TRENDS & HIGHLIGHTS: MISSOURI CERTIFIED SITES PROGRAM (MCS)

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PRESENTATION DELIVERABLES

• What is a Certified Site?
• History in Missouri
• Basic Process
• MCS Advisory Committee
• National and International Trend
• Missouri Certified Sites
• Successful Certified Sites
• Tips/Pointers for Certification and Marketing
• Q&A
WHAT IS A CERTIFIED SITE?

• Shovel Ready
• Site Ready
• Development Ready
• Job Ready
• Certified Site

• No standard or guideline nationally.
• State by State basis
• Site Certification is process and data driven.
SITE CERTIFICATION REDUCES RISK

Why use it?

- Increased confidence
- Decreased time
- Decreased risk
- Incremental Levels

Diagram showing confidence and time versus risk for different stages of site development.
MISSOURI SITE CERTIFICATION
HISTORY

• Ameren UE and KCP&L (Aquila) had programs in early to 2004 thru 2007.
• Parameters were developed separately but had similar requirements, goals.
• Missouri DED wanted Certification Program.
• Concept of public/private partnership was a plus.
• Model submitted in early 2008
• Program presented at Governor’s Conference Fall 2008.
A Missouri Certified Site is a land site:

- Which a local government or locally recognized economic development organization has completed a compilation of required data specific to the Site, submitted such data to the Program sponsors, and has certified the accuracy of such data;

- Which parcel(s) total 10 acres or more in size, are controlled by one entity;

- Is primarily to be marketed by the community and local economic development organization for business recruitment or business expansion;

- Is not intended for retail;

- Contains at a minimum 6” water main, industrial capacity sanitary sewer, and 3-phase, 12Kv electric infrastructure available to the property line of the Site;

- Is listed on Missouri Location One with complete and current community information; and

- Has achieved recognition and certification from the Sponsors.
MCS APPLICATION PROCESS

Steps:

1. Submission of a Notice of Intent (NOI)
2. Submission of the Full Application and supporting documentation
3. Approval or review of application materials by Review Team made up of Sponsoring Agencies
4. Interrogatory back for clarification or suggested changes to meet guidelines
5. Final approval by Review Team
6. Process is normally 4 to 6 months from NOI submittal date

- Certifications of Sites Usually Quarterly
- Administrative/Policy Meeting 4th Quarter
- Guideline and changes to application made public 1/1 of each year.
AGENCIES INVOLVED WITH MCS

- ADVISORY COMMITTEE COMPOSITION
  - 3 Board Members (All CEC’s)
  - 1 Lawyer
  - 1 MODED Staff Serving as Administrator
  - CEC’s have combined over 70 years economic development experience
## US CERTIFIED SITES

### US CERTIFIED SITES PROGRAMS

(As of 1/30/2015)

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<th>STATE</th>
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<td>TOTAL CERTIFIED SITES</td>
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MCS GEOGRAPHIC DISPERSION
MCS SITES-RURAL

24 Sites Certified as MCS in 6 Years

• Sites by Size Area:
  – 25% Rural (6)
    • Gerhart Clinton (119 Acres)
    • Howard County (45 Acres)
    • Heartland Park Macon (114 Acres)
    • Paris Industrial (21 Acres)
    • Louisiana Industrial (36 Acres)
    • Montgomery City (40 Acres)
MCS SITES-MICROPOLITAN

– 21% Micropolitan (5)
  • Branson Commerce Park (200 Acres)
  • Thompson Meadows Sedalia (124 Acres)
  • HyPoint Research Park Rolla (53 Acres)
  • Moberly Area Industrial Park (210 Acres)
  • Lakeside Technology Park Hannibal (116 Acres)
MCS SITES-METROPOLITAN

- 54% Metropolitan (13)
  - Innovation Park Kearney (46 Acres)
  - Riverside Horizons (800 Acres)
  - SouthPointe Business Park Grandview (83 Acres)
  - CenterPoint Intermodal Kansas City (310 Acres)
  - Columbia
    - Discovery Ridge (122 Acres)
    - Ewing Industrial (283 Acres)
    - Sutter Industrial (101 Acres)
  - Partnership Business Park Jefferson City (80 Acres)
  - Callaway Energy Fulton (78 Acres)
  - Partnership Industrial-West Springfield (51 Acres)
  - Washington County - Potosi (212 Acres)
  - Union Corporate (30 Acres)
  - Heidmann Industrial Washington (41 Acres)
MCS PRESS COVERAGE
PROOF IN THE NUMBERS

- RFIs: 91
- Site visits: 65
- New/Committed Companies/tenants: 29
- New Construction (Sq. Ft.): 2.4MM
- New jobs presently: 1150
- Retained existing or forecast new jobs: 2345
- New investment: $670,000,000.
MCS APPLICATION TIPS

• Make sure acreage submitted is equal to deed acreage and if not, be able to explain variance.
• Ownership on deed is same as on NOI submitted.
• If acreage has wetlands or significant forest coverage, or extreme terrain elevation variances, try reducing amount submitted for NOI as we cannot certify those parts of properties.
• Have clear maps showing subject property on all documents submitted so easy to find property on USGS maps, flood maps, etc.
• Be aware of adjacent residential use for adjacency/compatibility issues.
• Have master map of all utilities to site and then one in more detail for each such as electric, natural gas, water, sewer with size and capacity.
• Price must be **firm** and in letter format from owner/signed, not economic developer.
• Make gathering data a team process so members are familiar with specific data. They can be helpful later on RFI response.
• Think shovel or development ready! Not field of dreams!
MCS MARKETING IDEAS

• **Do** take pdfs from application and make available on LocationOne site under documents.

• **Do** promote MCS designation under normal marketing efforts, web, flyers, constant contact, etc.

• Signage at designated site to show MCS designation.

• Constant Contact campaign with regional commercial real estate community and your database of site consultants.

• Use it to your advantage..**Speed kills!**
Q&A