

An Attractive Community

**(and why it matters to a
bottom line)**

How Companies Do Site Selection

Many factors are weighed, in three phases:

Phase 1: Formulate requirements, get a list of 100 or so locations.

Phase 2: Evaluate the locations, go to some of them, narrow the list to about 10.

Phase 3: Negotiate the best financial package, close the deal.

Location selection for a company or developer is simply a process of elimination.



How to not get eliminated?

Have things like good infrastructure, talent, etc.

But ALSO have good schools, good housing stock, parks, restaurants, things to do. Quality of life and attractiveness of community are things that seal deals.

A quick look at the Main Street model for downtown development...

and the four laws of real estate.



Source: Keynote Speech by Donovan Rypkema, Principal with Place Economics, at the 2014 National Main Streets Conference.

Design (Physical) “Front of House”





A small, locally owned business.

How can we sell more biscuits and gravy?



An attractive community matters to a businesses bottom line, no matter the size.



An attractive community matters to our community's bottom line.



Thank you!