

# Site Selection 101

How to Be a Best-in-Class Economic Developer





**Kim Davis**  
Quest Site Solutions



**Jan Desmaretz**  
Alvarez & Marsal



**Bob Hess**  
Newmark



**Natalie Lynch**  
Deloitte

# Site Selection 101: “The Process”



## Filter 1: Fatal Flaws

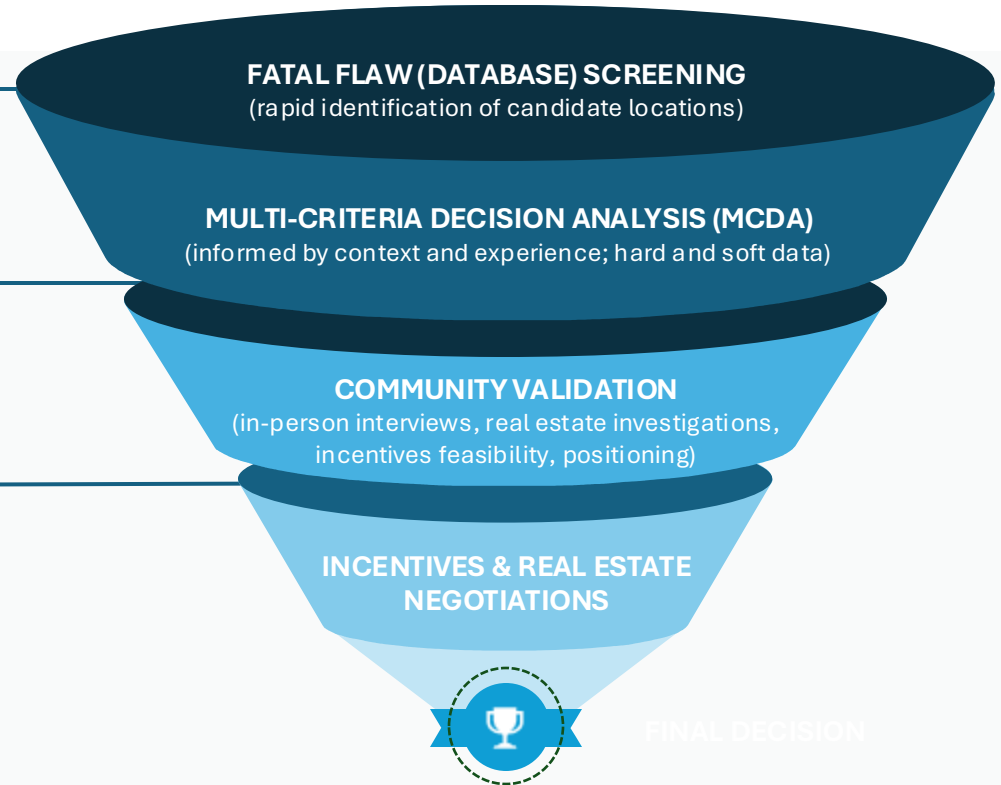
Screen out locations with fatal flaws related to Critical Location Factors (i.e., locations with insufficient alignment)

