DEPUTY DIRECTOR, INTERNATIONAL DIVISION
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MANAGER BUSINESS RECRUITMENT
ALICIA JANESKO HUTCHINGS
DOMESTIC BUSINESS RECRUITMENT TEAM
WHO ARE WE AND WHAT DO WE DO?

Peter Ruiz
Alicia Hutchings
Barbara Hake
Chang Lu
Dandi Owens
Jose Romano
Jeff Freeman
INTERNATIONAL DIVISION

WHO ARE WE AND WHAT DO WE DO?

Jeff Willis

Randi Tveitaraas Jack

Chang Lu

April Chiang

Kathleen Dultmeier

Rosie Nichols
## 2021 RESULTS

<table>
<thead>
<tr>
<th>Project Leads</th>
<th>Successes</th>
<th>Jobs</th>
<th>Capital Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>166</td>
<td>32</td>
<td>3,908</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$849M</td>
</tr>
</tbody>
</table>

### Successes By Industry Sector

- **Food Manf**: 6
- **BioScience**: 4
- **Aerospace**: 2
- **Logistics/DC**: 5
- **Advanced Manf**: 6
- **Office**: 13

### Recent Successes

- AMD Distribution
- Hill's Pet Nutrition, Inc.
- Torch Research, LLC
- The Smart Factory @ Wichita
- TriRx Pharmaceutical Services
- Feed Yard Industrial Solutions
- Brek Manufacturing
- Human Plant Solutions
- SICUT
WHERE DO PROJECTS COME FROM?

SOURCES OF LEADS - 2021

- Site Consultant: 33%
- Community Partner: 39%
- Company: 25%
- Other: 3%

Questions:

- How do we generate leads?
- Who are consultants?
- How do companies find us?
PROCESS OF A PROJECT

- **The Project Process**
  - Emails, confidentiality, questions and what I am doing while you are working.

- **Reason for the “hurry up and wait”**

- **Process of elimination**
  - First impressions are everything

- **Site Visits**
WHAT’S DRIVING PROJECTS TODAY?

• Labor is everything
  • Where, Who, and the Future
  • Labor study

• Real Estate
  • Are you Ready?
  • Know your product. Know your partners.

• Proximity to other suppliers or customers

• Highway Access / Rail
ELIMINATION REASONS

Labor – Concerns regarding available labor pool

Costs – Upfront or ongoing operating expenses

Real Estate – Can site issues be addressed or are they unique to this client?

Incentives – Competitive? Win-win?
NOW WHAT?

YOU HAVE RECEIVED A NEW PROJECT FROM COMMERCE...

NOW WHAT DO YOU DO ?!?!?
WHERE IS YOUR COMMUNITY?
DEMOGRAPHIC DATA

- Keep current
- Provide on a regional basis
- Commuting patterns

<table>
<thead>
<tr>
<th>County</th>
<th>Civilian Labor Force</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shawnee</td>
<td>92,160</td>
</tr>
<tr>
<td>Douglas</td>
<td>67,104</td>
</tr>
<tr>
<td>Pottawatomie</td>
<td>12,960</td>
</tr>
<tr>
<td>Osage</td>
<td>8,261</td>
</tr>
<tr>
<td>Jefferson</td>
<td>10,225</td>
</tr>
<tr>
<td>Jackson</td>
<td>7,335</td>
</tr>
<tr>
<td>Wabaunsee</td>
<td>3,878</td>
</tr>
<tr>
<td>Total</td>
<td>201,923</td>
</tr>
</tbody>
</table>
PRODUCT DEVELOPMENT
EXAMPLES OF GREAT COMMUNITY RESPONSES AND MARKETING INFO

• Cover letters – customize for project
• Site Submissions when no real estate flyer is available
SUBMITTING YOUR SITES ON A PROJECT

Via LocationOne:
• How to use – what’s my password?
• Communities that do it well
• Keep info current and complete
• If no price, it's not for sale

What to include:
• Cover letter?
• Labor data?
• Community profile?
KNOW YOUR INVENTORY

• Know your properties – Up-to-date Property Flyers in LocationOne
  • Size, ownership, utilities, transportation access, price
  • Previous use and why they left – expanded or downsized?
  • Map of property in relation to region/state/US
  • Supporting documentation (floor plans, quality photos, Phase I)
  • Know costs - rail, road, and utility extensions

• Know your building and landowners

• Consider certifying your sites
QUALITY PHOTOS OF BUILDING / AERIAL PHOTOS
### SAMPLE RFI'S

