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
Christopher Chung

Missouri Partnership

[ real people, real opportunity ]