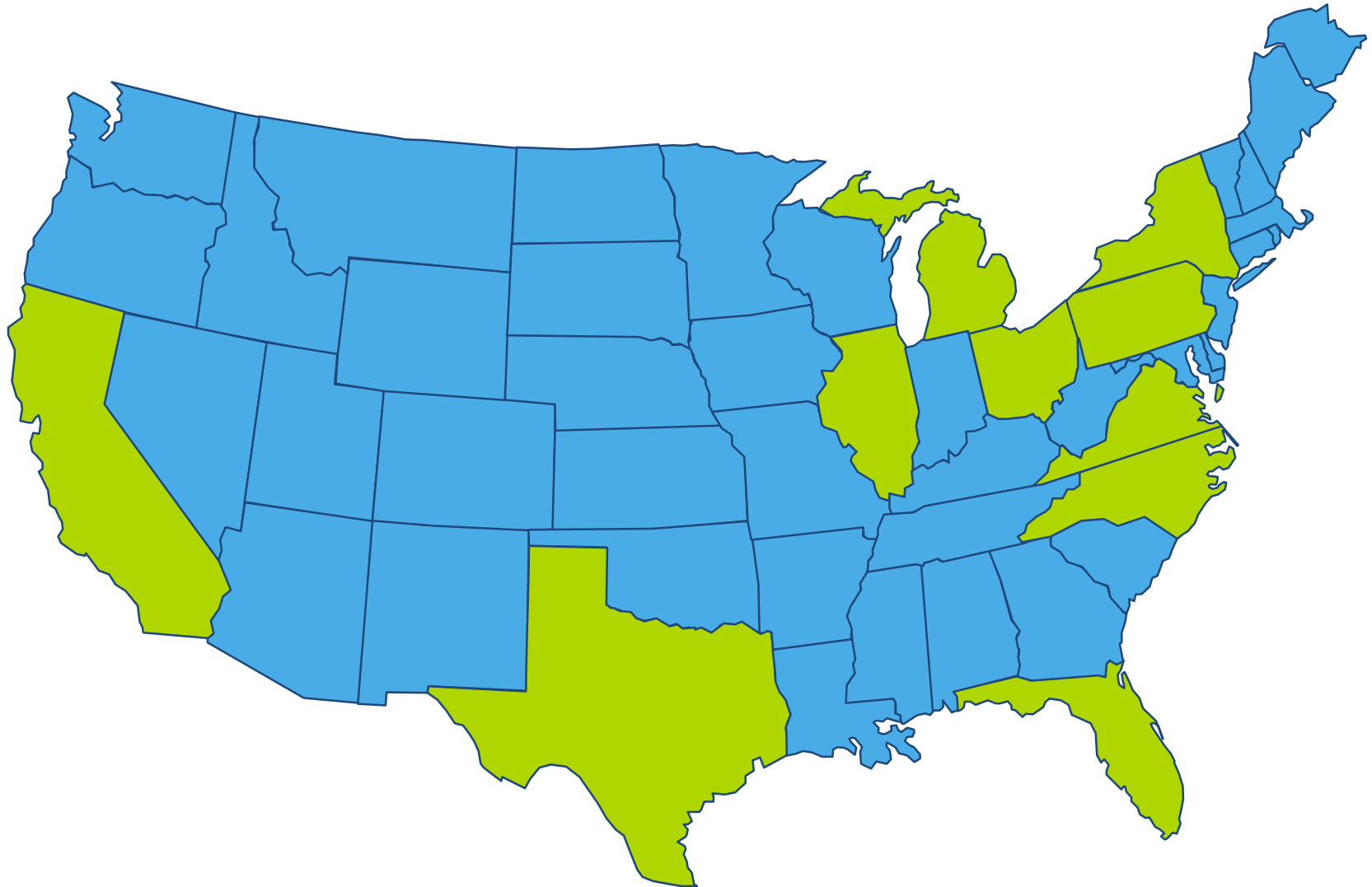
Top three sectors – new & expansion





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2016 Top 10 states for new facilities





- Total jobs created in 2016 by new facilities projects was around 165,000.
- But more than 2 million total new jobs were created in the US during the same period.
- So the new facilities – on which most EDO's focus most of their efforts - represent only around 8% of new job creation.



