



Global Location Strategy

Opportunity, Risk & New Success Metrics

NEWMARK

Bob Hess, Vice Chairman
August 29, 2024



Who are we and what do we do?

Changing Dynamics of Site Selection

Is Illinois Headed in the Right Direction?

Your Region and Corridor: Know Thyself!

What Does Success Look Like?

Who is Bob Hess?



- Vice Chairman and Managing Partner, Global Strategy & Consulting
- 37-year veteran location strategy and site selection
- 30+ country field experience, including ASIA, EMEA, LATAM
- 30+ major FDI and Reshore/Nearshore projects, including largest German Mfg investment in NAR history and Biotech Mfg investment in AsiaPac history
- 2 million air miles (and counting); >350,000 in 2022
- 34-year marriage; father to 2 special needs daughters
- 30+ quotes in WSJ and other major trade journals
- 40+ economic development business attraction studies
- Prolific author and publisher of industry thought leadership
- *Investment Advisory Council, U.S. Department of Commerce, Workforce Development Subcommittee*
- *Founding member, and Shareholder, Site Selectors Guild*

Newmark: Global Reach: Locally Expert, Globally Connected



Entrepreneurial spirit and
future-facing vision.



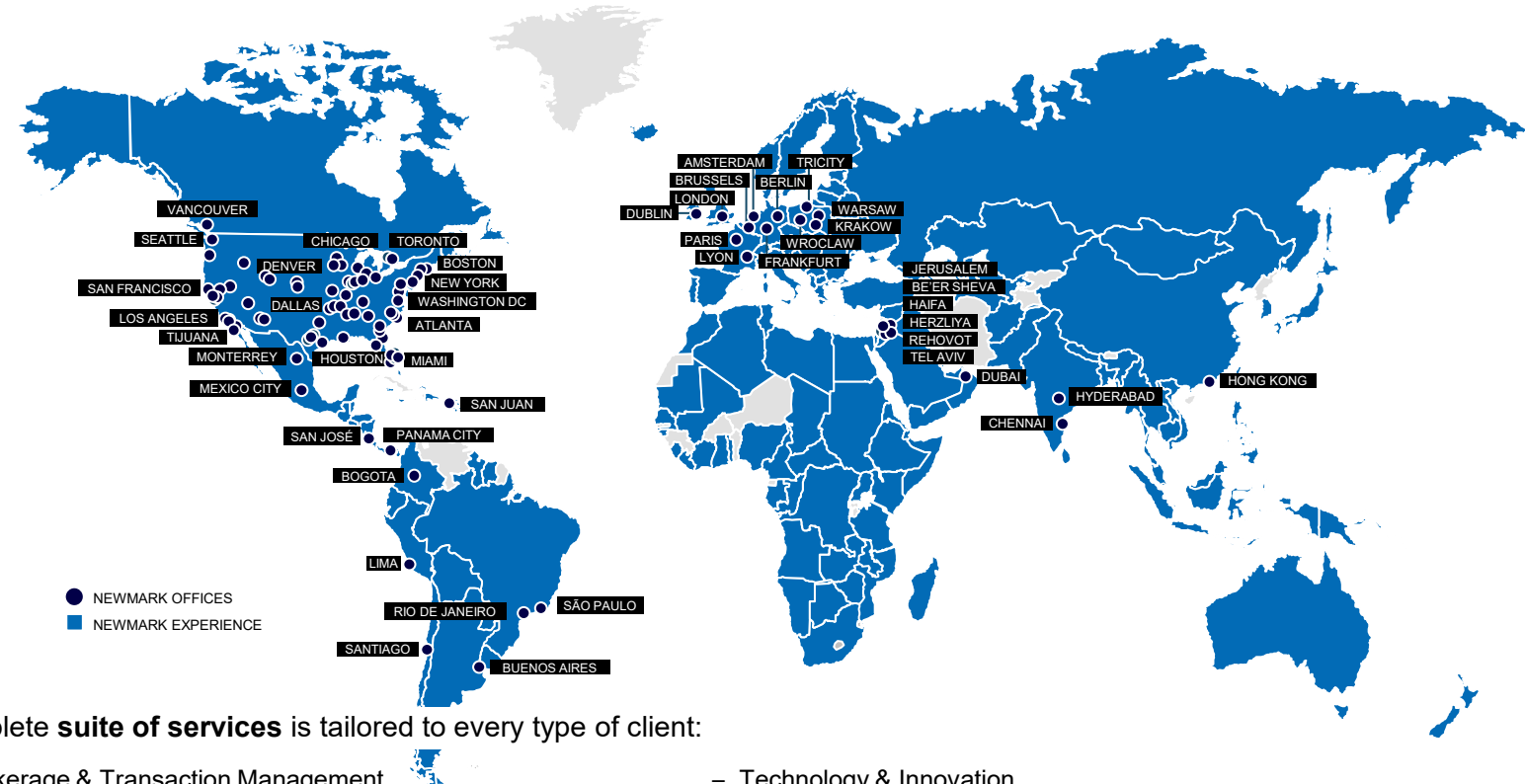
99% of your locations directly
served by Newmark



One of the **world's leading**
commercial real estate platforms.

Delivery of Services:

Global delivery in over 100 countries with
best in market commitment



Complete **suite of services** is tailored to every type of client:

- Brokerage & Transaction Management
- Lease Administration & Audit Services
- **Global Strategy & Consulting**
- Workplace Strategy & Human Experience
- Technology & Innovation
- Program & Project Management
- Facilities Management

92

years in business

100+

countries

\$3.0B+

annualized revenue

~140

offices worldwide

4

500M

square feet managed worldwide

What Do We Do

We are **management consultants** who help companies determine **what** facilities they need, **where** they are needed, and **how** those facilities **operating conditions** should be organized geographically, functionally, and socially while **optimizing costs** to the business.



Location Strategy and Site Selection

- Corporate location strategy and site selection
- Relocation, expansion and consolidation feasibility
- Community and site due diligence
- Workforce and labor analytics
- Supply chain optimization
- Land and asset development strategies



Footprint Optimization

- Market entry / exit feasibility
- Location benchmarking and enterprise cost assessment
- Stay vs. go analysis
- M&A due diligence and facility integration
- Geographic implications for ESG, energy, and sustainability



Geopolitical Strategy

- Political risk tracking and reporting
- Business location and operational assessment
- Risk strategy and management
- Regulatory assessment strategy



Economic Incentives Advisory

- Program research and feasibility
- Negotiation and optimization strategy
- Compliance management
- Portfolio-wide incentives evaluation



Economic Development Consulting

- Economic development strategy
- Competitiveness benchmarking
- Asset-based community development
- Target industry analyses
- Stakeholder engagement
- Workforce and talent development
- International development and FDI attraction
- Industrial site identification and assessment

