

2023 Annual Report

Published April 2, 2024





**Larry Gigerich, Chair,
Site Selectors Guild, Inc.**

A Message from our Board Chair

Dear Guild Members and Shareholders,

Reflecting on the past year, I am thrilled to report that we have seen a year of innovation, collaboration and hard work within the Site Selectors Guild. Our collective thought leadership and dedication have propelled us into new frontiers of growth and success. In 2023, we dared to dream bigger. This year's initiatives were not just about expanding our presence or enhancing our services; they made a real impact.

Our members, the heart and soul of the Guild, have once again demonstrated unparalleled expertise and commitment. Together, we facilitated transformative projects across the globe. These projects were not just numbers on a balance sheet; they were testaments to our members' ability to foresee and shape the future of communities.

Our membership experienced growth this year by adding five new members and two associate members. Two members also advanced from associate to full members. These members expanded the Guild's international reach and brought years of experience and expertise to the Guild. The Guild now has 68 Members spanning eight countries.

The Guild Partner program has also experienced expansion this year, with 164 economic development organizations enrolled in this first-of-its-kind program to build strong working relationships between economic development professionals and site selectors. Programming for our Partners was refreshed to include new programming at our Winter and Summer Summits and add-on events at the Annual Conference and Fall Forum. A highlight for me was a once-in-a-lifetime lunch at Galatoire's in New Orleans while enjoying a performance by Wendall Brunious and his jazz trio.

A Message from our Board Chair

The approval of the Site Readiness Initiative marked a significant milestone that was years in the making. This initiative will set a new standard for readiness in our industry by creating a database and designation for sites and showcases the Guild's commitment to guiding the future of site selection through standardization and access to data.

Our events, from the Annual Conference in San Antonio to the Fall Forum in New Orleans to the intimate gatherings at the Summits and Virtual Table Talks, were not just meetings but celebrations of our shared passion for vibrant communities. These connections were a melting pot of ideas where the brightest minds in site selection and economic development communities converged to inspire and lead.

To our members and shareholders: your unwavering support and dedication over the past year fueled our journey. I encourage you to remain active and help us maintain the vitality of this great organization. It has been an honor to serve as Chair of the Site Selectors Guild, and as I step down, I will not be stepping away, as we have much more to accomplish in 2024. As we look to the future, our vision is clear, and 2024 will be filled with triumphant debuts, innovative programming, and thoughtful pursuits to evaluate our profession.

Thank you for your commitment, passion, and trust in the Site Selectors Guild.

Warmest Regards,



Larry Gigerich, Chair



About SSG

The Site Selectors Guild is the only association of the world's foremost professional site selection consultants. Guild members provide location strategies to corporations across the globe and for every industry, sector, and function.

The Site Selectors Guild is dedicated to advancing the profession of corporate site selection by promoting integrity, objectivity, and professional development. **Guild membership is the highest standard in the site selection industry.**

FOUNDED IN
2010

68 GUILD
MEMBERS



Guild Members, 2023 Annual Conference

Mission & Vision

Our Mission is to advance the profession of corporate location strategy by:

- Raising awareness for the importance of expert location planning and site selection services created for corporations
- Sharing thought leadership and best practices
- Developing and nurturing relations between Site Selectors, Guild members, economic development organizations, and corporate stakeholders
- Contributing to policy discussions that affect location strategy and the future of the profession

Our Vision is to ensure that every corporate location decision is guided by an experienced location strategy professional.

Our Members are committed to:

- Acting with integrity in all of their business dealings
- Upholding the highest professional standards of conduct
- Providing objective analysis and advice
- Respecting and collaborating with peers to develop and promote the profession of location strategy and site selection consulting
- Continuous professional education and development



2023 Annual Conference





2023 Annual Conference



Guild Partner VIP Event in New Orleans



Energy Panel, Guild Partner Winter Summit



Dennis Meseroll, 2023 Fall Forum

Top Accomplishments (2023)

By the Numbers

The Guild executed 8 program offerings where 1066 attendees had the opportunity to network with, and learn from, Guild members.

