



Why Certify Your Site?

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Today's Presentation

- Importance of having a “certified” or “shovel-ready” industrial site
- Challenges involved in certification
- Marketing and promoting certified sites

“Luck is the residue of design.”

- Branch Rickey

Why Certify?

- Time savings
- Monetary savings (“table stakes”) or monetary certainty
- Quality and promptness of information

Missouri Stats YTD

- 34 real estate searches requested by clients
- 24 required existing building
- 10 required greenfield site
 - 30 acres median site requirement
 - 7 out of 10 required rail service

Certification Challenges

- Certification vs. “Shovel-Ready”
- Various certification standards (e.g. McCallum Sweeney Consulting, TVA, Austin Consulting)
- Well-known concept among site consultants, less known among corporate end users
- Visibility for certified sites

Marketing Missouri Certified Sites

- Present:
 - Dedicated link on Partnership website
 - Tracking when MO Certified Sites are proposed
- Future:
 - Possibly give priority to MO Certified Sites in a site-selection proposal or RFI response

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[real people, real opportunity]