800+

CLIENTS ACROSS
MULTIPLE INDUSTRIES

15

AVERAGE YEARS OF
CONSULTANT EXPERIENCE

10-30%

OPERATING COST SAVINGS
ACROSS ALL ENGAGEMENTS

\$15B+

IN ECONOMIC
INCENTIVES NEGOTIATED

Clients Across Multiple Industries and Asset Types

EV Value Chain



Life Sciences



Advanced Manufacturing



Headquarters



Data Centers



Food & Beverage



E-Commerce



Enterprise Tech



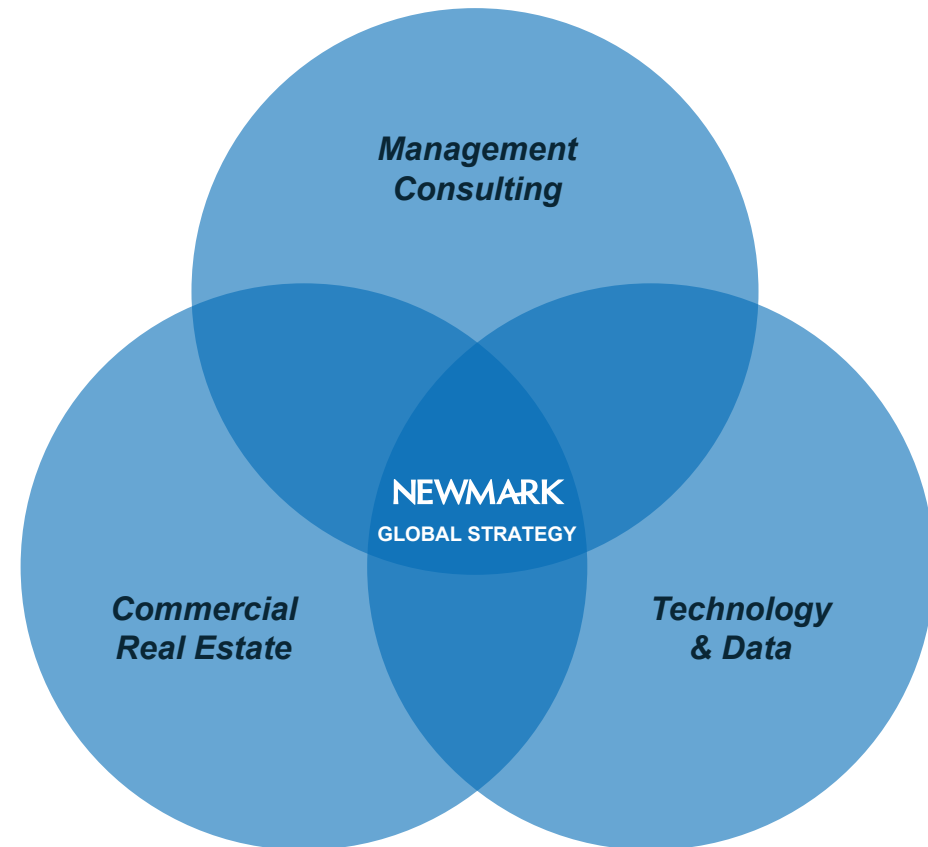
Problems We Help Solve

- Portfolio Optimization and Assessment
- Site Selection and Community Due Diligence
- Total Cost of Operations and Occupancy
- Expansion Management and Consolidations
- Headquarters and Call Center Location Strategy
- Foreign Direct Investment/Market Entry Initiatives
- Labor Market and Talent/Workforce Assessment
- “Stay versus Go” Location Feasibility
- Large Manufacturing Location Optimization
- Utilization and Benchmarking Studies
- Portfolio Consolidation Feasibility and Validation
- Cost Mitigation through Incentive Negotiations
- Workplace Efficiency and Workflow Analyses
- Shared Services Placement and Geo-Cluster Analysis
- Back Office Footprint Optimization and Consolidation
- Process Improvement re: CRE Operations, Assets
- Industrial Operation Network Planning & Modeling

Why Are We Different?

1. Our **people** – dedicated, skilled, multi-disciplinary and passionate, recognized experts in their field
2. All **decision elements** considered, from strategy to implementation
3. A **due diligence mindset**, from risk mitigation to infrastructure assessment and “deep” community & site assessment methods
4. Our **engagement management** approach and client experience in field; whether virtually or physically anywhere on the globe
5. Industry leading **decision science** – costs and conditions – especially labor analytics and talent assessment processes “beyond the desktop”
6. Site selection and economic incentives **market reputation** and thought leadership; multiple members of the Site Selectors Guild
7. True **value creation** focus –from Location through Economic Incentives best practices and proven results, aligned with Newmark real estate solutions

Your partner should have a balance of strategic thinking, analytics, creativity, industry experience, and project implementation skills.



Case Study – GM Janesville Plant Closure

“Bob, your leadership on the GM Janesville project set the stage for true change in trying times.”

-James Otterstein, Rock County Development Alliance



Targeted Solution – Overturn a plant closure decision by a major auto manufacturer.

Task: We were charged by a Midwest Governors task force to deliver an unprecedented solution in 6-weeks that would convince a big 3 auto manufacturer to overturn a plant closure decision. Our goal was to identify, align and negotiate with all key stakeholders to deliver executed commitments and viable solutions to the troubled automaker.

Outcome: We were to present a re-negotiated local union agreement and unparalleled incentive package.

\$223 Million Incentives Package

Stakeholder	Amount
State of Wisconsin Enterprise Zone	\$ 50,000,000
State of Wisconsin Training Resources	\$ 3,000,000
State of Wisconsin Forgiveness of Economic Incentive	\$ 3,000,000
Rock County Grant	\$ 10,000,000
Janesville City Grant	\$ 10,000,000
City of Janesville Waste Water Operation	\$ 10,000,000
City of Beloit City Grant	\$ 2,000,000
Public Stakeholders, Total	\$ 88,000,000
Alliant Energy	\$ 8,400,000
Health Care (Various Entities)	\$ 5,000,000
Local, Private Company Commitment	\$ 500,000
Private Stakeholders, Total	\$ 13,900,000
Total, Public & Private Investment	\$ 101,900,000
Union COA*	\$ 122,000,000
Total, Public, Private and Union	\$ 223,900,000

Case Study – Samsung SDI

SITUATION

North America location strategy for prismatic and cylindrical lithium-ion batteries, customer base select OEMs in U.S and Mexico. Client required highly detailed proof-of-concept business case feasibility of U.S. and Mexico location alternatives, with validated sites. Client remains a major account of Newmark to this day, multiple global site selection and incentive negotiation services.

APPROACH

Part 1: Scenario Development

- Site Search
- Location Quality Evaluation
- Preliminary Cost and Incentives Assessments

Part 2: State / Metro Down Select (Secondary Research)

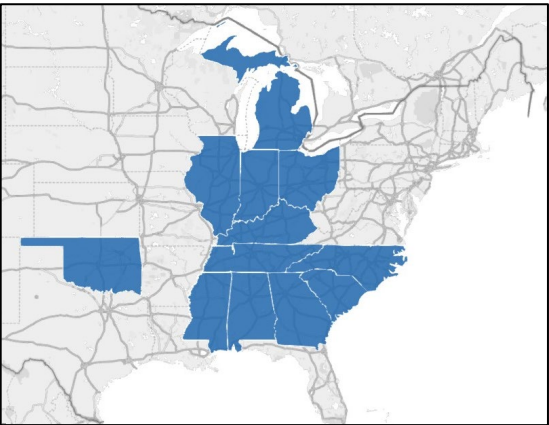
- Primary data collection on viable locations & sites
- Refinement of Cost, Quality and Incentives models

Part 3: Metro Down Select (Primary Research)

- Primary data collection on final 11 sites
- Refinement of Cost, Quality and Incentives Models
- Recommendation of 3-4 finalist metros

SERVICES PROVIDED

- Portfolio Strategy
- Supply Chain Optimization
- Location Strategy & Site Selection
- Economic Incentives Advisory
- Transaction Management





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What Does Success Look Like?



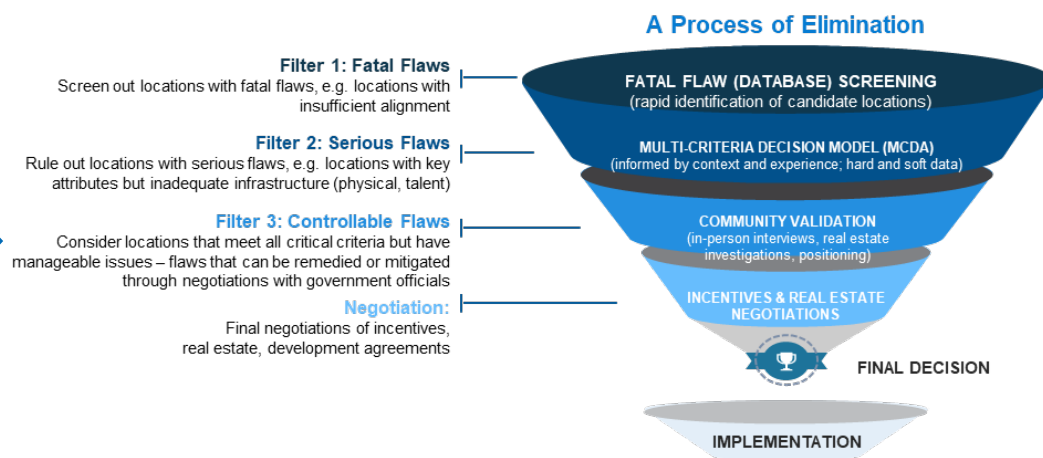
Demand for Site Selection: Strategic, Financial, Operational and Intangible Factors

		Trade	Labor	Incentives	Real Estate	Energy
	Triggers	<ul style="list-style-type: none"> • Supply Chain Dynamics • FDI (Reshoring & Nearshoring) • Market Presence 	<ul style="list-style-type: none"> • Shortages & Competition • Workforce Development • Remote Work 	<ul style="list-style-type: none"> • New Measures & Policies • US versus EU 	<ul style="list-style-type: none"> • Facility Optimization • Lease Expiration 	<ul style="list-style-type: none"> • Increasing Costs • Limited Availability
	Hurdles	<ul style="list-style-type: none"> • Value Chain Disruptions • Workarounds 	<ul style="list-style-type: none"> • Public Relations & Backlash • Image & Brand • Employee Retention 	<ul style="list-style-type: none"> • Federal Aid • Proof of Financing & Clawbacks 	<ul style="list-style-type: none"> • CAPEX Requirements • Obsolescence 	<ul style="list-style-type: none"> • Regulatory & Procedures
	Drivers	<ul style="list-style-type: none"> • Operational Costs & Regulations • Market Presence & Customer Access 	<ul style="list-style-type: none"> • Workplace Inefficiencies • Effectiveness of Talent • Cost Optimization 	<ul style="list-style-type: none"> • Upfront Investment Costs • Ease of Implementation • Community Support 	<ul style="list-style-type: none"> • Quality of Place • Business & Customer Adjacencies • Site Readiness 	<ul style="list-style-type: none"> • Renewable Targets • ESG • Sustainability

The ‘Jeopardy!’ Critical Location Factors

Current framework for a large EV manufacturing project evaluating Illinois, Indiana, Michigan and 10 other states throughout North America and Canada.