Guild members facilitated the committed or announced creation of approximately 107,000 jobs and \$101 billion in capital investment by corporate clients, which required location analysis across 74 countries.

Membership

68 Members, full and associate, representing 39 different site selection firms and spanning 8 countries.

30 Members are shareholders owning 75 outstanding shares in the Guild.

Events & Conferences

2023 Annual Conference, the Guild's marquee annual event, was held in San Antonio, Texas, USA, and presented by greater: SATX, with 61 Guild members and 484 attendees.

2023 Fall Forum, the Guild's smaller and more intimate conference, was held in New Orleans, Louisiana, USA, with support from Louisiana Economic Development (LED), with 28 Guild members and 171 attendees.

2 Virtual Table Talks, providing online networking sessions connecting 71 economic developers to 30 Guild members from the convenience of their home or office.

Guild Partner Program

164 EDOs enrolled or renewed as a Guild Partner, the first-of-its-kind program building strong, working relationships between economic development professionals and the industry's top site selectors.

4 Partner Events were held providing VIP networking for EDO partners with Guild members:

- San Antonio, TX, USA, reception held at the start of the 2023 Annual Conference, featuring a mariachi band.
- Summer Summit in Plano, TX, USA, provided formal networking and learning opportunities.
- A lunch reception at Galatoire's in New Orleans, LA, USA, featuring jazz legend Wendell Brunious
- Winter Summit in Miami, FL, USA, with a salsa band and a formal program



New & Advancing Members



Alex Ash
Full Member



Johan Beukema
Full Member



Matt Ryder
Full Member



Spencer Schobert
Full Member



Patsy Van Hove
Full Member



W. Ford Graham
Associate Member



Andrew Ratchford
Associate Member

Advancing to Full Members



David Dera



Carter Wood



SITE SELECTORS GUILD

Top Accomplishments (2023)

Thought Leadership

2 Research Releases discussing corporate site selection and economic development. The first addresses secondary markets' transformational projects, notably EV, semiconductor, and clean energy industries.

The second release was entitled “The Potential and Limitations of AI in Site Selection.” The Guild worked with Dr. David Chui to put AI to the test in two case studies: a beverage manufacturing bottling facility and a software company relocating from San Francisco.

More than **150 white paper downloads** with articles published or forthcoming in Route Fifty, fDi Intelligence, and Business Facilities.

Communications & Media

Media Placements garnering 182 million impressions across The Wall Street Journal, Bloomberg, Time, The Business Journals, and more.

Digital Marketing resulting in 26% increase in total website visits and 24% increase in LinkedIn followers who can engage and amplify Guild Content.

Personalizing experiences with Guild members by focusing on interesting and fun facts about members at events and social media channels.

Added **500 economic development** organizations to the Guild's database to target and engage.

Debuted **new program formats** at our conferences to keep content fresh.

Site Readiness Initiative

Since 2018, the Guild has been developing a **Site Readiness Initiative** focused on establishing a national standard for site readiness and developing a comprehensive database of assessed sites. The Guild's Board of Directors approved this new business initiative in December 2023. The program debuted to attendees at the Annual Conference and will launch fully in 2024.

Chair's Kitchen Cabinet

Chair Larry Gigerich convened a group, the Kitchen Cabinet, of **15 Guild Partners** quarterly to share Guild information and receive feedback to help guide Guild activities.



Top Accomplishments (2023)

2023 Awards Program

Projects with a Purpose Award

honors individuals or organizations who have successfully implemented location selection projects that go beyond job creation to address social or environmental issues within a community.

2023 Winner: Peoria-Mohawk Business Park, submitted by PartnerTulsa

Community Innovation Award

recognizes a unique initiative or legislative action successfully implemented in support of economic development and building a better environment for business on a local, state or national level.