The site selection process



Government not involved/aware



Government may be involved/aware



Latest point to disclose company identity

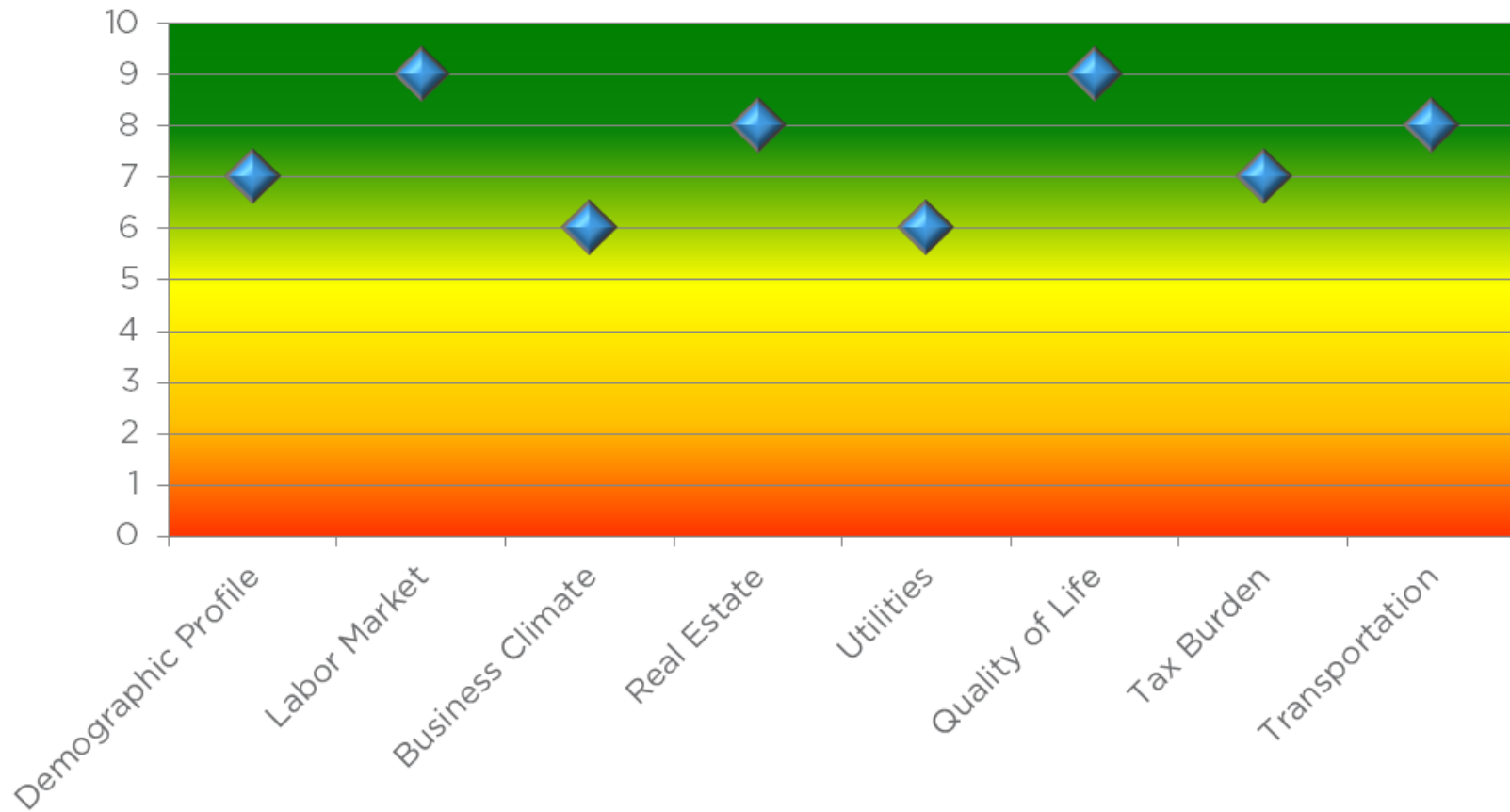


Some of the factors we consider

Location Factor Assessment			
Demographic Profile	Population	Transportation	Highway access
	Income		Railroad/water access
	Housing		Proximity to airports
Labor Market	Wages	Quality of Life	Health care facilities
	Employment trends		Cultural/recreational
	Commute times/patterns		Secondary education
	Educational Attainment		Cost of living
Economic Climate	Industrial composition	Tax Burden	Local taxes
	Business establishment trends		State taxes
	Recent expansions/contractions		Local incentives
	State/Local Business climate		State incentives
Utilities	Utility availability/reliability	Real Estate	Available Sites/Buildings
	Utility cost		Cost of Real Estate

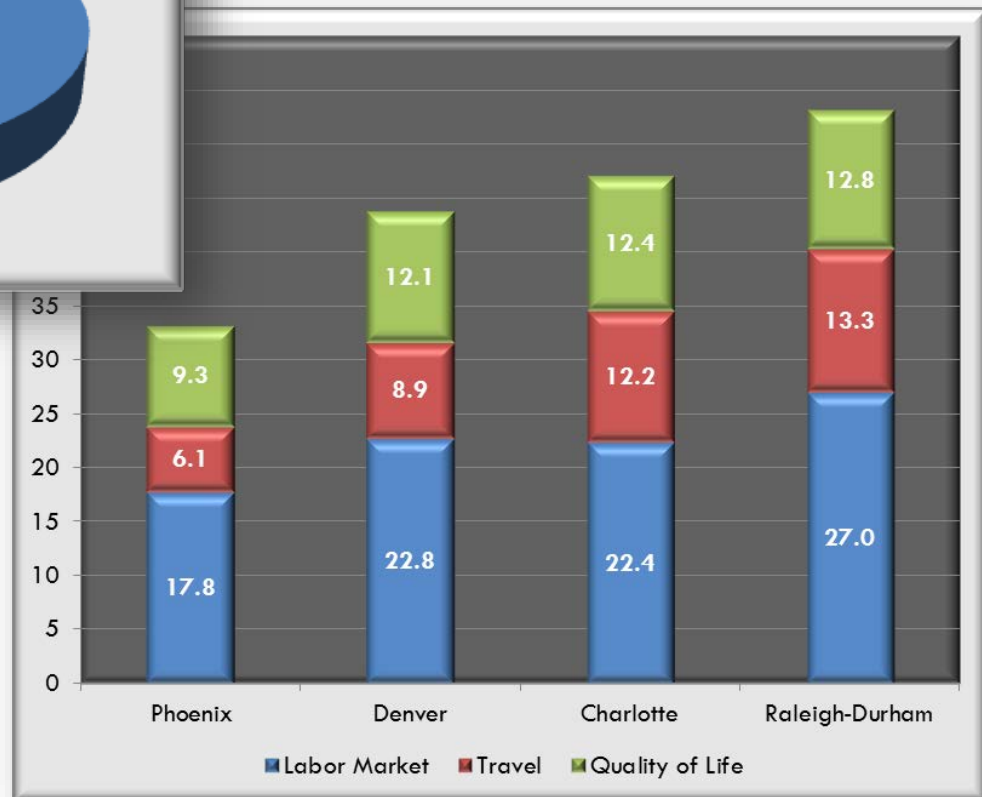
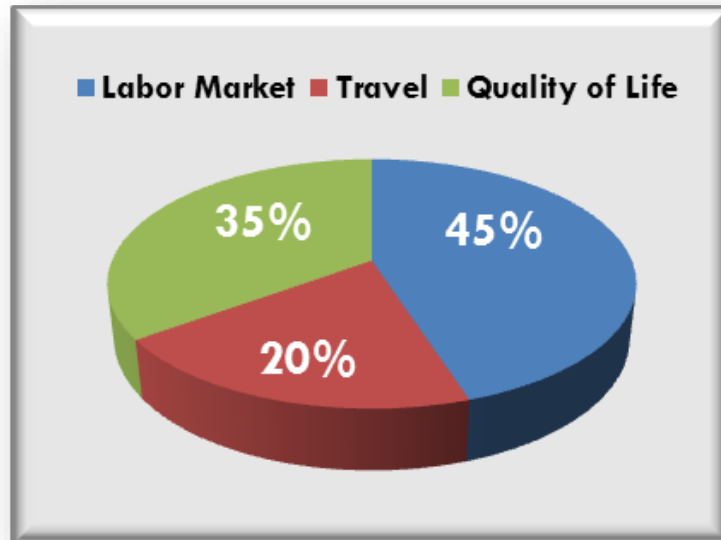