Conducting a site selection assessment is about balancing cost vs. quality vs. risk, and where possible avoiding decision-making biases



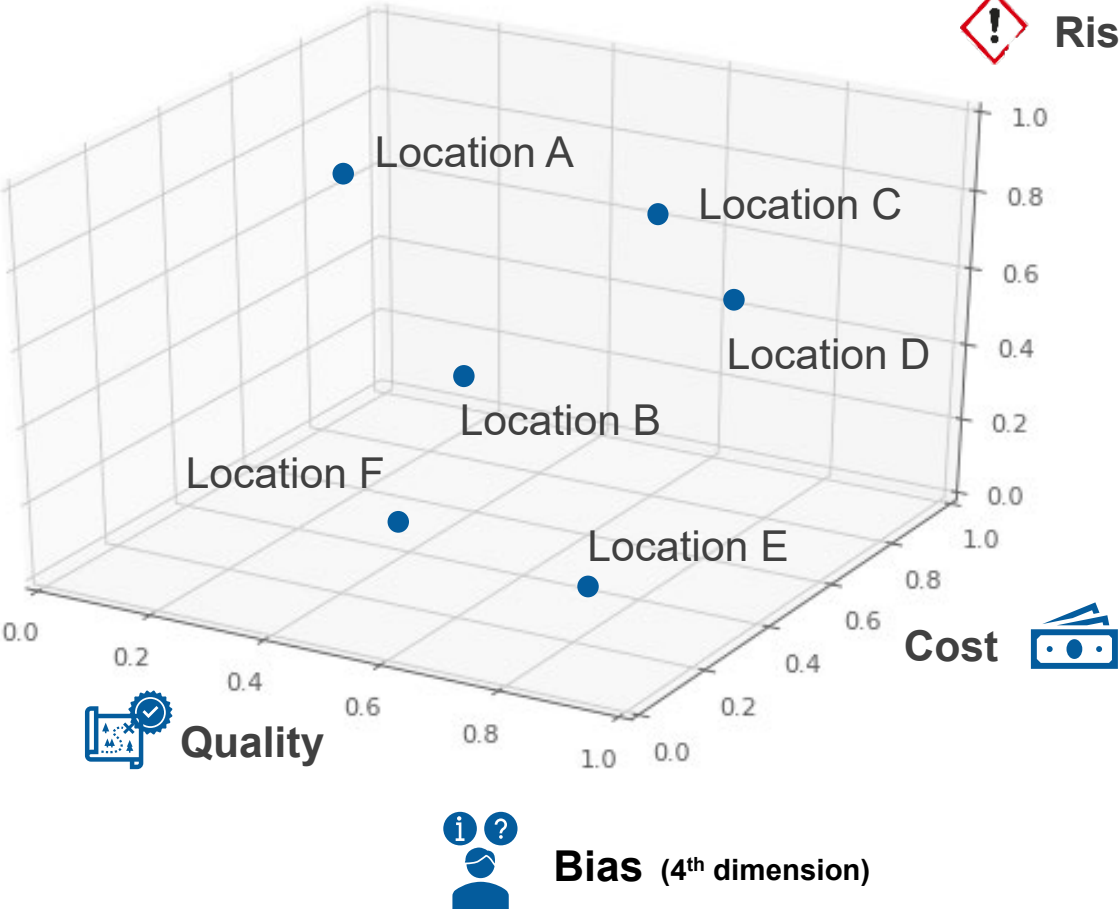
Quality

- Site Suitability & Sustainability
- Labor Quality, Talent Pipeline & Educational Attainment
- Logistics & Connectivity
- Business Climate / Taxes
- Quality of Life / Amenities
- Community Attitude, Experience and “Fit”



Bias

- Investors / Boards
- Business Unit Competition
- Executive Influence
- Financial Markets
- Customer Preferences



Risk

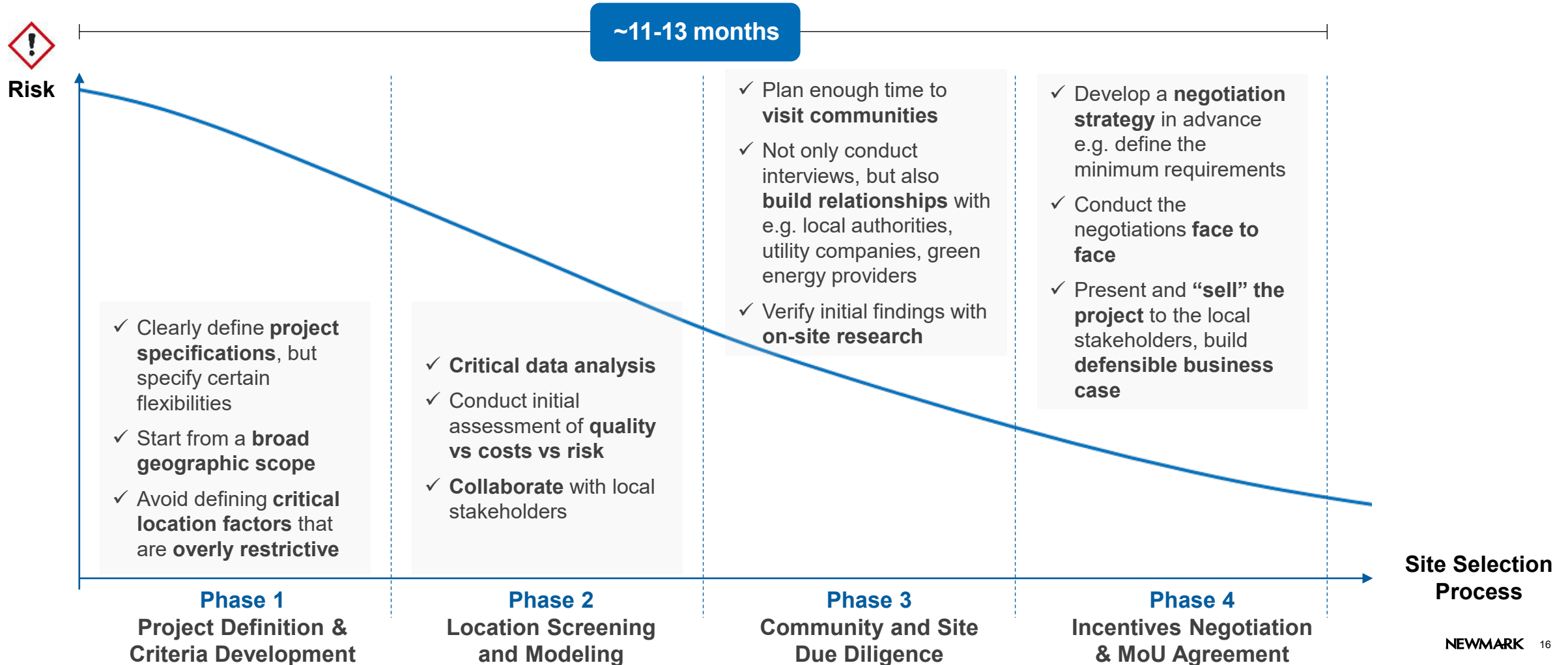
- Geopolitics
- Volatility of energy prices
- Poor due diligence
- Timeline risks (permitting, utility infrastructure, etc.)
- Change to investment / business laws or regulations
- Shifting budgets and tariffs
- Construction / SOP Delay



Cost

- Labor & Fringe Cost
- Land / Real Estate Cost
- Utility cost (e.g., water, sewer, gas & electricity)
- Logistics & Transportation
- Economic Incentives

Suggested methods on how to decrease uncertainty and enhance probability of selecting the right country, state, community and site?

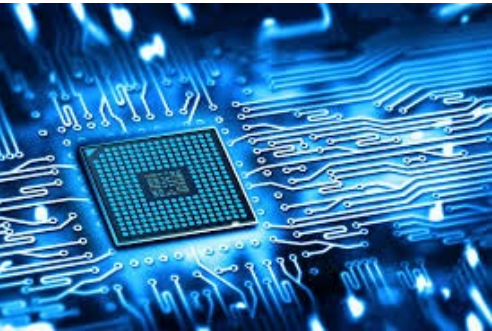


Industry Waves



Electric Vehicle Value Chain

The first wave of EV investment in the US is nearing normalization, with slowing announcements of greenfield OEM and battery cell manufacturing projects in favor of transitioning legacy assets; the second wave is fully underway with battery materials and components positioned as the next frontier amid a global investment requirement of more than \$500B required by 2030 needed to keep pace with current EV growth.



Semiconductor Value Chain

The semiconductor industry continues to grow in importance as chips become an even greater part of essential technologies today. There is a concerted goal federally, and at the state and municipal levels of government, across all areas of the supply chain to attract new foreign direct investment into areas of known capability weakness and expand domestic semiconductor sovereignty. Large scale investments are still occurring, though much of the focus appears to have shifted to building out the auxiliary supply chain of third-party services and equipment and materials.



AI Driven Hyperscale Data Centers

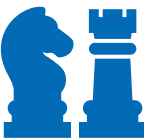
With the advent of generative AI, demand for hyperscale data centers has created unprecedented demand for data centers. Data centers designed for generative AI have unique infrastructure requirements compared to data centers primarily used for data storage, notably higher density rack storage that requires more advanced cooling technologies. This has led to a scarcity of sites that meet the power and water requirements of many growing industries.

