



Site Selection Trends

October 18, 2017

North Carolina Economic Development Association
2017 Fall Conference


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Avenue Advisory Group

What site selection can feel like:



ECONOMIC DEVELOPMENT PARTNERS
BROKERS
CLIENTS POLITICIANS

What people think site selection is:



What everyone in this room really does:

Business Costs Real Estate Solution



Location Intelligence



Workforce Development Political Stability Logistics Diversity & Inclusion

Taxes plan market Brand & Image

finance project solution progress corporate business strategy success

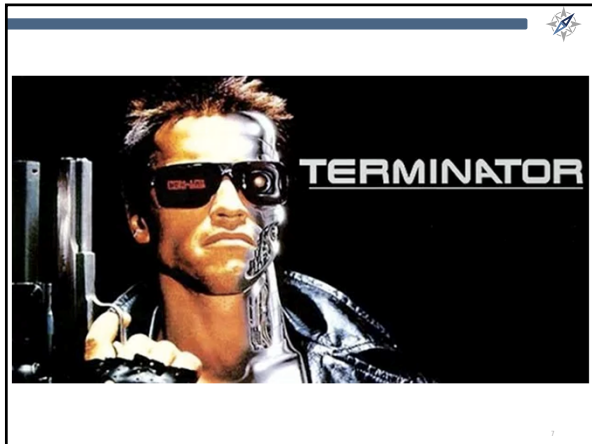
Incentives customer employment Utilities Market Access Operating Costs

Portfolio Optimization Infrastructure Future Growth

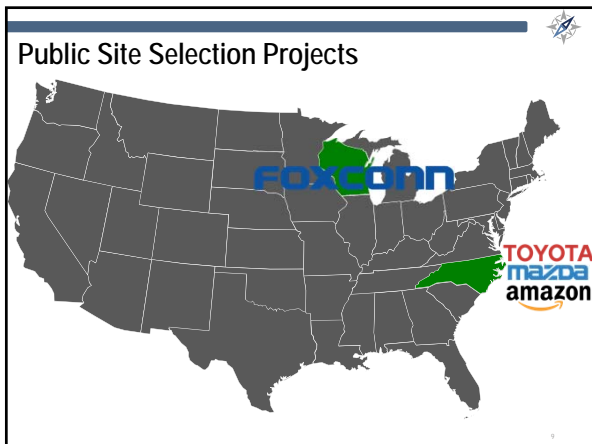
Business Climate Environmental Issues Labor Availability Competitive Environment



A collage of four images: a map of the United States with blue dots, a network map with red and blue lines, a data table with columns for 'CATEGORIES' and 'TOTALS', and an aerial photograph of a landscape with green fields and a road.



Site Selection Trend #2
Front Page News




~~Truth~~
~~Site Selection Trend #3~~

Change is Constant and Unavoidable

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Hereaclitus of Ephesus



“Everything changes and nothing remains still – you cannot step twice into the same stream”

CHANGE IS CONSTANT

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June 29, 2007



Introducing iPhone

iPhone combines three products — a revolutionary mobile phone, a widescreen iPod with touch controls, and a breakthrough Internet communications device with desktop-class email, web browsing, maps, and searching — into one small and lightweight handheld device. iPhone also introduces an entirely new user interface based on a large multi-touch display and pioneering new software, letting you control everything with just your fingers. So it ushers in an era of software power and sophistication never before seen in a mobile device, completely redefining what you can do on a mobile phone.

-  Widescreen iPod
-  Revolutionary Phone
-  Breakthrough Internet Device
-  High Technology

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Unidentified Company Profile, 2003


- *Market value: \$5 billion*
- *Revenues: \$5.9 billion*
- *9,000 locations in over a dozen countries*
- *60,000 global employees*

Company Profile, 2013



Advancing our Profession

There isn't an app for this
Redefine "RFP"
Investments vs. Incentives



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Q & A



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