2023 Winner: Florida High Tech Corridor submitted by Curley & Pynn

2023 Scholarships

Robert M. Ady Professional

Scholarships provide up to five deserving economic developers with financial support to attend the Annual Conference through a complimentary registration. There were five recipients in 2023:

- Zach Gilmore, VP of Business Development, Jackson County Economic Development Committee (FL)
- Sarah Hoefgen, Executive Director, El Dorado, Inc. (KS)
- Pamela Lopez-Fettes, Executive Director, Growth Dimensions Economic Development (IL)
- Stewart McGregor, Executive Director, Kaufman Economic Development Corporation (TX)
- April Potter, VP of Economic Development, Opportunity Stanislaus (CA)

Giving Back

\$10,000 Donated to Charities in the locations where the Guild hosts its major annual conferences, providing an opportunity to give back to those communities by supporting a local non-profit organization working to improve the economic and social conditions of the area.

2023 Annual Conference Location Donation: Haven for Hope in San Antonio, TX, received a \$5,000 donation to its programs focused on income and skill development.

2023 Fall Forum Location Donation: UnCommon Construction in New Orleans, LA, received a \$5,000 donation to support construction apprenticeships and career development.





2023 Project with a Purpose Award Winner: Partner Tulsa



Rajeev Thakur, 2023 Fall Forum

2024 Programming

April



Guild Partner Event (April 3)

VIP Partner-only event with songwriters Kelley Lovelace and Neil Thrasher.

This VIP networking event will Annual Conference (April 3-5)

The Guild's marquee conference in Nashville, TN, USA.

Site Readiness Initiative (April 3)

Public announcement of the site readiness initiative will take place at the Annual Conference.

2024 State of Site Selection Release (April 4)

The Guild's biennial research release on the state of site selection.

June



Summer Summit in Charleston, SC, USA (June 11-12)

Smaller, Partner-only event where EDOs can network with Guild Members.

August



Virtual Table Talk (August 14)

Online networking opportunity to meet with Guild members over a two-hour period in 15-minute sessions.

September



Guild Partner Event (September 23)

VIP Partner-only event in conjunction with the Fall Forum

September continued



Fall Forum (September 23-25)

The Guild's smaller, more intimate conference will be in Detroit, MI, USA.

Advisory Forums



Guild members will be attending **Advisory Forums** in Long Beach, CA, Grand Forks, ND, Little Rock, AR, and central Indiana.

Marketing



Debuting in 2024 is **Guild Insights**, a monthly newsletter with thought leadership pieces and Guild information.





2023 Fall Forum



Guild Partner Winter Summit



2023 Community Innovation Award Winner:
Florida High Tech Corridor

Board of Directors 2023 - 2024



Larry Gigerich
Chair



Seth Martindale
Vice Chair



Phil Schneider
Treasurer



John Rocca
Secretary



Michelle Comerford
At-Large



Chris Lloyd
At-Large



Gregg Wassmansdorf
At-Large

Board Advisors



Kim Moore



Larry Moretti



Committees and Task Force Chairs (2023)



Darin Buelow
Chair, Annual
Conference Committee



Didi Caldwell
Chair, Site Readiness
Task Force



Jay Garner
Chair, Guild Partner Committee



Elias van Herwaarden
Chair, International Committee



Matt Szuhaj
Chair, Membership Committee



Leslie Wagner
Chair, Fall Forum Committee



Guild Committees (2023)

As a member-driven association, members play an active and vital role in advancing the mission and work of the Guild. In 2023, 55% of members were active on the board and/or committees/task force. Thank you to all those who served!