Declining	Stable	Growing
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Project Activity	Greenfield Demand



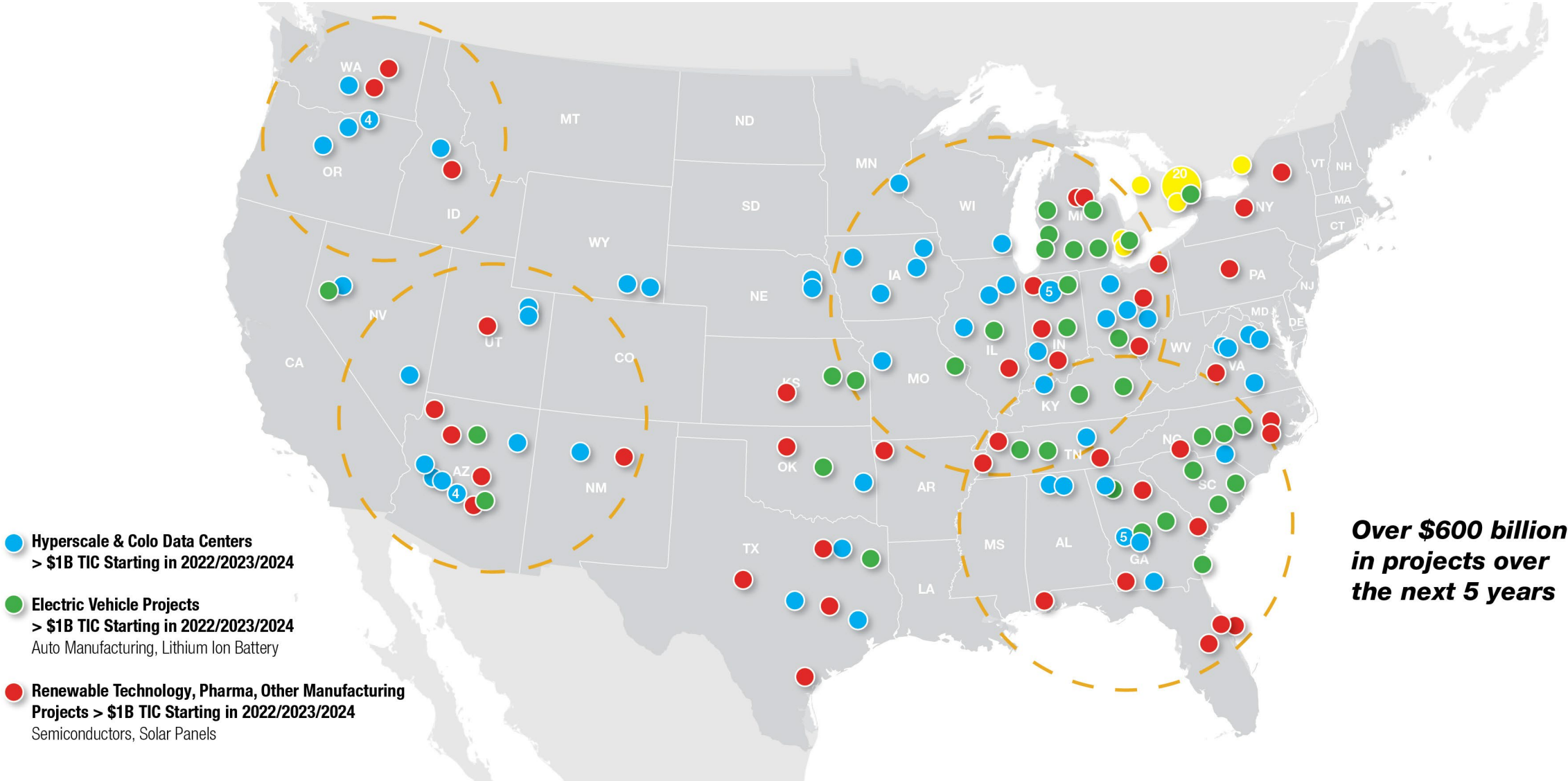
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U.S. Market Dynamics - “Mega” Technology Projects

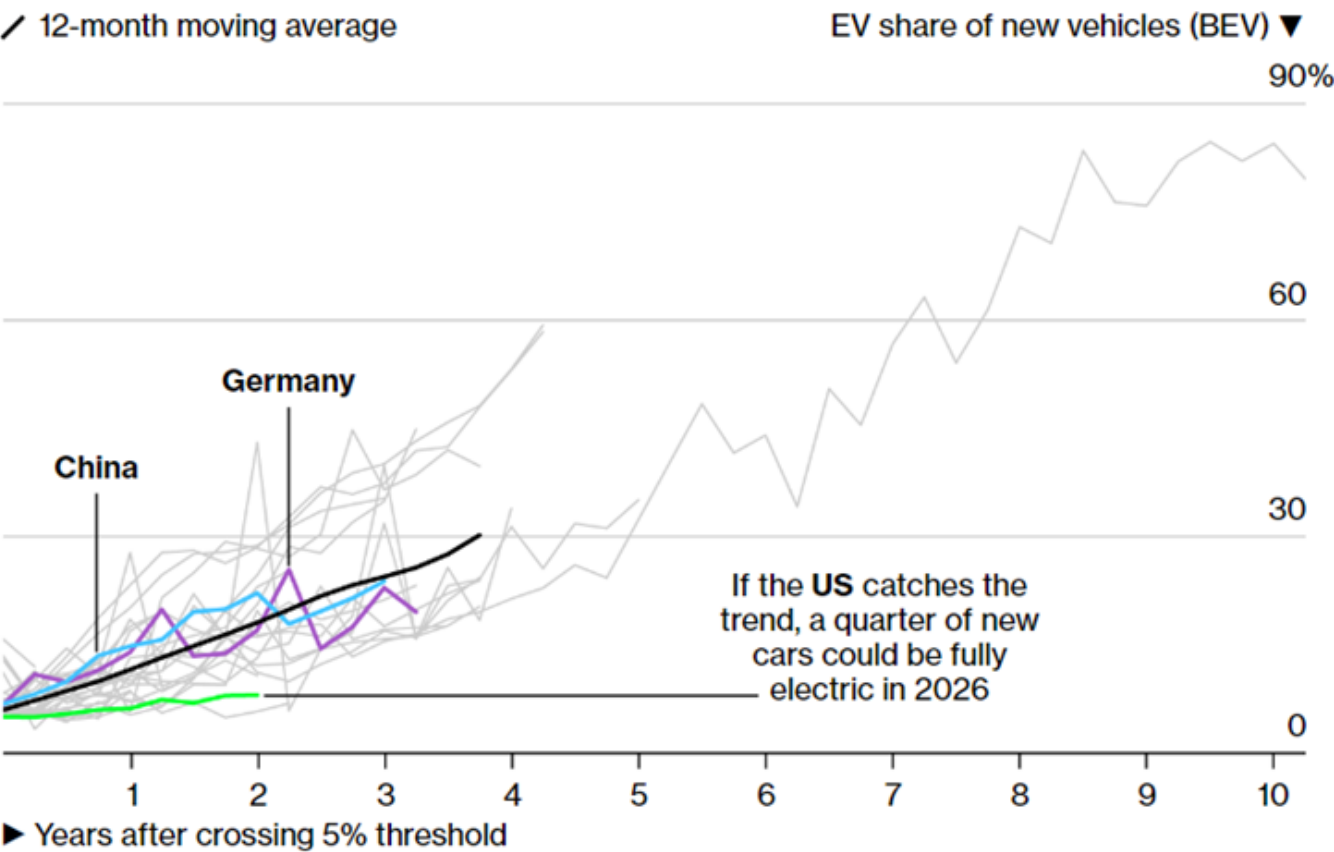


More Sites, More Power, More Infrastructure, More Everything!



Has the US Hit the Tipping Point?

% of new car sales represents a general threshold for the start of mass adoption



Source: BloombergNEF; Bloomberg Intelligence; ACEA; CATARC; OFV; New Zealand Ministry of Transport

Country	EV Sales in Q2 2023	Latest EV Market Share	First Quarter at 5%
Norway	31,091	82.1%	2013 Q3
Iceland	2,634	38.9%	2017 Q3
Sweden	29,858	38.6%	2021 Q2
Finland	8,688	33.5%	2020 Q4
Denmark	14,207	32.0%	2020 Q3
Netherlands	33,158	31.8%	2018 Q4
Ireland	5,004	25.7%	2019 Q4
Switzerland	12,917	19.9%	2020 Q1
Austria	12,563	19.7%	2018 Q3
Germany	127,823	17.5%	2020 Q3
Belgium	23,168	17.4%	2020 Q4
UK	78,194	17.2%	2020 Q2
China	1,206,316	16.8%	2018 Q4
France	75,914	16.2%	2020 Q1
Portugal	9,278	16.0%	2020 Q1
Global Total	2,197,877	11.6%	2021 Q2
Australia	25,682	11.3%	2022 Q3
New Zealand	4,637	9.8%	2021 Q3
Thailand	15,316	8.1%	2023 Q1
US	285,360	7.0%	2021 Q4
Spain	16,907	6.3%	2022 Q1
Canada	27,608	5.9%	2022 Q1
Korea	27,353	5.0%	2021 Q2
Hungary	1,227	4.6%	2021 Q4

Bad News Ahead?

