

LAKE SIDE

W I T H T H E

GU I L D



M I S S O U R I

“Lakeside with the Guild”

- About the Site Selectors Guild
- Guild consultants who visited for “Lakeside”
- Goals of “Lakeside”
- Review of agenda
- Participants and sponsors
- Key takeaways
- Next steps



About the Site Selectors Guild

- Formed in 2011
- Held first state-specific event in Texas (4/2011)
- Held first Guild annual conference (1/2012)
- Currently seeking locations for second Guild annual conference (2013)
- 26 member consultants and growing
- Promotes understanding of site selection



Guild Members at “Lakeside”

- Didi Caldwell, Global Location Strategies (Greenville, SC)
- Dennis Donovan, WDG Consulting (Raritan, NJ)
- Deane Foote, Foote Consulting (Phoenix)
- Will Hearn, Site Dynamics (Atlanta)
- Matt Jackson, Jones Lang LaSalle (Washington, DC)



Guild Members at “Lakeside”

- Mike Mullis, J.M. Mullis Inc. (Memphis)
- Jim Renzas, RSH Group (Irvine, CA)
- Jonathan Sangster, CB Richard Ellis (Atlanta)
- Phil Schneider, Schneider Consulting (Chicago)
- Gary Yates, Jones Lang LaSalle (Atlanta)



Participant Goals for “Lakeside”

- Develop new consultant relationships
- Strengthen existing consultant relationships
- Identify and understand current site selection trends in various key industries
- Learn how to competitively position your community or region for new investment
- Cultivate potential resources for future economic development planning needs



Review of Agenda

- Sunday, June 17th
- Monday, June 18th
- Tuesday, June 19th



Agenda – Sunday, June 17th

- Sponsors' welcome reception and dinner for consultants
 - Reception held at Camden-on-the-Lake
 - Dinner held at Baxter's Lakeside Grille



Agenda – Monday, June 18th

- General panel discussions (2)
- Targeted industry roundtables (2)
 - Automotive/aviation/advanced manufacturing
 - Back-office/call centers
 - Biotech/life sciences
 - Data centers
 - Food processing
 - Warehouse/distribution



Agenda – Monday, June 18th

- “Anything Goes” roundtables (2)
- Best practices roundtables (2)
 - Certified sites
 - Incentives
 - RFP process
 - Site tours/prospect visits
 - Websites/marketing materials



Agenda – Tuesday, June 19th

- Policy roundtable discussion with key legislators from both chambers and parties
- Organized in partnership between MEDC and Missouri Chamber of Commerce
- Also attended by Missouri Growth Association
- Discussion topics included workforce issues and skills training needs, incentives (general and targeted), marketing/promotion, regulatory processes, and site selection decision factors



Participants and Sponsors

- Individual participants
 - City of Union** (Joey Graves)
 - City of Washington** (Darren Lamb)
 - East Central College** (Gretchen Pettet)
 - Electrical Connection** (Jim Curran)
 - Kirksville REDI** (Carolyn Chrisman)
 - Lebanon REDI** (Mark Stombaugh)
 - Northeast Missouri ED Commission** (George Walley)
 - SCI Engineering** (Tony Kreutz)



Participants and Sponsors

- Organizational participants

Cape Area MAGNET (John Mehner / Scott Sattler)

Central Missouri EDA (Donna Brown / Stan Moore)

East Central Missouri (Josh Beck / Kelly Hardcastle)

KCP&L (John Engelmann / Lisa Franklin)

NEMODEVP (Denise Bennett / Teresa Keller)



Participants and Sponsors

- Lakeside Sponsors

Ameren Missouri (Mike Chell / Skip Smallwood)

Cuba Development (Jim Barnett / Mardy Leathers)

Joplin Regional Partnership (Rob Harrington / Marsha Wallace / Kevin Welch)

Missouri CORE (Bernie Andrews / Missy Bonnot / Bruce Hackmann)



Participants and Sponsors

- Lakeside Sponsors, cont'd.

Rolla Regional Economic Commission (Cyndra Lorey)

Springfield Chamber (Jonas Arjes / Ryan Mooney /
Jeff Seifried)

St. Charles EDC (Scott Drachnik / Larry Tucker)

St. Louis County EDC (Monica Conners / Alison Zeidler)

St. Louis RCGA (Jim Alexander / Lori Becklenberg)



Participants and Sponsors

- Missouri Partnership supporting staff
 - Christopher Chung
 - Janet Muhm
 - Clint O'Neal



Key Takeaways from “Lakeside”

- Consultants are not a monolithic group with a singular view of the world
- Relationships matter and trust creates opportunities to compete
- Site selection is a truly global game
- There is no “silver bullet” or panacea for Missouri’s economic development challenges



Next Steps / Q&A

- Satisfaction survey sent to Lakeside participants
- Consultant discussion outlines sent to participants
- Identify improvements and modifications for Lakeside 2013



“Lakeside with the Guild” Planning Committee

Lori Becklenberg

Josh Beck

Janet Muhm

Cara Cannon

Christopher Chung



M I S S O U R I