Annual Conference Committee

Darin Buelow, Chair
Gary Yates, Vice Chair
John Rocca, Board Liaison
Tess Fay
Denise Mullis
Andrew Shapiro

Fall Forum Committee

Leslie Wagner, Chair
Lawrence Moretti, Vice Chair
Michelle Comerford, Board Liaison
Bob Hess
Natalie Lynch
Kim Williams Davis

Membership Committee

Matt Szuhaj, Chair
Sarah White, Vice Chair
John Rocca, Board Liaison
Alexandra Segers
Monty Turner
Mark Williams

International Committee

Elias van Herwaarden, Chair
Tracey Hyatt Bosman, Vice Chair
Seth Martindale, Board Liaison
Olaf Babinet
Andreas Dressler
Dennis Meseroll
Wolfgang Riedel

Guild Partner Committee

Jay Garner, Chair
Kim Moore, Vice Chair
Phil Schneider, Board Liaison
Tess Fay
John Longshore
Gray Swoope



Site Readiness Task Force



Didi Caldwell
Chair



Phil Schneider
Board Liaison



Carrie Kelly
SSG Managing Director



Ron Crum



Jan Desmaretz



John Sisson



Leslie Wagner



All Members

Shading Denotes SSG Shareholder Member

Full Members (63)

Angelos Angelou, AngelouEconomics

Alex Ash, Alpha Strategies

Olaf Babinet, Deloitte Consulting GmbH

Johan Beukema, BCI Global

Robert Boehringer, KPMG

Tracey Hyatt Bosman, Biggins Lacy Shapiro & Co.

Rene Buck, BCI Global

Darin Buelow, Deloitte Consulting LLP

Didi Caldwell, Global Location Strategies

Michelle Comerford, Biggins Lacy Shapiro & Co.

Ron Crum, CSRS, Inc.

David Dera, Newmark

Jan Desmaretz

Dennis Donovan, WDG Consulting

Andreas Dressler, Location Decisions

Courtney Dunbar, Burns & McDonnell

Tess Fay, Global Location Strategies

Jay Garner, Garner Economics, LLC

Larry Gigerich, Ginovus

Jeannette Goldsmith, Strategic Development Group

Taylor Gravois, CSRS, Inc.

William Hearn, Site Dynamics LLC

Robert Hess, Newmark

Jason Hickey, Hickey & Associates

Matt Highfield, Deloitte Consulting LLP

Bradley Lindquist, Newmark

Chris Lloyd, McGuire Consulting, LLC

John Longshore, Newmark

Seth Martindale, CBRE, Inc.

Dennis J. Meseroll, Tractus Asia Limited

Kim Moore, Newmark

Larry Moretti, LFM Corporate Location Solutions

Denise Mullis, J.M. Mullis, Inc.

Mike Mullis, J.M. Mullis, Inc.

Tara Nicholson, Deloitte Consulting LLP

Sarah Raehl, Deloitte Consulting

Scott Redabaugh, JLL Business Consulting

James Renzas, BCI Global

Wolfgang Riedel, Riedel Consulting

John Rocca, JLL

Matt Ryder, Avison Young

Don Schjeldahl, DSG Advisors

Ulrich Schmidt, KPMG

Phil Schneider, Schneider Strategy Consulting, LLC

Spencer Schobert, Newmark

Alexandra Segers, Tochi Advisors LLC

Andrew Shapiro, Biggins Lacy Shapiro & Co.

Tom Stringer, BDO

Chad Sweeney, Ginovus

Gray Swoope, VisionFirst Advisors

Jerry Szatan, Szatan & Associates

Matt Szuhaj, Strategic Development Group

Rajeev Thakur, JLL

Monty Turner, Colliers International

Elias van Herwaarden, Colliers International

Patsy Van Hove, IBM-PLI

Leslie Wagner, Ginovus

Gregg Wassmansdorf, Newmark

Matthijs Weeink, JLL

Sarah White, Global Location Strategies

Mark Williams, Strategic Development Group

Kim Williams Davis, Quest Site Solutions

Carter Wood, Ernst & Young, LLP

Gary Yates, Stream Realty Partners

Associate Members (5)

Sydney August, CBRE, Inc.

Tess Fay, Global Location Strategies

W. Ford Graham, McGuireWoods Consulting, LLC

Natalie Lynch, Deloitte Consulting

Andrew Ratchford, Site Selection Group

Emeritus Members (3)

Deane Foote, Foote Consulting Group

John Sisson, Preferred Real Estate Services

Mark Sweeney, McCallum Sweeney Consulting

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