EV transition slows as inventory grows and industry hits hurdles

But there is a disconnect: EV fluctuations today won't determine long-term trends, analysts say.

October 31, 2023 07:46 AM

More alarm bells sound on slowing demand for electric vehicles

By Ben Klayman

October 25, 2023 12:01 PM EDT · Updated 21 days ago



‘The early adopters have adopted’: US carmakers slow their EV growth plans

Consumer appetite for battery-powered cars and trucks has fallen short of industry expectations

The New York Times

Automakers Delay Electric Vehicle Spending as Demand Slows

Tesla joins GM, Ford in slowing EV factory ramp as demand fears spread

By Abhirup Roy and Ben Klayman

October 19, 2023 10:39 AM EDT · Updated a month ago

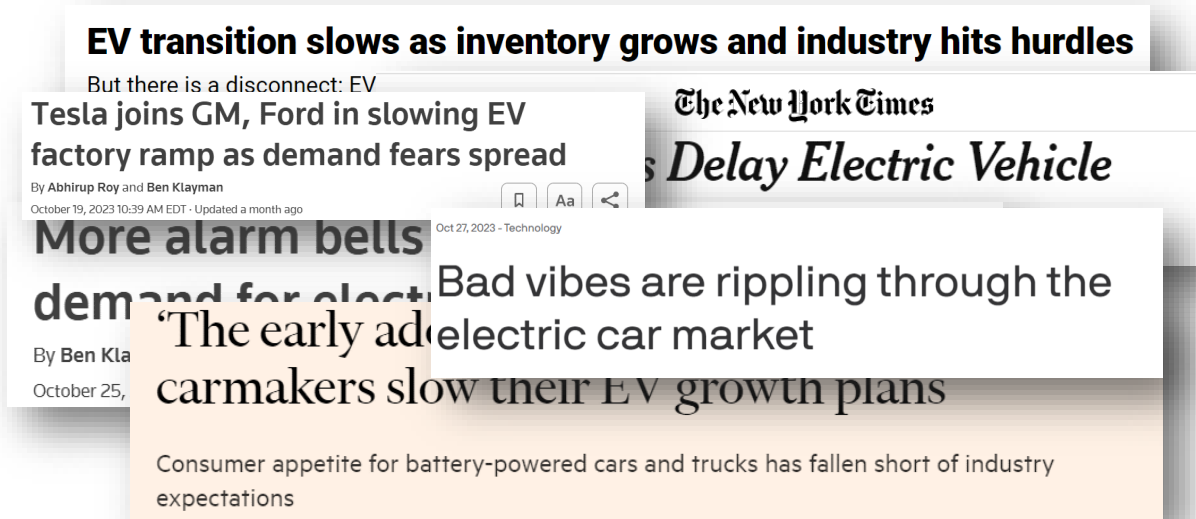


Oct 27, 2023 - Technology

Bad vibes are rippling through the electric car market

Source: Argonne National Laboratory, “Light Duty Electric Drive Vehicles Monthly Sales Updates”, Heatmap, “The Myth of Slowing EV Sales”

Don't Believe (all) of the Bad News

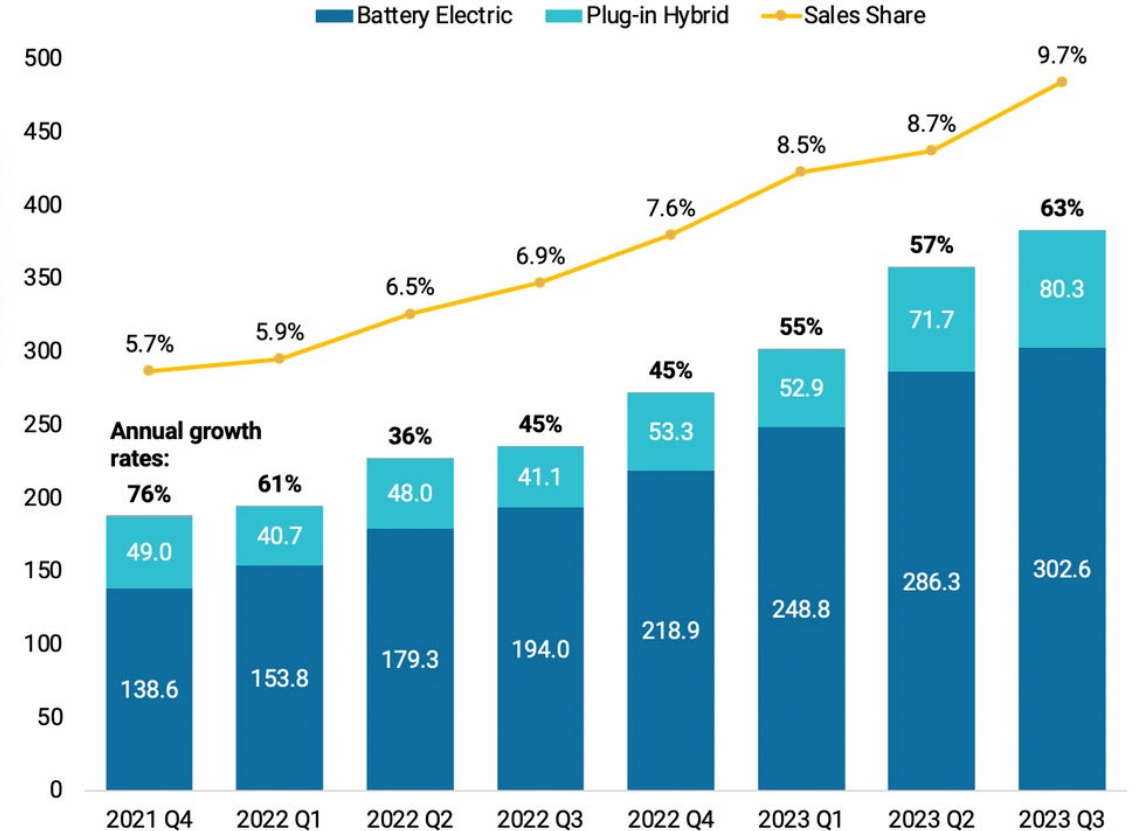


Headlines about EV “struggles” reveal a story that is less about slowing EV sales and more about Ford and GM

- After Tesla dominance, legacy automakers finally entered the market, initially expecting to sell EVs at premium prices
- Production delays, price cuts from Tesla, and rising interest rates have forced automakers to re-focus on reducing the cost of production
- Delays, yes, but no major automakers have scrapped plans for investments electric vehicles

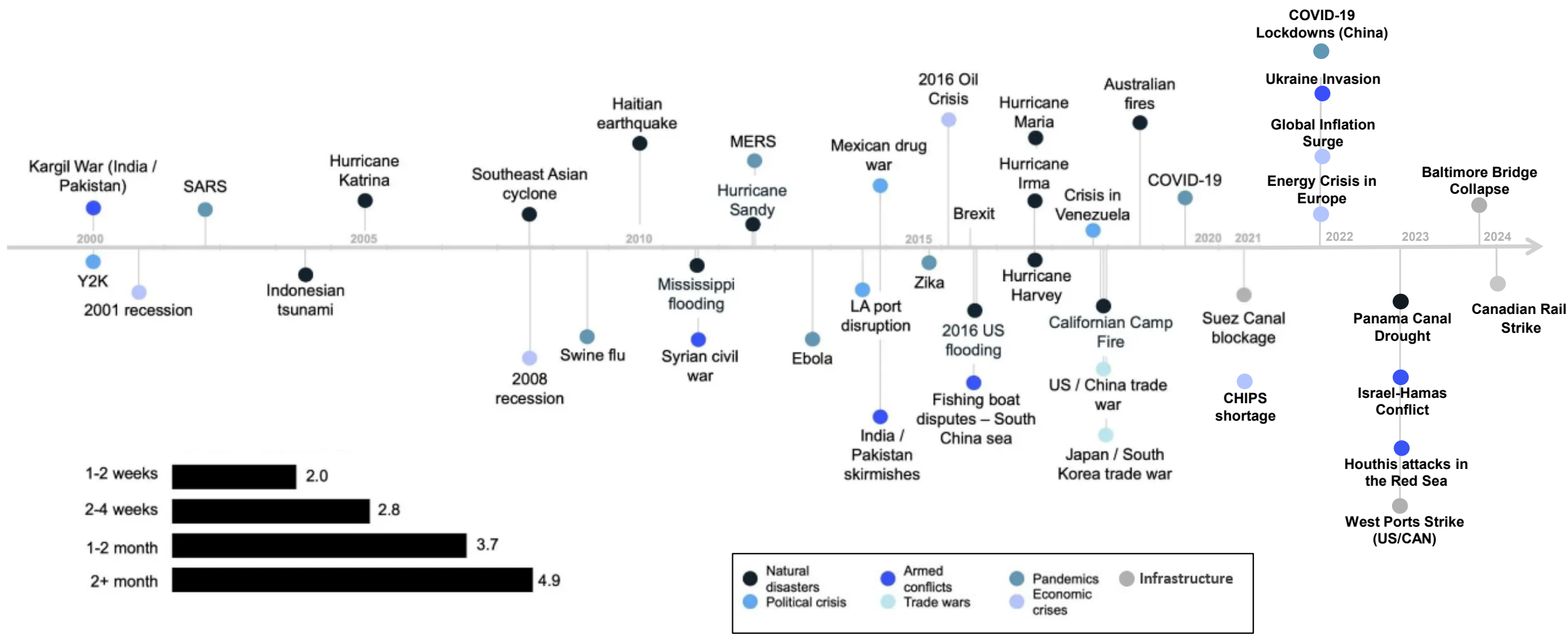
Source: Argonne National Laboratory, “Light Duty Electric Drive Vehicles Monthly Sales Updates”, Heatmap, “The Myth of Slowing EV Sales”