## Filter 2: Serious Flaws

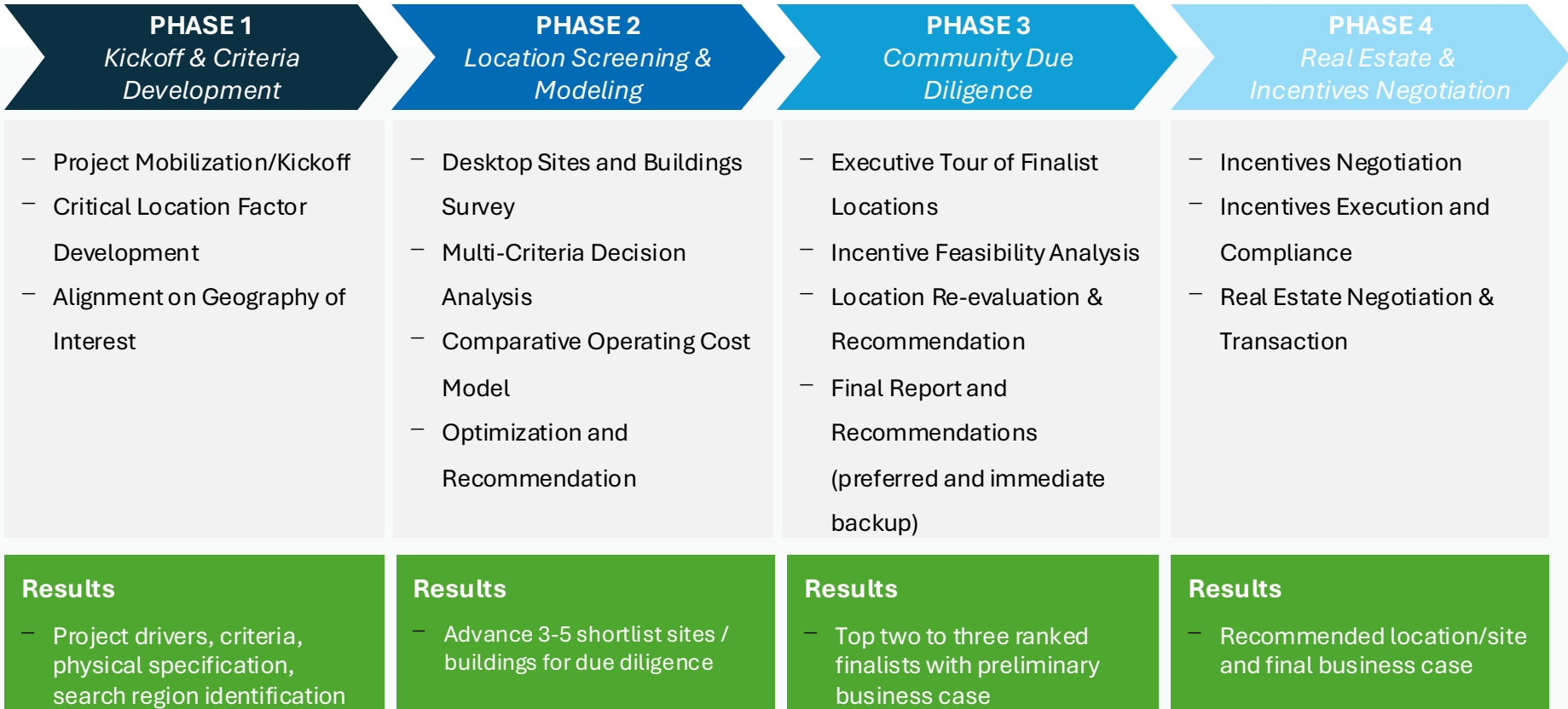
Rule out locations with serious flaws (i.e., locations with key attributes but inadequate infrastructure (physical, talent))

## Filter 3: Controllable Flaws

Consider locations that meet all critical criteria but have manageable issues (i.e., flaws that can be remedied or mitigated through negotiations with government officials)



