

2024 Annual Report

Published March 2025



A Message from our Board Chair

Dear Guild Members and Shareholders,

Reflecting on 2024, I am proud to share the incredible progress and impact the Site Selectors Guild has achieved over the past year. Our profession continues to evolve, influenced by changing market dynamics, emerging industries, and the increasing complexity of corporate location decisions. Yet, despite these challenges, the Guild has remained at the forefront.

One of the most significant milestones of the year was the launch of REDI Sites in July, an initiative years in the making. This groundbreaking program establishes a national standard for site readiness and provides a centralized platform where site selectors can easily access sites along with their associated documents. In September, REDI Sites completed the first round of designations, marking a significant achievement made possible by the countless hours of hard work and expertise from Guild members. Their dedication and talent were essential in developing this product, founding the REDI Sites company, and laying the groundwork for its future success.

Building on the momentum of REDI Sites, we also embarked on an exciting collaboration with Scott Cohn and CNBC's America's Top States for Business survey. The Guild provided industry-leading research and data to support this year's rankings, which played a crucial role in shifting the survey's focus from Workforce Development to Infrastructure - a significant evolution that highlights the importance of site readiness in corporate decision-making. Simultaneously, the Guild's research efforts took center stage with the launch of the third edition of The State of Site Selection. With 100% participation from Guild members, this project underscores our ongoing commitment to advancing the profession through data-driven insights and thought leadership.

Beyond our efforts in site readiness and research, the continued growth and success of the Guild Partner program remains a notable achievement. With a growing network of economic development organizations engaged in this initiative, we have strengthened connections between site selectors and communities, fostering deeper collaboration and more effective location strategies. The program's expansion reflects the increasing value

A photograph of Seth Martindale, Chair of Site Selectors Guild, Inc., speaking at a clear acrylic podium. He is wearing a dark grey suit jacket over a white shirt. The background is a blue screen with large white letters, partially visible as 'CT'.

**Seth Martindale, Chair,
Site Selectors Guild, Inc.**

A Message from our Board Chair

that Guild Partners gain through targeted programming, exclusive networking, and access to the industry's top site selection professionals.

As the Guild has grown, so too have our efforts to streamline internal operations and improve efficiency. This year, we successfully launched a new CRM (GrowthZone), bringing a more sophisticated, data-driven approach to interacting with our members, partners, and stakeholders. Additionally, we have optimized internal processes and brought key administrative functions in-house, increasing our agility and enhancing our ability to serve our members more effectively.

A key step in positioning the Guild for future growth and success was developing our three-year marketing plan. This strategic initiative focuses on enhancing member communication and engagement, providing members with valuable resources to support their practices, and increasing outreach to corporate decision-makers. By refining our marketing strategies, we ensure that the Guild remains the premier voice of site selection expertise.

Our commitment to delivering high-value, responsive events was evident throughout 2024. We listened to our attendees and adapted programming to provide the most relevant content and engagement opportunities. From our Annual Conference in Nashville to the Fall Forum in Detroit, and through our Guild Partner programs, our events have continued to serve as dynamic platforms for knowledge sharing, industry leadership, and strategic networking. These gatherings not only strengthen relationships within our profession but also reflect the evolving needs of site selectors and economic developers in a rapidly changing market.

As we look ahead to 2025, we remain dedicated to delivering unmatched value to our members, partners, and customers, ensuring that the Guild continues to be the leading resource for corporate site selection expertise. Thank you for your commitment, enthusiasm, and trust in our mission. It has been an honor to serve as Chair, and I look forward to building on our progress in the upcoming year.

Warmest Regards,



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, 2024 Annual Conference

New Mission & Vision Statements

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 organizations;
- 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 be the driving force behind the global recognition and success of site selection consultants, empowering them to lead in every location decision by promoting best practices and creating lasting value for businesses and communities.