Quarterly U.S. Battery Electric and Plug-in Hybrid Vehicle Sales
Thousand vehicles



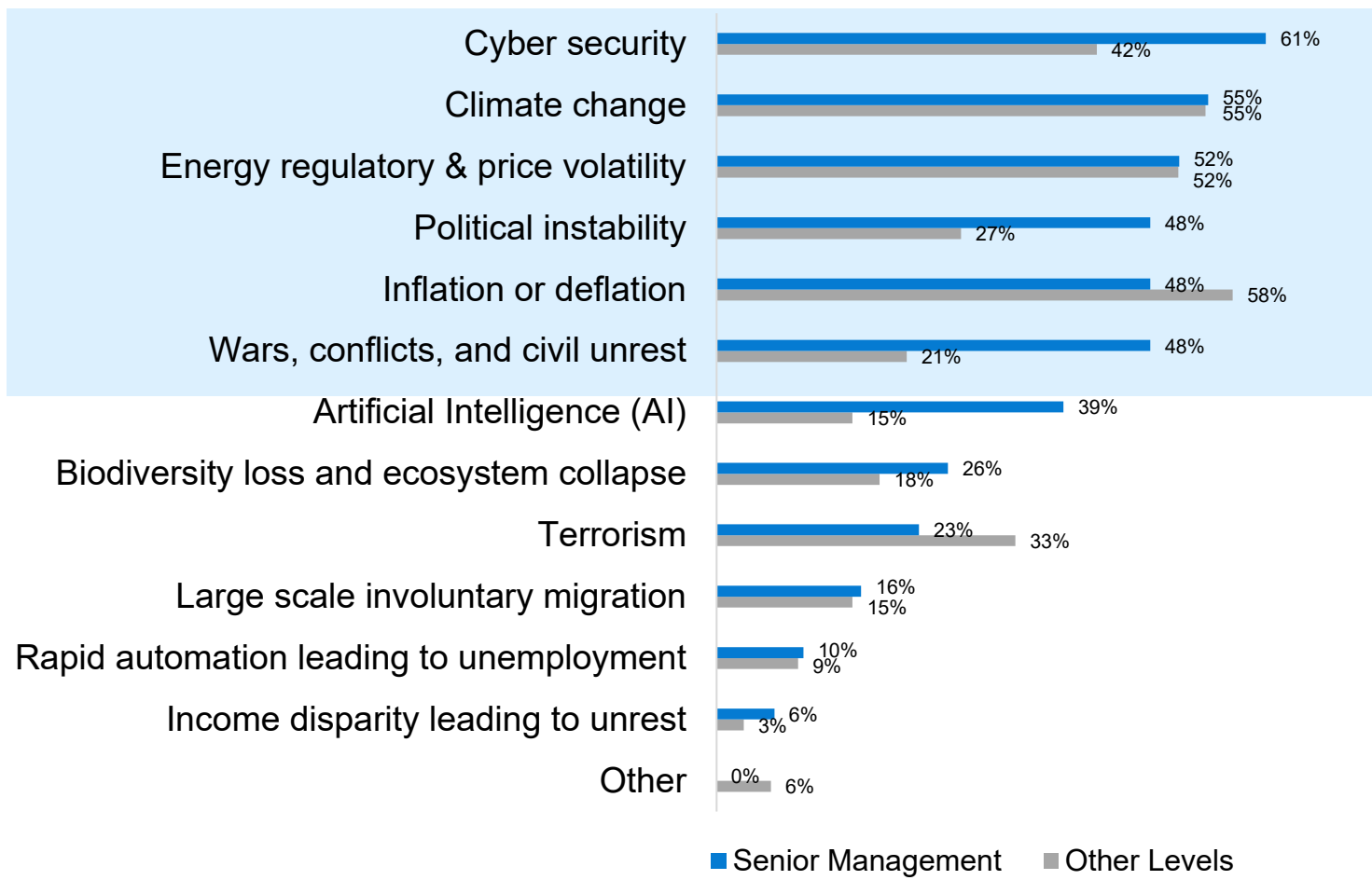
Supply Chain | Operational Disruption on a Periodic Basis

Every 5 years we should expect a disruption event impacting operations for 2+ months



Source: McKinsey, Newmark, 2024

Technological, Economic and Environmental Types Of Emerging Risks Are Considered The Most Often In Real Estate Planning Processes



PERSPECTIVES

- Cybersecurity is #1 emerging risk
- Climate change ranks 2nd among emerging risks (clearly driven by rising awareness over the last few years), in contrary to ecosystem collapse (9th)
- Inflation and energy regulatory & price volatility indicate how the current economic conditions are impacting RE planning and strategic decisions of RE executives
- All major risks depicted in the Survey present major challenges for supply chain security in decisions involving site selection



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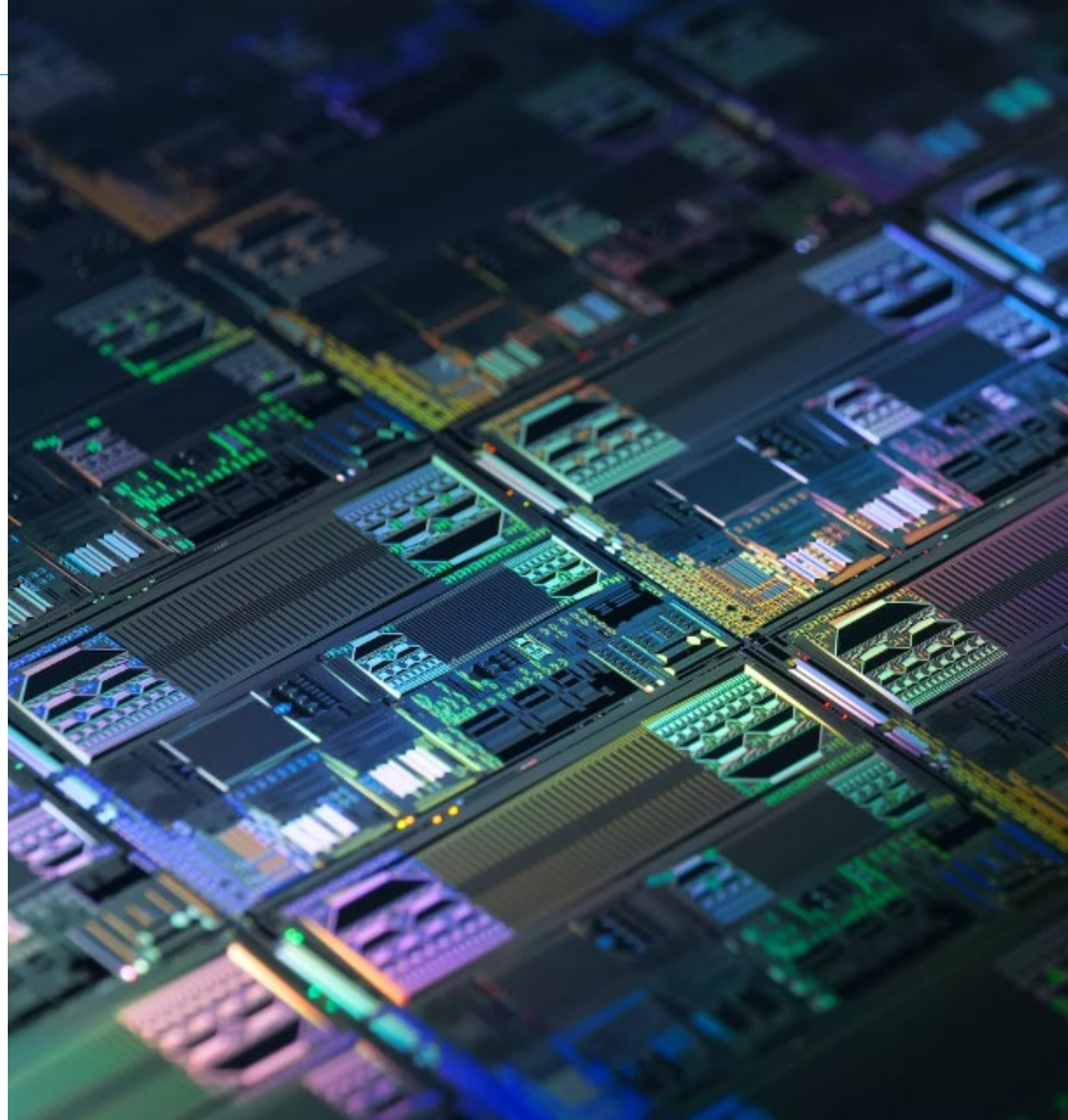
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What Does Success Look Like?