Example Location Factor Assessment





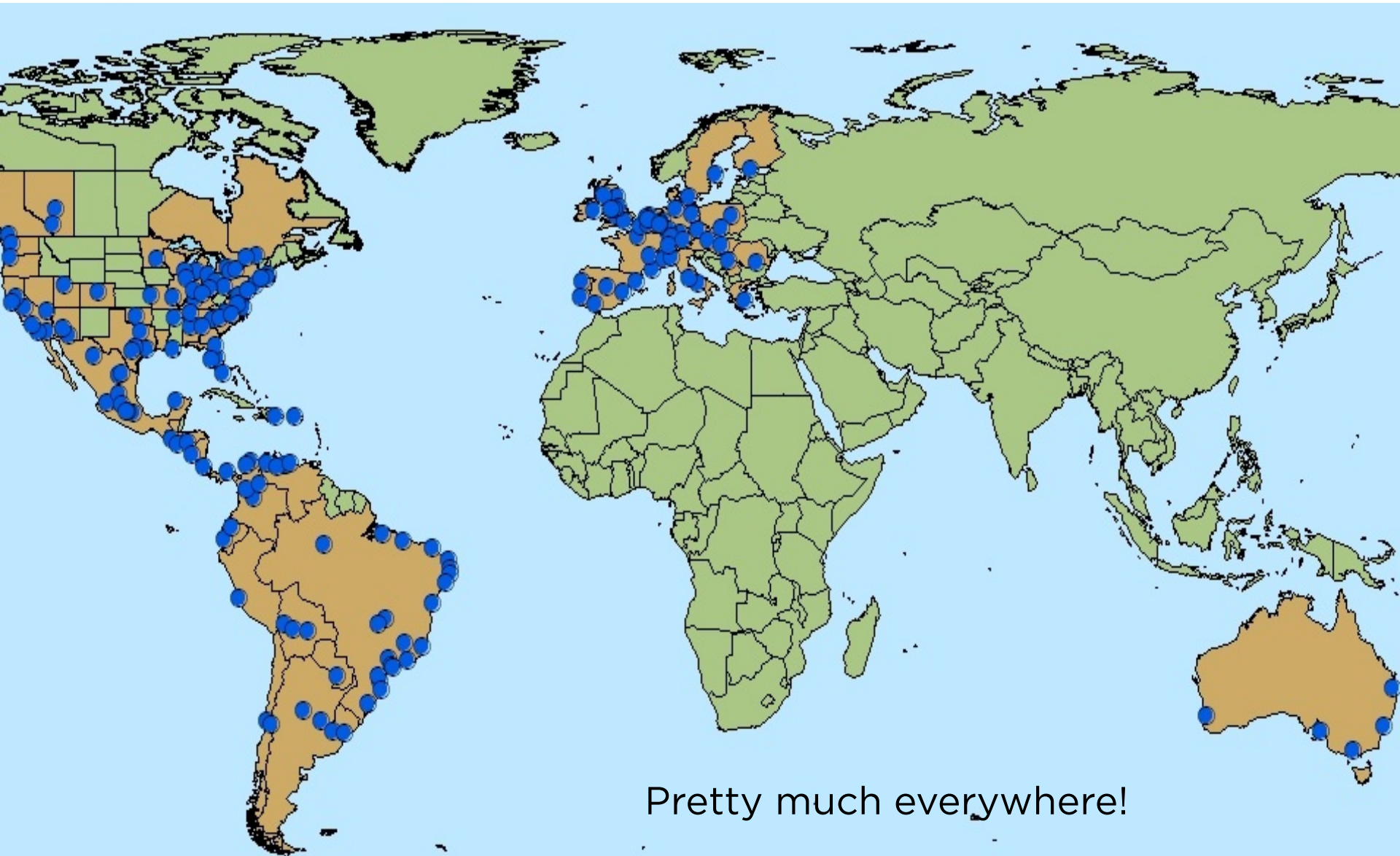
Factor weightings vary dramatically





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Where to begin?