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



2024 Annual Conference





2024 Fall Forum GUILD Talks



Guild Partner VIP Event



Jay Garner, Guild Partner Winter Summit



Bob Hess, 2024 Fall Forum

Top Accomplishments (2024)

By the Numbers



The Guild executed **11** program offerings where **over 1,200** attendees had the opportunity to network with, and learn from, Guild members.

Guild members facilitated the committed or announced creation of approximately **111,000 jobs** and **\$141 billion** in capital investment by corporate clients, which required location analysis across 90 countries.

Membership



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

31 Members are shareholders owning **77.5** outstanding shares in the Guild.

Events & Conferences



2024 Annual Conference, the Guild's marquee annual event, was held in Nashville, Tennessee, USA, and presented by the Greater Nashville Chamber 59 Guild members and 498 attendees.

2024 Fall Forum, the Guild's smaller and more intimate conference, was held in Detroit, Michigan, USA, with support from the Michigan Economic Development Corporation, with 28 Guild members and 222 attendees.

Virtual Table Talk provided online networking sessions connecting 84 economic developers to 12 Guild members from the convenience of their home or office.

Guild Partner Program



166 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:

- Nashville, TN, USA, singer-songwriter event held at Ole Red at the start of the 2024 Annual Conference.
- Summer Summit in Charleston, SC, USA, provided formal networking and learning opportunities.
- A VIP-reception in Detroit, MI, USA, at the historic Westin Book Cadillac Hotel
- Winter Summit in Miami, FL, USA, with a welcome reception next to the ocean and a formal program





State of Site Selection, 2024 Annual Conference

Top Accomplishments (2024)

State of Site Selection



The 3rd edition of **The State of Site Selection** was released in 2024. 100% of Guild members participated in the project by completing surveys, participating in focus groups, and contributing to the report. Key themes included: real estate, sites, and buildings; utilities and infrastructure; workforce and labor availability; natural, human and geopolitical risk, and economic development and placemaking.

CNBC Collaboration



The Guild launched a collaboration with CNBC on their **America's Top States for Business** survey, providing research data on site readiness programs in each state.

Communications & Media



Media Placements garnering 566 million impressions (210% increase YOY) across The Wall Street Journal, CNBC, Bloomberg, Time, The Business Journals, and more.

Digital Marketing resulting in 46% increase in total website visits and 25% 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.

The Guild completed its first **3-year marketing strategic plan**, focused on membership engagement, proactive media pitches, exploring new partnerships, and refreshing our website and messaging.

Launch of REDI Sites



In July of 2024, the Guild launched a new company and program, **REDI Sites**. REDI Sites is establishing a national standard for site readiness and developing a comprehensive database of assessed sites. The first designations were given in September of 2024, and included six sites. The program has grown to 16 designated sites, with many other sites in various stages of the designation process.

Chair's Kitchen Cabinet



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



Top Accomplishments (2024)

2024 Awards Program



Projects with a Purpose Award

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

2024 Winner: Manner Polymers, submitted by Jefferson County Development Corporation

Community Innovation Award

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

2024 Winner: Building a Better Business Climate, Greater Richmond Partnership and Community Consortium Partners

2024 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 2024:

- Deb Barnett, Executive Director, Southern Illinois Now
- Rachel Downs, Business Engagement Manager, County of Yuba
- Lucas Froeschl, Executive Director, Falls City Economic Development and Growth Enterprise, Inc.
- Sal Maniaci, Community and Economic Development Director, City of Washington, MO
- Kaylee Paffrath, President/CEO, Moberly Area Economic Development Corporation

Giving Back



\$10,000 donated to charities in conference communities, 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. **\$5,000** was also donated to the Red Cross for natural disaster relief.

2024 Annual Conference Location Donation: Uprise Nashville in Nashville, TN, USA, received a \$5,000 donation to its programs focused on income and skill development.

2024 Fall Forum Location Donation: United Way of Southeastern Michigan received a \$5,000 donation to their efforts in promoting prosperity in the region.