Illinois Winning in the Marketplace

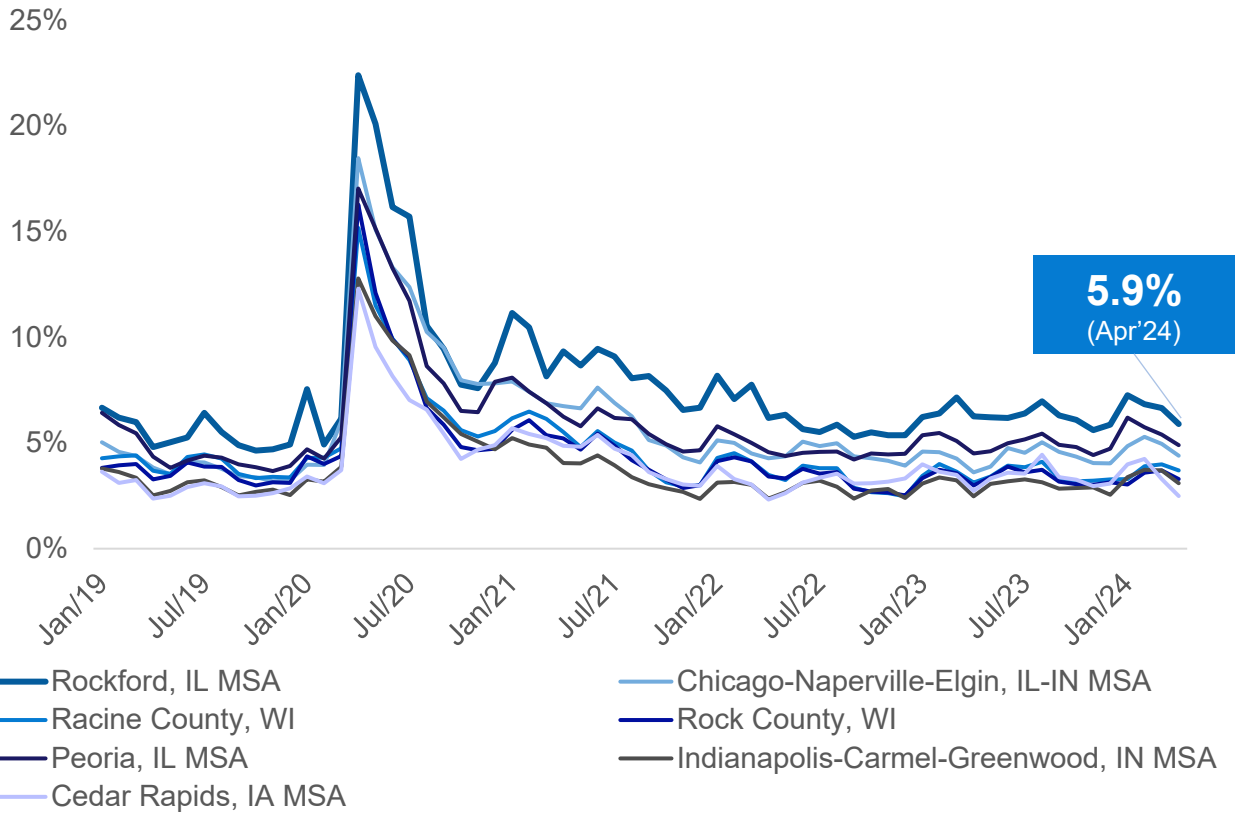
Recent Industrial and Office Wins:

- **PsiQuantum** \$500 Million quantum computing campus at long-vacant site of the former U.S. Steel South Works plant in Chicago
- **Lion Electric's** 900,000 sq-ft Joliet manufacturing facility is the largest of its kind in the U.S. Its all-electric buses and trucks
- **CSL Behring** investing in 1.8 million-square-foot expansion of its operations in Kankakee, Illinois.
- **General Mills'** 1.3 Million square foot state-of-the-art distribution center in Belvidere
- **Walmart** 1.2 Million square foot distribution center in Belvidere
- **Gotion** announced a \$2 Billion EV Battery Gigafactory in Manteno
- **Stellantis** *announcement to assemble electric vehicles, manufacture batteries and invest in a parts distribution warehouse in Belvidere*