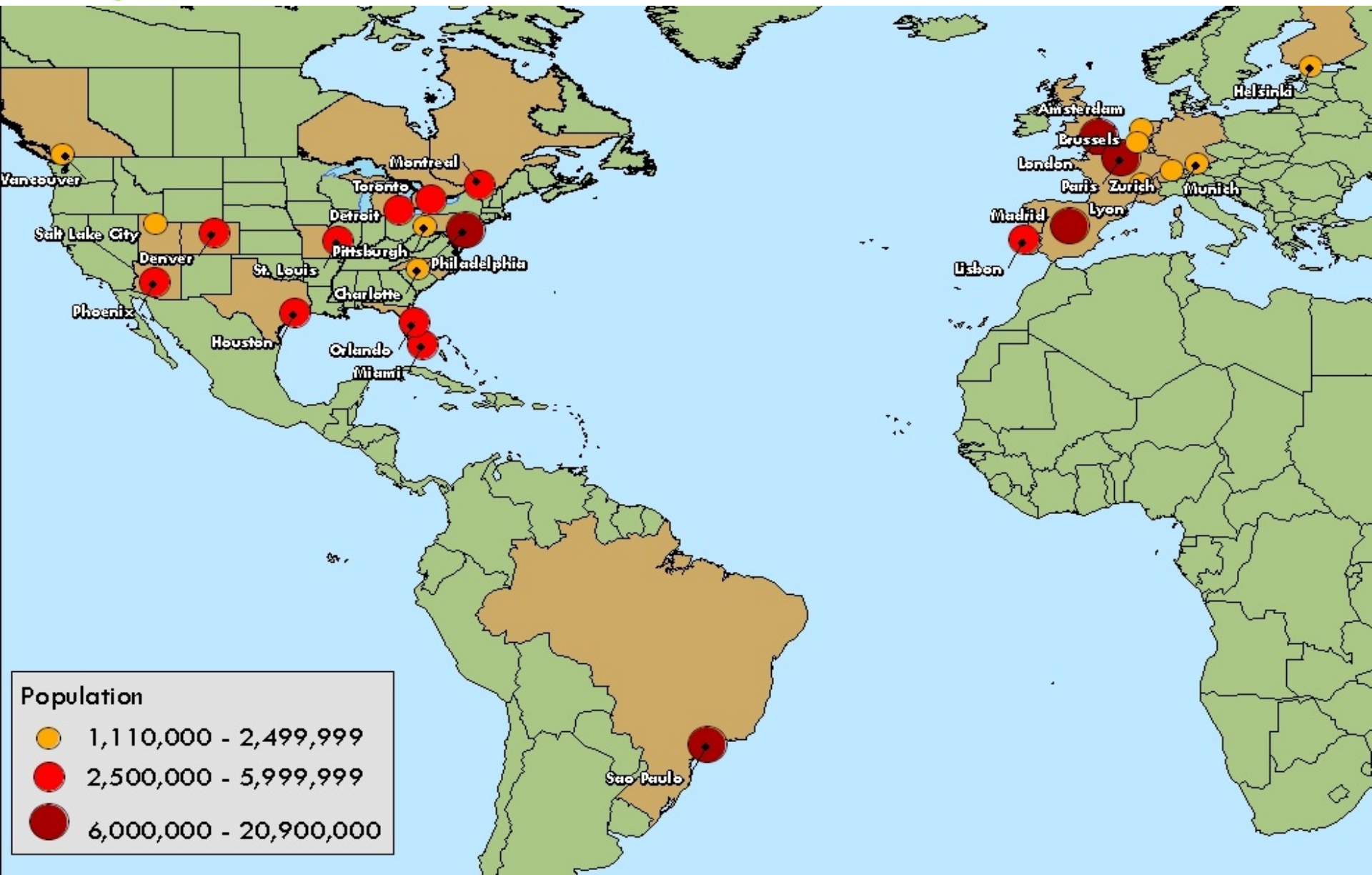


Pretty much everywhere!



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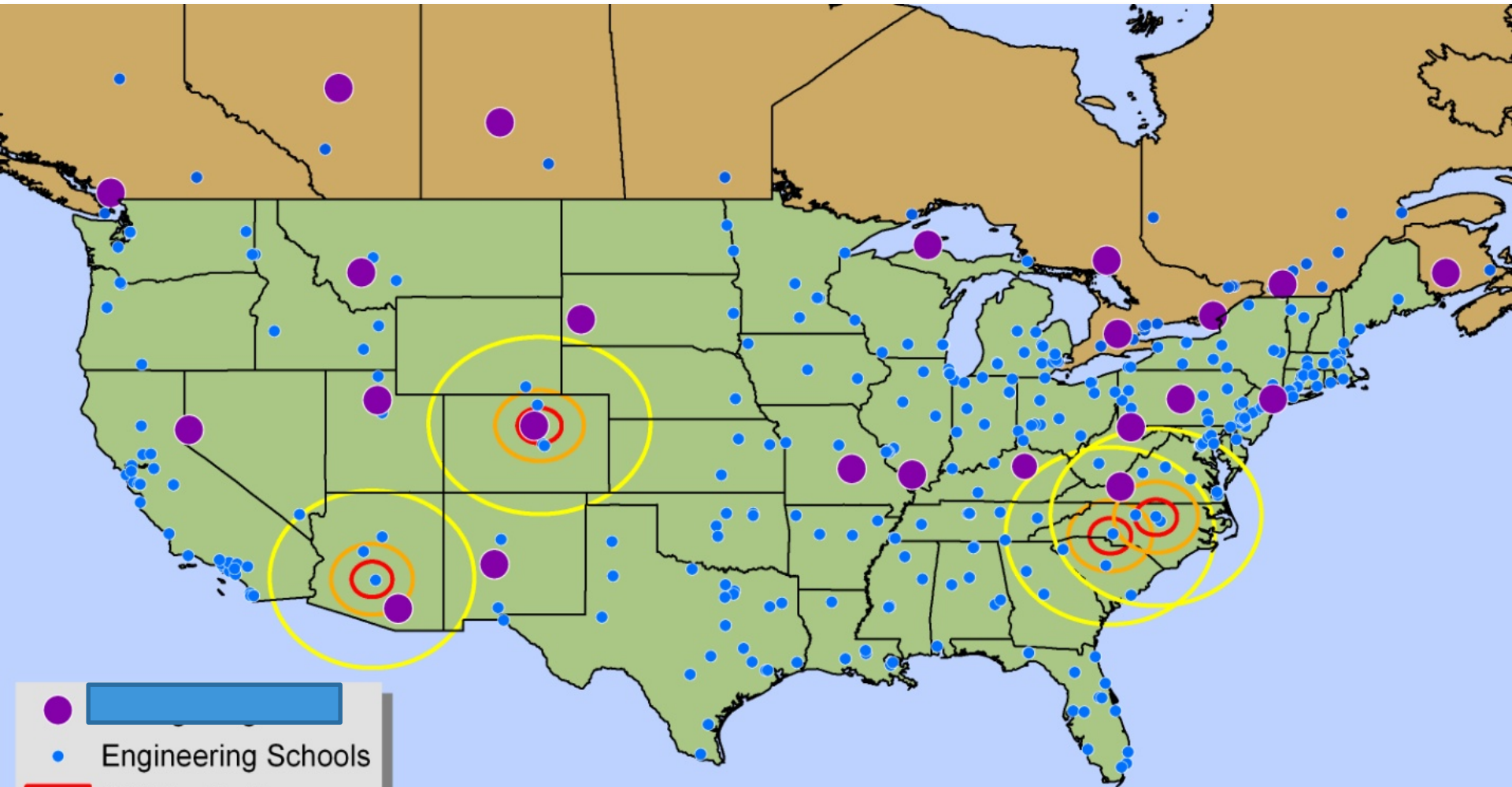
The second long list