2024 Project with a Purpose Award Winner: Jefferson Co. Development Corp.



Phil Schneider,
REDI Sites Announcement, 2024 Fall Forum

2025 Programming



The Guild celebrates its **15th Anniversary** in 2025.

March

Guild Partner Event (March 12)
VIP Partner-only event at Cuba Libre, Orlando, FL, USA.

Annual Conference (March 12-14)
The Guild's marque conference in Orlando, FL, USA.

April

SSG Board of Directors Retreat (April 12-14)
The Guild's Board of Directors will meet in Chicago, IL, USA.

June

Summer Summit in Santa Fe, NM, USA (June 25-26)
Smaller, Partner-only event where EDOs can network with Guild Members.

August

Virtual Table Talk (August 20)
Online networking opportunity to meet with Guild members over a two-hour period in 15-minute sessions.

October

Guild Partner Event (October 1)
VIP Partner-only event in conjunction with the Fall Forum.

October continued

Fall Forum (October 1-3)
The Guild's smaller, more intimate conference will be in Indianapolis, IN, USA.

Advisory Forums

Guild members will be attending **Advisory Forums** in Winnipeg/Calgary/Edmonton, Little Rock, AR, and the Greater St. Louis Region.

Member Engagement

In 2025, the Board will be focused on **member engagement** and has convened a new Member Engagement Task Force.





Natalie Lynch, 2024 Annual Conference



**Patsy Van Hove,
2024 Annual
Conference**



**2024 Community Innovation Award Winner:
Greater Richmond Partnership**

Board of Directors 2024 - 2025



Seth Martindale
Chair



Michelle Comerford
Vice Chair



Phil Schneider
Treasurer



John Rocca
Secretary



Larry Gigerich
At-Large Director



Chris Lloyd
At-Large Director



Larry Moretti
At-Large Director

Board Advisors



Kim Moore
Board Advisor



Tess Fay
Board Advisor





Gary Yates

Chair, Annual Conference Committee

Committees and Task Force Chairs (2024)



Leslie Wagner

Chair, Fall Forum Committee



Jay Garner

Chair, Guild Partner Committee



Elias van Herwaarden

Chair, International Committee



Matt Szuhaj

Chair, Membership Committee



Guild Committees (2024)

As a member-driven association, members play an active and vital role in advancing the mission and work of the Guild. In 2024, 55% of members were active on the board and/or committees/task force. Thank you to all those who served!

Annual Conference Committee

Gary Yates, Chair
Denise Mullis, Vice Chair
Chris Lloyd, Board Liaison
Tess Fay
Denise Mullis
Andrew Shapiro
Rajeev Thakur

Fall Forum Committee

Leslie Wagner, Chair
Kim Williams Davis, Vice Chair
Larry Moretti, Board Liaison
Dennis Donovan
Bob Hess
Natalie Lynch
Alexandra Segers

Membership Committee

Matt Szuhaj, Chair
Sarah White, Vice Chair
John Rocca, Board Liaison
Kim Moore
Monty Turner
Mark Williams

International Committee

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

Guild Partner Committee

Jay Garner, Chair
Gray Swoope, Vice Chair
Larry Gigerich, Board Liaison
Tess Fay
John Longshore
Jerry Szatan



Guild Members (2024)

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, Alvarez & Marsal

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, McGuireWoods 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 Consulting

Matt Ryder, Avison Young

Don Schjeldahl, DSG Advisors

Ulrich Schmidt, KPMG LLP's Global Location

Phil Schneider, Schneider Strategy Consulting, LLC

Spencer Schobert, Newmark

Alexandra Segers, Tochi Advisors LLC

Andrew Shapiro, Biggins Lacy Shapiro & Co.

Tom Stringer, GRASSI

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, Locationperspectives

Patsy Van Hove, IBM-PLI

Leslie Wagner, Ginovus

Gregg Wassmansdorf, Newmark

Matthijs Weeink, JLL EMEA

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



www.siteselectorsguild.com

