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# Navigating Scarcity

How EDOs Can Approach Talent, Site, and Energy Shortages



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# Talent



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Deloitte – September 2022

# Labor Shortage

There will be an estimated **2.1 million** unfilled manufacturing jobs by 2030.

# Labor – Barriers for Investment Attraction



## Skills

- Shortages at every skill level
- Communities have to take integrated approach



## Immigration

- Policies can greatly affect availability of this workforce
- Will not solve labor gap without inflow of people



## Community

- Childcare availability
- Affordable housing and inventory



## HR Strategies

- Community/Existing Industry Collaboration
- Flexible work schedules
- Career paths



**Labor shortage likely to continue as projects look in more rural or secondary markets for sites and buildings.**

# Product

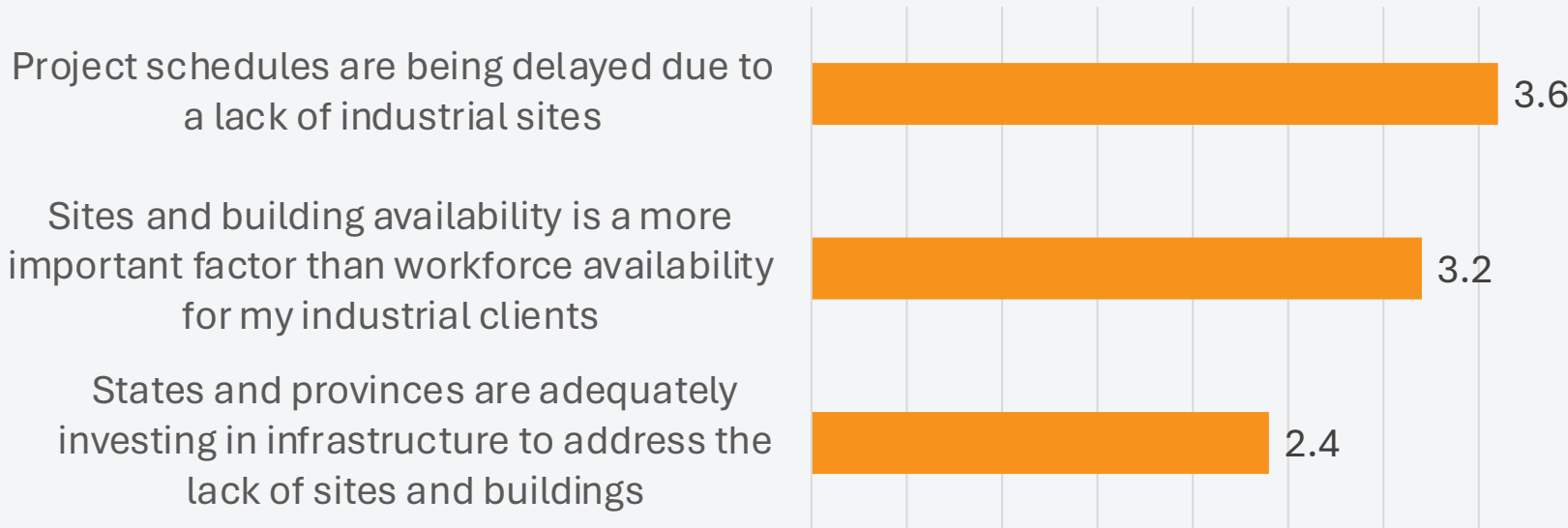


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# Lack of Industrial Product



Industrial Projects: Agreement with Statements on Real Estate, Sites and Buildings (1 = Don't Agree at All, 5 = Completely Agree)



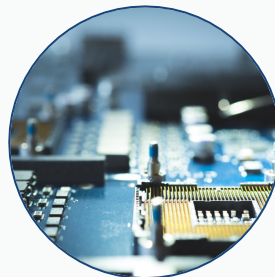
State of Site Selection Report, Site Selectors Guild, September 2022

# Product



## Site & Building Identification

- Diversify property portfolio
- Influx of projects past few years have taken sites



## Strategic Investment Attraction

- Align product inventory with appropriate end users (rail service, megasites, etc.)



## Public-Private Partnerships

- Explore various avenues, including developers, for property development



## Leverage Product Development Funds

- States, regions, utilities, rail providers, etc. have programs for enhancing properties



**One key infrastructure issue regarding product is the lack of adequate and reliable electricity.**

# Energy



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# Aging Infrastructure + High Demand



## INFRASTRUCTURE

Over 70% of transmission and power transformers in the U.S. energy infrastructure are 25+ years old.

## DEMAND

Increasing demand requires 60% expansion of U.S. transmission systems by 2030 and 3x by 2050.

**SHORTAGE**

Department of Energy – October 2023

# Electricity



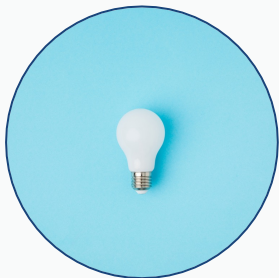
## Collaboration

- Connect economic development agencies with energy agencies
- Explore public/private partnerships



## Renewables

- Increasing requirement from companies
- Capacity concerns



## New Technologies

- New generation options
- Explore energy efficiencies with existing industries



## Planning

- Know your limitations
- Explore creative solutions for minimizing timeline for adequate and reliable power

# Key Takeaways



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# Targeted Approach



## **Inventory Your Community**

Evaluate how your workforce, properties, and infrastructure stack up.

## **Realistic Targets**

Understand your assets and shortcomings and target the appropriate industries.

## **Strategic Investments**

Communities and economic developers should think global and then act local.

# Best Practice Examples



## Labor:

[Work Ready Communities](#)

[South Dakota Childcare Grants](#)

[inTulsa Visa Network](#)

[Land O'Lakes flex work](#)

## Product Development:

[Guild REDI Sites Program](#)

[SC Power Team Site Readiness Fund](#)

[Martinsville, VA Public/Private Partnership](#)

## Energy:

[South Carolina Nexus](#)

[Georgia Center of Innovation for Energy Technology](#)

[Tennessee Nuclear Energy Advisory Council](#)



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