#### II. UTILITIES & SERVICES

<table>
<thead>
<tr>
<th>Electric</th>
<th>Natural Gas</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Community and name of site:</strong></td>
<td><strong>Name of service provider</strong></td>
</tr>
<tr>
<td>Westar Energy</td>
<td>ATMOCO</td>
</tr>
<tr>
<td>Can current electric facilities support the project?</td>
<td></td>
</tr>
<tr>
<td>Identify distribution lines and substation(s) serving the site, and distance from substation(s)?</td>
<td>What is the size of the distribution line that will serve the site and distance from site?</td>
</tr>
<tr>
<td>36th Street and Waverly Road (substation), 12-16 (distribution). Site is approximately 2.5 miles from substation.</td>
<td>DPL: 593-774-7000 1201 SW Topeka Blvd. Topeka, KS 66609</td>
</tr>
<tr>
<td>Provide total capacity available at substation(s).</td>
<td>Is project requirement currently available at the proposed site?</td>
</tr>
<tr>
<td>35 MVA transformers (12.47 and 12.67). There are no limitations on providing power to the site.</td>
<td>Yes</td>
</tr>
<tr>
<td>Specify new electrical infrastructure required to serve the site.</td>
<td>Can firm service be provided?</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Indicate the kwh or average rate per kWh based on the project's electric profile.</td>
<td>ATMOCO: 593-787-2400 5031 West 30th St. S. Topeka, KS 66614</td>
</tr>
<tr>
<td>7.4 cents</td>
<td></td>
</tr>
<tr>
<td>Is dual feed an option for this site? Please describe how capacity allocation and infrastructure costs are handled.</td>
<td>ATMOCO: 593-787-2400 5031 West 30th St. S. Topeka, KS 66614</td>
</tr>
<tr>
<td>Yes</td>
<td>ATMOCO: 593-787-2400 5031 West 30th St. S. Topeka, KS 66614</td>
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<td>Yes</td>
<td>ATMOCO: 593-787-2400 5031 West 30th St. S. Topeka, KS 66614</td>
</tr>
</tbody>
</table>

**Table 1. Two Employees**

<table>
<thead>
<tr>
<th>Name of Company</th>
<th>Number of Employees (full-time equivalent)</th>
<th>Industry Type</th>
<th>Are They Insured?</th>
<th>Approximate Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Table 2. Top Manufacturers**

<table>
<thead>
<tr>
<th>Name of Company</th>
<th>Number of Employees (full-time equivalent)</th>
<th>Manufacturing Type</th>
<th>Are They Insured?</th>
<th>Approximate Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Table 3. Complementary Manufacturers**

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<tr>
<th>Name of Company</th>
<th>Number of Employees (full-time equivalent)</th>
<th>Are They Insured?</th>
<th>Approximate Turnover</th>
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</tbody>
</table>
RESPONDING TO AN RFI
START IMMEDIATELY – NOTIFY YOUR PARTNERS
RESPONDING TO AN RFI

• **Provide what we ask for**
  • Letterhead (electronic)
  • Naming PDF’s (Project Star – Salina KS – Site Aerial)
  • Format as requested (Word, Excel, etc.)
  • Include required attachments (maps, photos, aerials, etc.)
  • Provide only what is requested

• **How to be a better team player**
  • Ask questions
  • Complete RFI’s
  • Clear maps (identify site)
  • Submission deadline
THINK ABOUT YOUR AUDIENCE

Have you finished reading through all those RFP responses?
SITE VISITS - BEST PRACTICES

• Who’s in the room?
  • Brief your team in advance
  • Have the right people in the room, don’t include people just because
  • Readable maps and handouts in binders
  • A place of yes. Not no.

• All in the details
  • Plan your tour route
  • Local touches make an impact
  • Secure the right transportation
  • Test your IT beforehand
  • Raining? Bring umbrellas for everyone

• The proof is in the pudding. Be prepared to back up what you say.
WHAT CAN YOU DO NOW?

• Adopt a strategy find your targets
• Think regionally
• Know your numbers
  • Utilize Tools (BLS, American Fact Finder, US Census)
  • Population
  • Labor Force
  • Unionization
  • Labor Costs
  • Educational Attainment
• Identify your talent pipeline and fill the gaps
  • Short Term, Near Term, Long Term
  • Population (18 – 24)
WHAT CAN YOU DO NOW?

• **Nothing to sell, you’re not going to be in the game**
  • Projects require infrastructure and infrastructure costs $ 

• **Prepare your team**
  • Know your community and employers
  • Know contacts at your utility and rail companies, city, county, schools

• **Tap into existing businesses for future opportunities**

• **Take control of your economic development story**
INCENTIVES

• Have incentive policies in place before the client calls

• Summarize local incentive options in a one-two page overview - Don’t send city ordinance policy on incentives

• Check with electricity and gas representatives for economic development rider discounts

• Leave the state incentives to the state officials
QUALITY OF LIFE

• Quality of Life – Subject to each individual and their lifestyle
• Friendly, hard-working people, great quality of life – OVER USED
• Personalize – focus on what's unique about your area
  • Our labor rates are 15% below national averages.
  • Due to layoffs at a local company, we have a trained pool of welders.
  • Our City Council recently enhanced our tax abatement policy and reduced our water and sewer rates.
  • This year our city constructed a new city park, community center with pool, and a new library.
TRENDS IN ECONOMIC DEVELOPMENT LOOKING AHEAD

• Projects are becoming more capital intensive vs. jobs
• Growth via mergers & acquisitions
• Steady project activity out of high-cost markets
• Companies factoring in brand risks in the site selection process
• Turn your negatives into positives
THANK YOU!