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The Final, Final Four...Finally



• Engineering Schools



50 Mile Radius



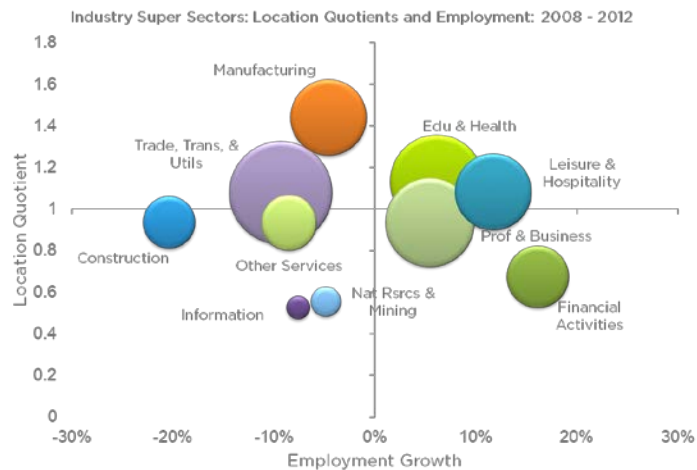
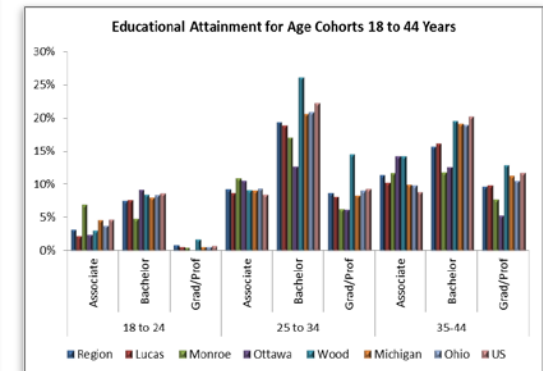
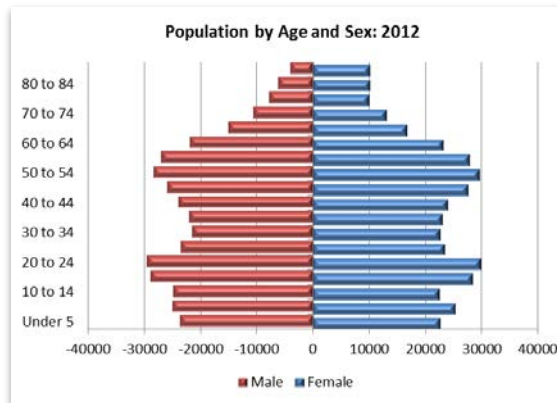
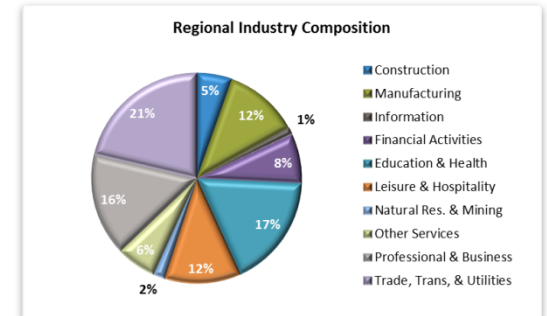
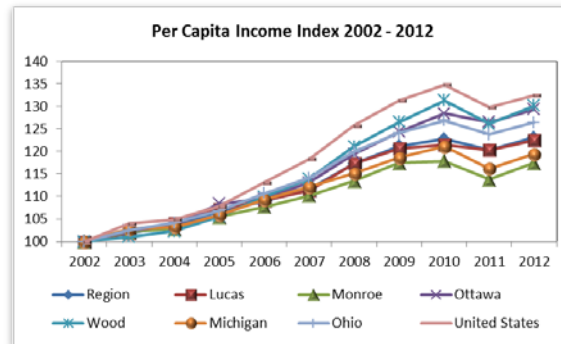
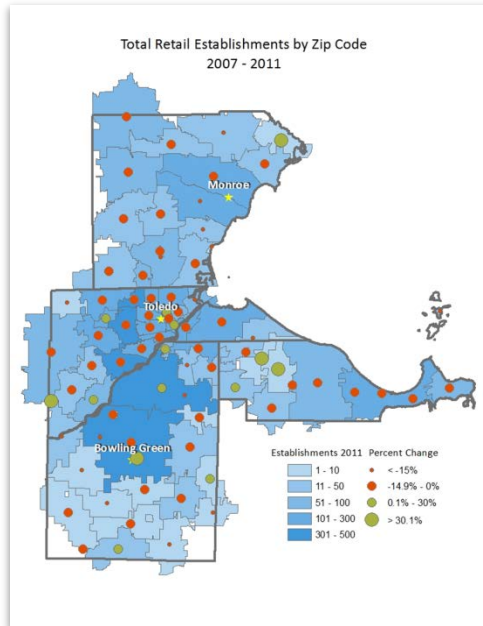
100 Mile Radius