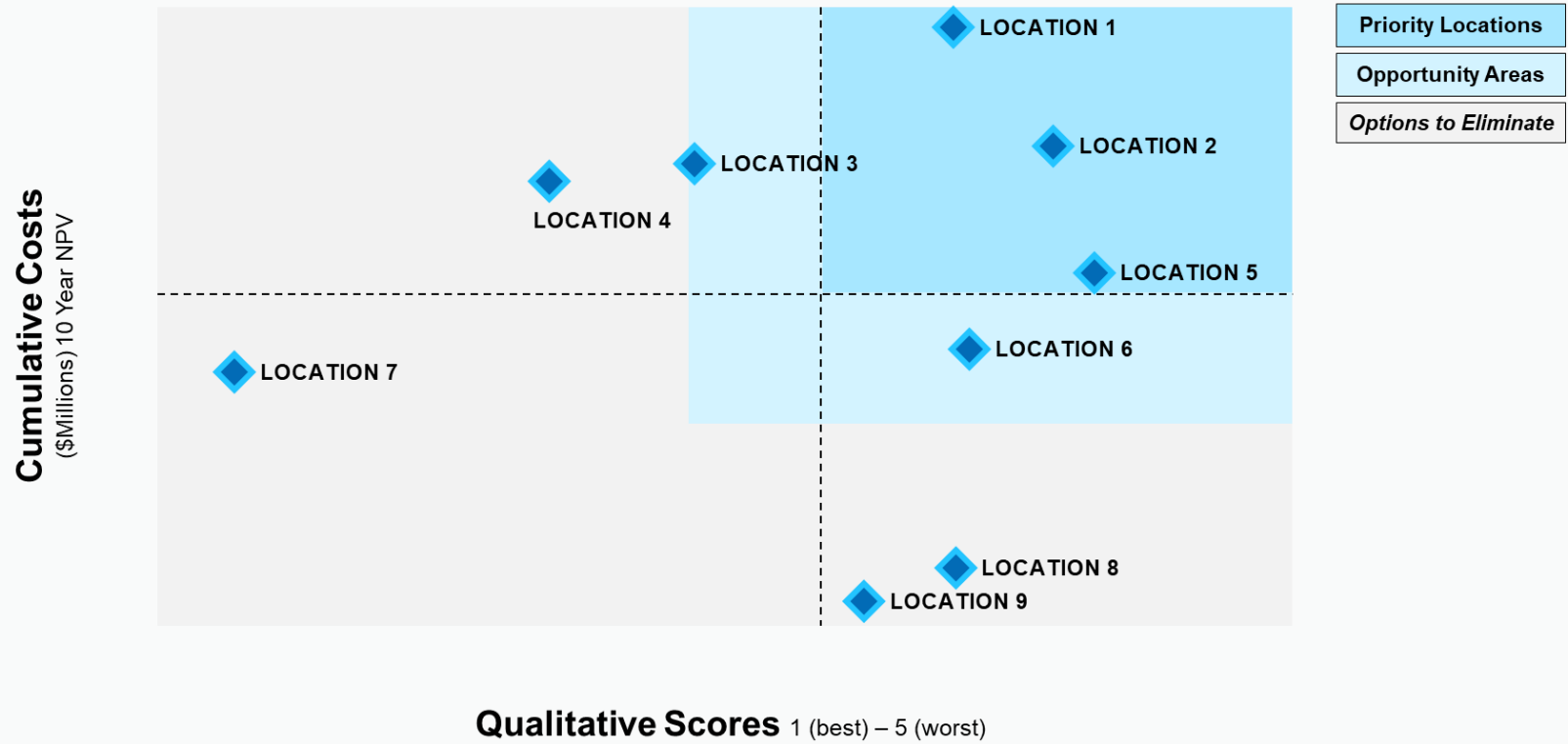
# Site Selection 101: Process Deep Dive



# Site Selection 101: Decision-Making Framework



PROJECT EXAMPLE



# The Five Traits



## Great Communicator

Effective at engaging stakeholders and fostering relationships through clear communication and active listening



## Inquisitive

Driven by curiosity and the habit of asking insightful questions to uncover opportunities and make informed decisions



## Adaptable

Flexible and resilient in navigating the dynamic landscape of economic development



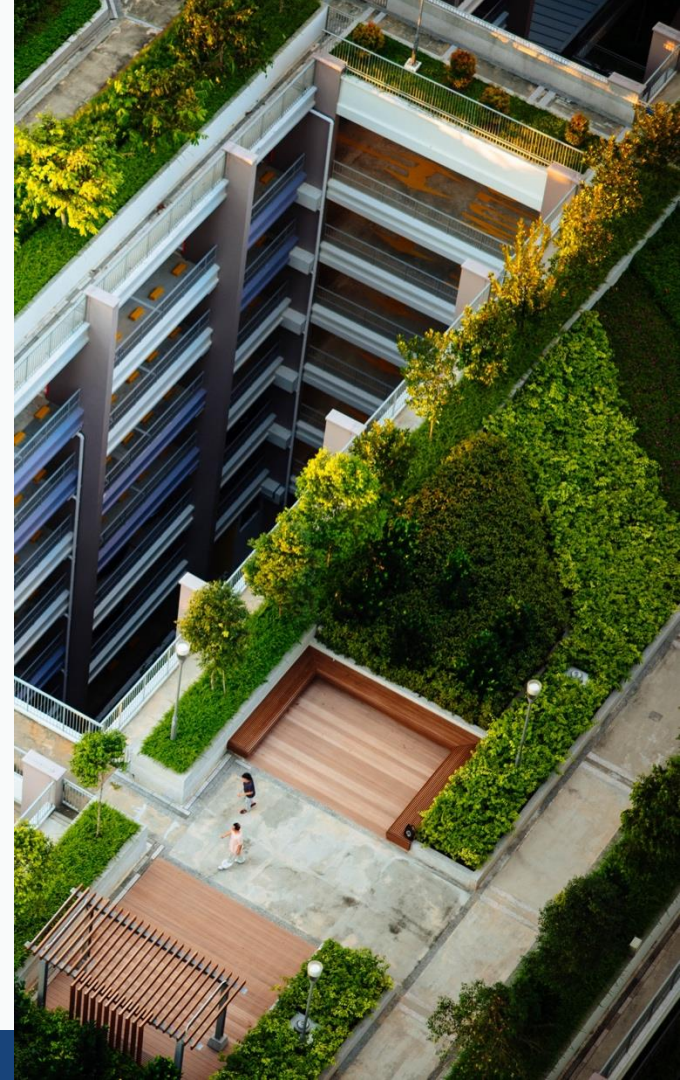
## Organized

Efficient in managing multiple projects, meeting deadlines, and utilizing resources effectively



## Problem Solver

Resourceful in overcoming challenges and finding creative solutions



# Bonus Trait: Have Fun!

