HOW COVID-19 IS SHIFTING CORPORATE LOCATION STRATEGY

Top Mid-Size Cities for New Projects

- Boise, ID
- Colorado Springs, CO
- Columbia, SC
- Columbus, OH
- Greenville, SC
- Huntsville, AL
- Indianapolis, IN
- Kansas City, MO
- Raleigh-Durham, NC
- Reno, NV
- Tucson, AZ

*Guild members named mid-size cities that would be strong candidates for new projects (listed in alpha order)

Suburbs & Mid-Size Cities Are In, Big Cities Are Out

- Suburban areas: 64%
- Mid-size urban areas (less than 1 million population): 57%
- Rural areas: 31%
- Large urban areas (more than 1 million population): 10%

*Percentage of Consultants Rating Location Types as “Likely” or Highly Likely” for an expansion/relocation project in the 12 months.

Are Corporate Location Decisions Moving Forward?

- 61% say companies are moving forward with site selection projects
- 34% say companies are pausing site selection projects
- 5% say companies are canceling site selection projects or consolidating facilities

Industries With the Most Project Activity

- Biotech and Life Sciences: 67%
- Advanced Manufacturing: 51%
- Food and Beverage Processing: 47%
- Transportation and Logistics: 44%
- Software and IT: 31%

When Will the Majority of Project Activity Resume?

- 69% predict 2021

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