250 Mile Radius



Lots of number crunching





$$\Delta \mathbf{x} = \mathbf{x}_f - \mathbf{x}_i \quad \Delta \mathbf{v} = \mathbf{v}_f - \mathbf{v}_i$$

$$\bar{\mathbf{v}} = \frac{\Delta \mathbf{r}}{\Delta t} \quad \bar{\mathbf{a}} = \frac{\Delta \bar{\mathbf{v}}}{\Delta t}$$

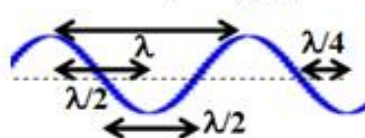
$$\begin{aligned} \mathbf{v} &= \mathbf{v}_0 + \mathbf{a}t \\ \mathbf{x} &= \mathbf{x}_0 + \mathbf{v}_0 t + \mathbf{a}t^2/2 \\ v^2 - v_0^2 &= 2\mathbf{a}(\mathbf{x} - \mathbf{x}_0) \\ \bar{\mathbf{v}} &= \frac{\mathbf{v}_f + \mathbf{v}_i}{2} \\ \Delta \mathbf{x} &= \bar{\mathbf{v}} \Delta t \end{aligned}$$

$$\begin{aligned} v &= |\mathbf{v}| = \sqrt{v_x^2 + v_y^2} \\ \theta &= \tan^{-1}\left(\frac{v_y}{v_x}\right) \\ \theta &= \cos^{-1}\left(\frac{v_x}{v}\right) \\ \theta &= \sin^{-1}\left(\frac{v_y}{v}\right) \end{aligned}$$

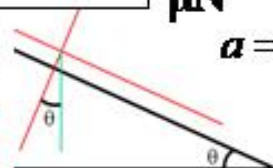
$$\begin{aligned} \mathbf{x} &\rightarrow x, y \quad \mathbf{x}_0 \rightarrow x_0, y_0 \\ \mathbf{v} &\rightarrow v_x, v_y \quad \mathbf{v}_0 \rightarrow v_{0x}, v_{0y} \\ \mathbf{a} &\rightarrow a_x, a_y \end{aligned}$$

$$v = \sqrt{\frac{T}{\rho}}$$

$$v = \lambda f$$



$$\mu N = \frac{v^2}{R}$$



$$E = K + U$$

$$E_i = E_f$$

$$\frac{1}{2}mv^2$$

$$x = A \cos(\omega t) \text{ or } A \sin(\omega t)$$

$$v = A\omega \sin(\omega t) \text{ or } A\omega \cos(\omega t)$$

$$a = A\omega^2 \cos(\omega t) \text{ or } -A\omega^2 \sin(\omega t)$$

$$\Delta Q = (\text{quant.}) C_{\text{cond.}} \Delta T$$

$$\Delta Q_{\text{into}} = \Delta W_{\text{by}} + \Delta E$$

$$\frac{RT}{2} \bigg|_{\text{deg. freedom}} \quad C_p = C_v + R$$

$$\Delta S \geq 0$$

$$\Delta Q = l \Delta(\text{quant.})$$

$$e = \frac{\Delta W}{\Delta Q} \quad e = 1 - \frac{T_L}{T_H}$$

$$PV = nRT$$

$$P = \frac{F}{A}$$

$$M = \rho V \quad P_1 = P_2$$

$$\Delta P = \rho g \Delta h$$

$$B = \rho_{\text{liq}} V_{\text{disp}} g$$

$$A_1 v_1 = A_2 v_2$$

$$P + \frac{1}{2} \rho v^2 = \text{const.}$$

$$M_e = 5.97(10)^{24} \text{ Kg}$$

$$R_e = 6.37(10)^6 \text{ m}$$

$$G = 6.67(10)^{-11} \text{ N m}^2/\text{Kg}^2$$

$$\frac{GM_e}{R_e} = g R_e$$

$$\frac{GMm}{r^2}$$

$$-\frac{GMm}{r}$$

$$\omega = \frac{\Delta \theta}{\Delta t} \quad \alpha = \frac{\Delta \omega}{\Delta t}$$

$$\omega = 2\pi f \quad f = \frac{1}{T}$$

$$\omega = \omega_0 + \alpha t$$

$$I = \sum_i m_i r_i^2 \quad \theta = \theta_0 + \omega_0 t + \frac{1}{2} \alpha t^2$$

$$\omega^2 - \omega_0^2 = 2\alpha(\theta - \theta_0)$$

$$L = r_{\perp} p = mvr_{\perp}$$

$$L = I\omega$$

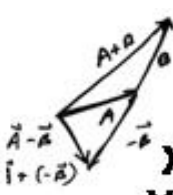
$$\frac{1}{2} I \omega^2$$

$$\tau = r_{\perp} F = r F_{\perp}$$

$$\tau = I\alpha$$

$$\sum_i \vec{F}_i = 0$$

$$\sum_i \vec{\tau}_i = 0$$



$$\mathbf{x} = r\theta$$

$$\mathbf{v} = \omega \mathbf{r}$$

$$\mathbf{a} = \alpha \mathbf{r}$$

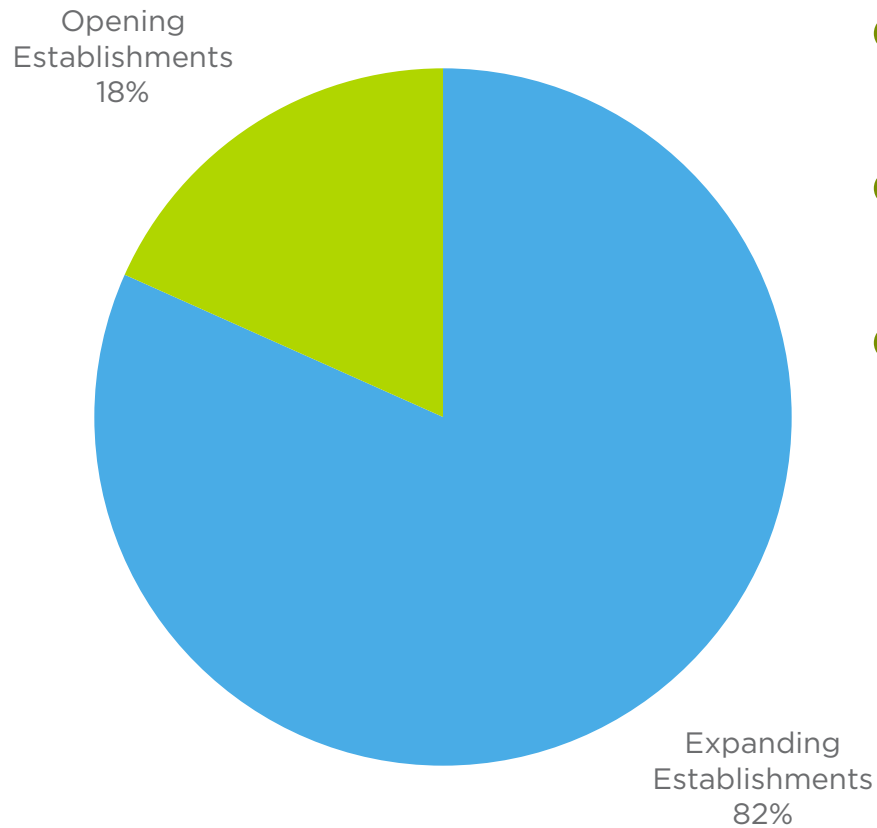


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And in the other corner...



The attractiveness of attraction

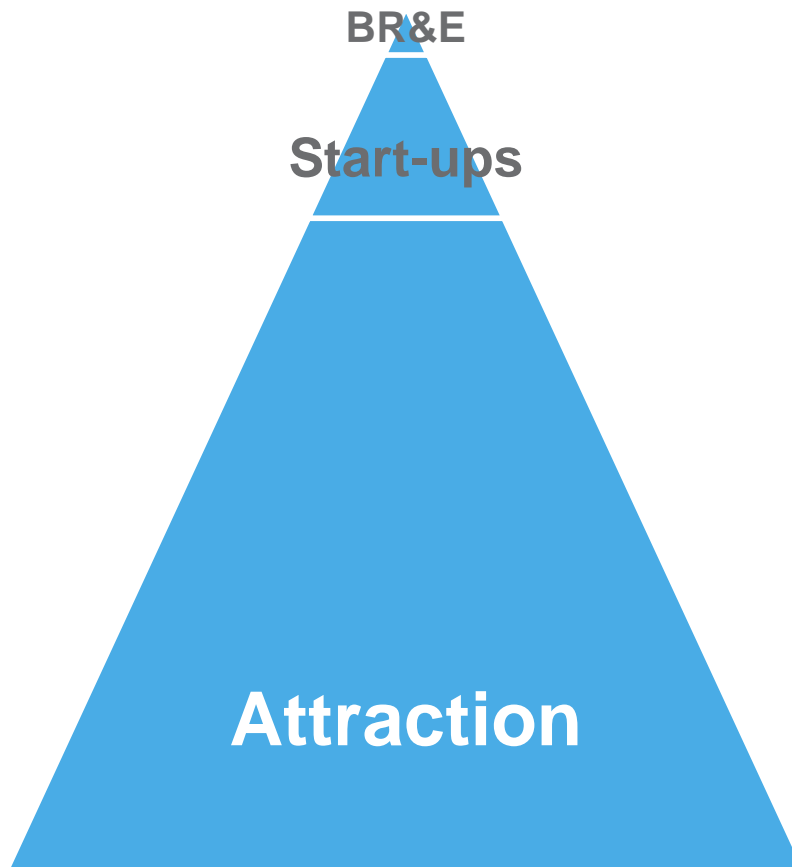


- BLS data
- Anecdotal data
- Anecdotal data



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Putting the action in attraction





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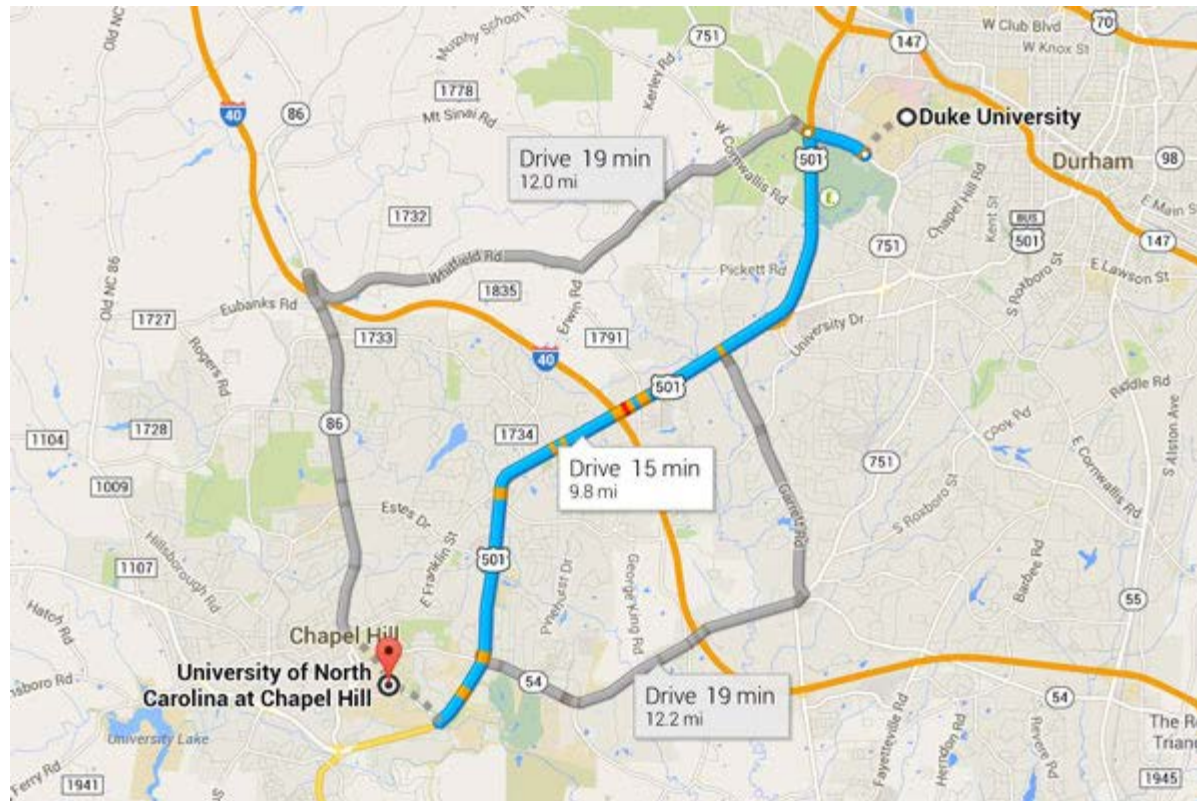
Re_i_a_m

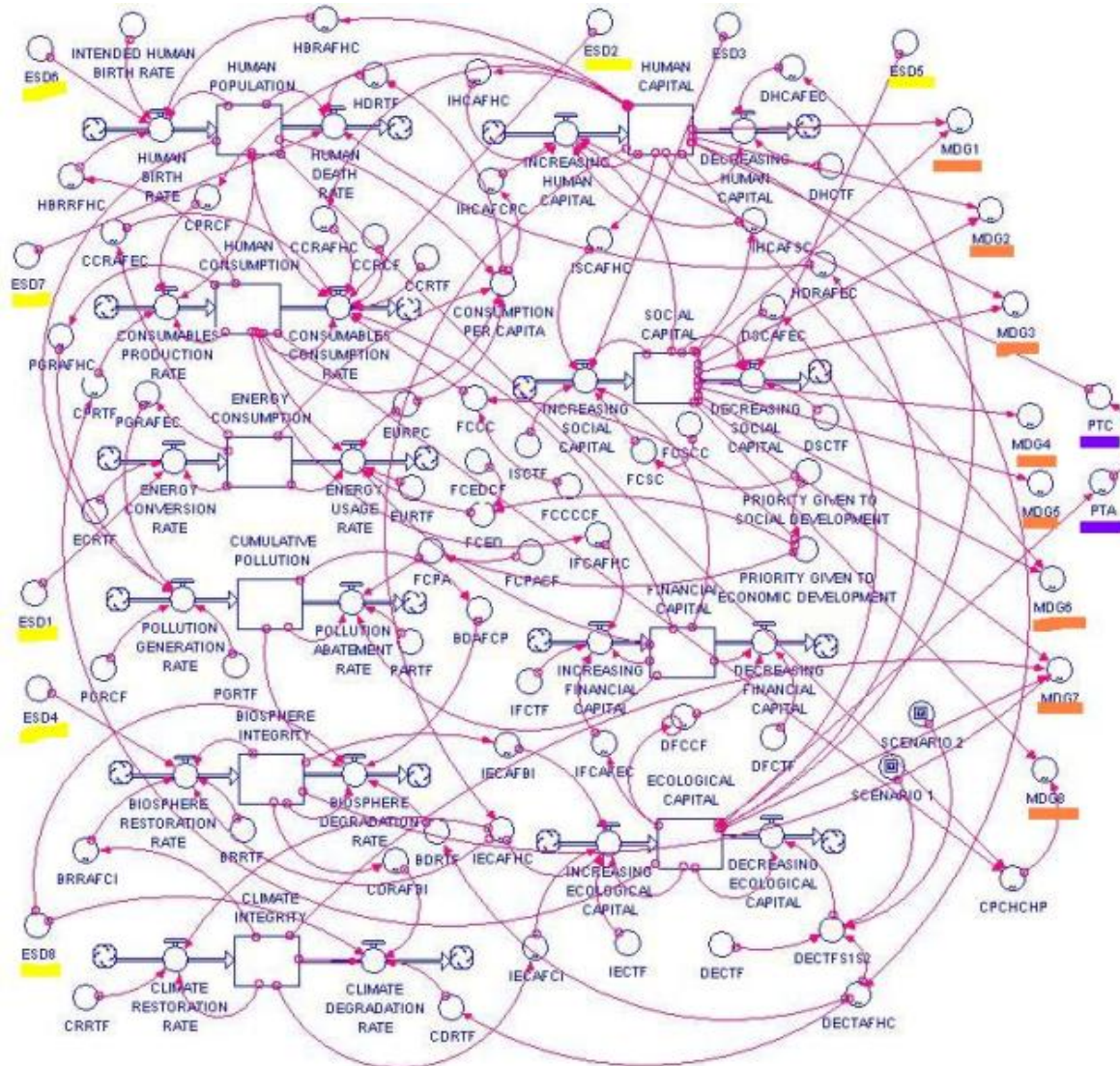


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You can't spell regionalism without l-o-s-i-n-g

Regionalism is always the answer, except when it is not







- Probability matters – what are the odds the following statement is true?
 - Site selectors are the most important people in the universe
- $50\% \times 4\% \times 25\% \times 50\%$
- How do you spend your limited time and money?
- How do you present your place?



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How do you present your place?



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USP: Ubiquitous Selling Proposition





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South Carolina
Just right.



Nevada Governor's Office of
ECONOMIC DEVELOPMENT
Empowering Success



COLORADO
It's our nature.



ARKANSAS
A natural for business
Arkansas Economic Development Commission



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It's all about the P's





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