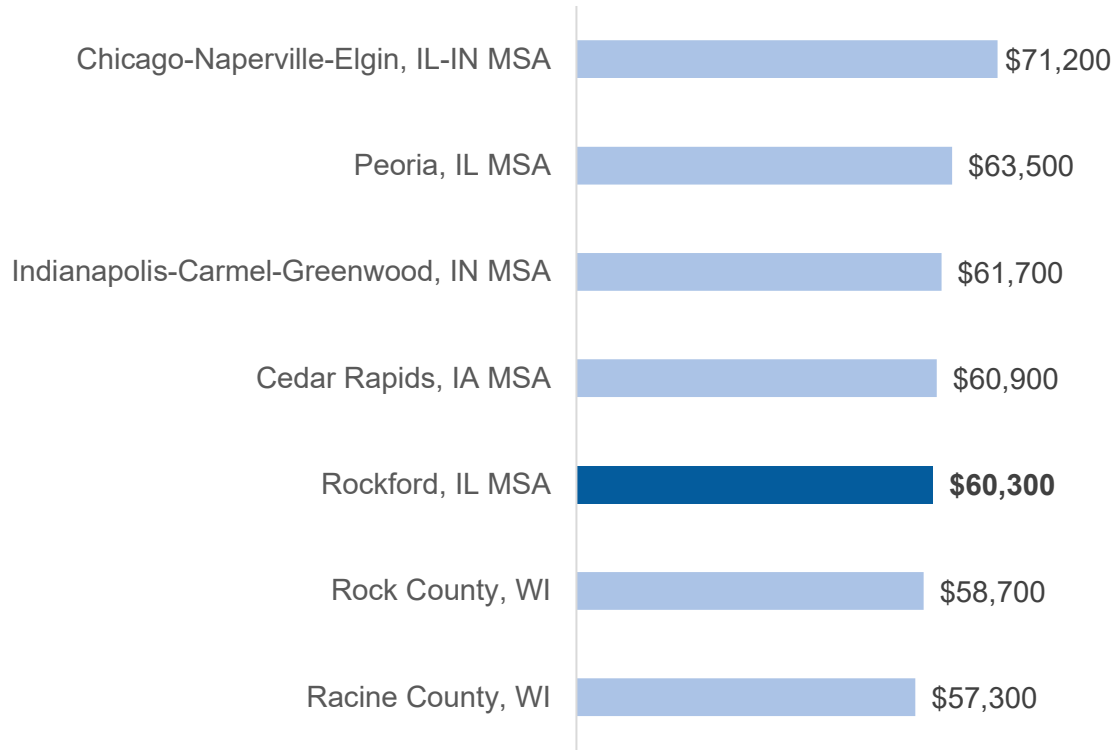


...But There are Many Challenges Ahead

Unemployment Rate (%) – Rockford, IL MSA and Selected Peers

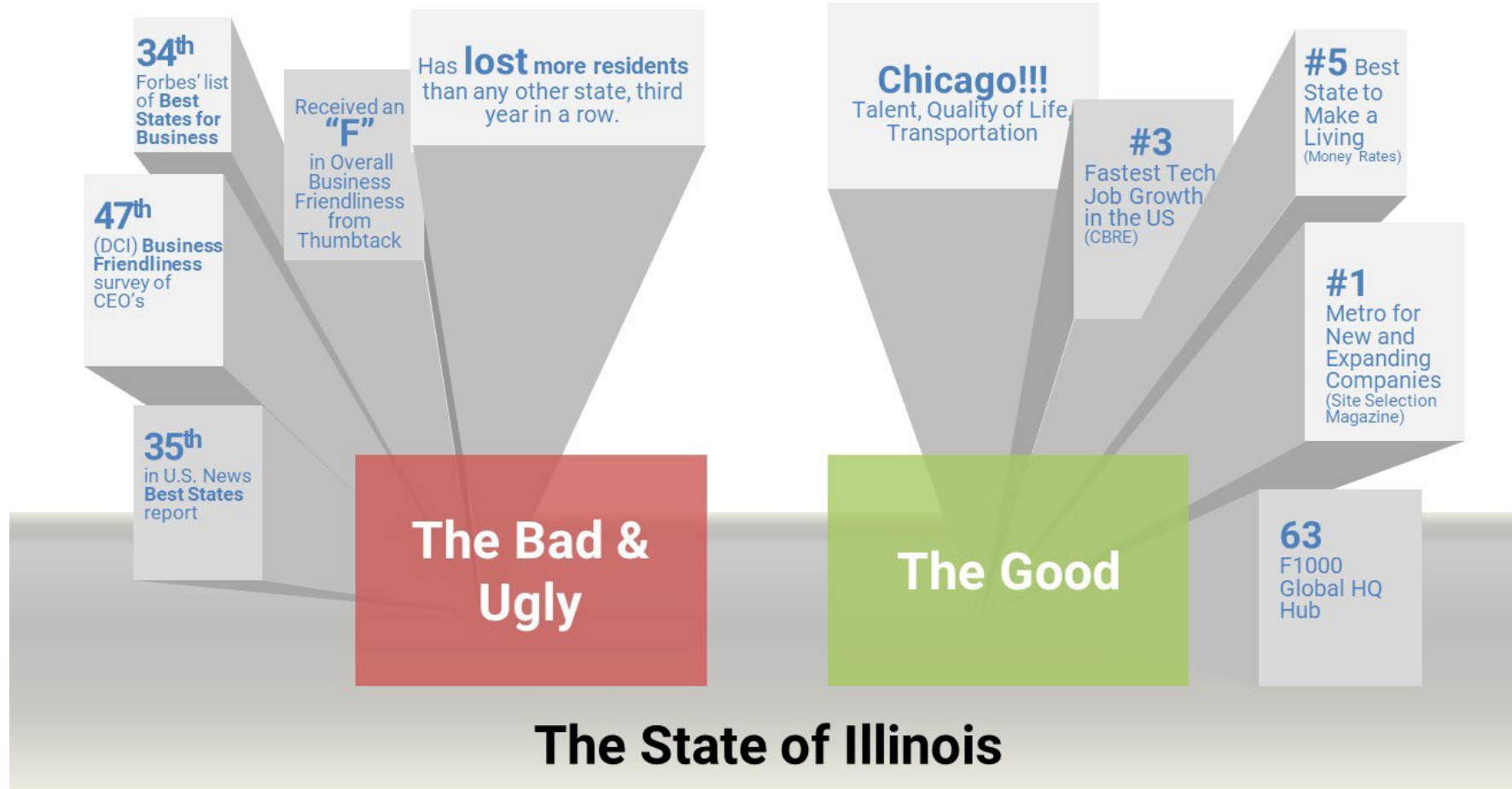


Average Annual Wages (\$) – Rockford, IL MSA and Selected Peers



Source: JobsEQ LAUS data (April 2024), Newmark analysis

Perception Matters



...So what is the real narrative for Illinois moving forward?

Illinois Advantages

Well Known Advantages

Central location/blessed by good geography

Excellent transportation infrastructure

Rail – IL ranks first or second by many metrics, only state with all class 1 carriers, 2x the next largest state in intermodal facilities

Air - non-stop flights to all continents except Antarctica

No Personal Property Tax, helpful for expensive equipment

Chicagoland has enormous talent and ecosystem advantages in the consumer products, food, supply chain, and corporate HQ verticals(36 'Fortune 500' headquarters (4th in country)

Banking (four major securities exchanges, most state-chartered banks of any state)

Chicago - world class city, great public transportation, at a significantly lower cost than NY or CA

Emerging Differentiators

A welcoming and inclusive state with a high quality of life

Ranked 15th by CNBC's Top States for Business in 2024, largely due to infrastructure and technology & innovation

Exceptional energy capacity – Illinois is a net-exporter of electricity

Access to clean energy - Only trailing states with heavier hydropower production, Illinois' fuel mix ranks 5th in most carbon free in the United State; businesses can access to 100% renewable energy

Fiscal standing is improving

Modernizing incentive programs:

- REV Illinois extending utility tax exemption term (qualified projects)
- EDGE increasing length and value of tax credits (qualified projects)
- Deal closing fund

The State of Illinois is Aggressively Sharing its Pro-Business Message

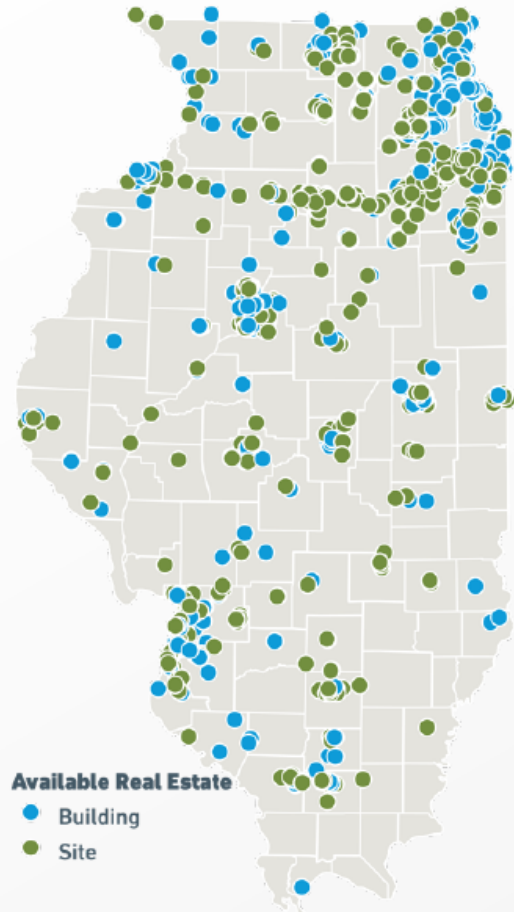


Strong presence of partners from throughout the state present Illinois as a global business destination at Select USA Summit, the U.S.' top FDI event



It's about time, keep going hard!

Shovel Ready, Certified Sites Potential



Intersect Illinois real estate database includes

1,811 Total Sites

Customized site search capabilities for projects

911 Existing buildings + Illinois CoStar data base to compliment

807 Greenfield Sites: 167 sites that are 200+ acres

What's the Boone County story?

Source: Intersect Illinois

Lagging on Investment in Site Readiness

The Site Selectors Guild ranked states for site certification and site readiness investment programs. The top 10 states have an **average investment of \$70 Million in site readiness and 33 certified sites.**

State	Program Y/N	# of Sites	2023 Funding	2024 Funding	Rank
Ohio	Yes	32	\$124,246,459	\$50,000,000	1
Virginia	Yes	50	\$90,000,000	\$125,000,000	1
Tennessee	Yes	73	\$15,000,000	\$33,000,000	3
Michigan	Yes	0	\$320,300,000	\$450,000,000	4
Alabama	Yes	49	\$40,000,000	\$0	5
New York	Yes	0	\$175,000,000	\$25,000,000	5
Oklahoma	Yes	28	\$212,000,000	\$0	5
South Carolina	Yes	32	\$9,000,000	\$9,000,000	5
Missouri	Yes	39	\$75,000,000	\$0	9
Minnesota	Yes	33	\$	\$9,000,000	10
...					
Illinois	No	0	\$40,000,000	\$0	33 / 35 Due to ties 35 is last



82%

of Guild members strongly agree that for **industrial** projects, the availability of development-ready sites is **the top** location driver in 2024

Source: Self-reported by State to Site Selectors Guild via 2024 Survey

Comparison of Belvidere – Rockford MSA with Selected Peers: What’s the Truth?

		Belvidere/Rockford MSA, IL	Racine County MSA, WI	Beloit/Janesville MSA, WI	Indianapolis-Carmel- Greenwood, IN MSA	Peoria MSA, IL
	Population	335,342	195,846	164,060	2,119,839	363,445
	Labor Force	153,925	99,256	88,262	1,119,294	167,649
	Unemployment Rate	5.9%	3.7%	3.3%	3.1%	4.9%
All Occupations	Employment	147,259	80,590	72,824	1,153,549	175,892
	Annual Mean Wage	\$60,300	\$57,300	\$58,700	\$61,700	\$63,500
Transportation, Distribution & Logistics	Employment	15,420	7,862	7,710	134,003	13,512
	LQ	1.28	1.19	1.30	1.42	0.94
	Annual Mean Wage	\$51,400	\$50,400	\$50,500	\$51,600	\$50,400
STEM	Employment	2,009	1,510	884	14,892	2,999
	LQ	0.92	1.27	0.82	0.87	1.16
	Annual Mean Wage	\$103,000	\$94,500	\$95,800	\$100,900	\$121,600
Manufacturing	Employment	19,654	14,019	10,251	96,661	18,926
	LQ	1.69	2.21	1.79	1.06	1.36
	Annual Mean Wage	\$50,700	\$51,000	\$51,500	\$53,800	\$54,200
White Collar	Employment	73,991	37,213	35,377	608,777	98,621
	LQ	0.90	0.82	0.87	0.94	1.00
	Annual Mean Wage	\$73,700	\$70,900	\$71,900	\$75,500	\$76,400
Blue Collar	Employment	43,983	26,992	23,735	313,907	43,097
	LQ	1.28	1.44	1.40	1.17	1.05
	Annual Mean Wage	\$52,100	\$50,600	\$51,900	\$52,700	\$53,700



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СРКС

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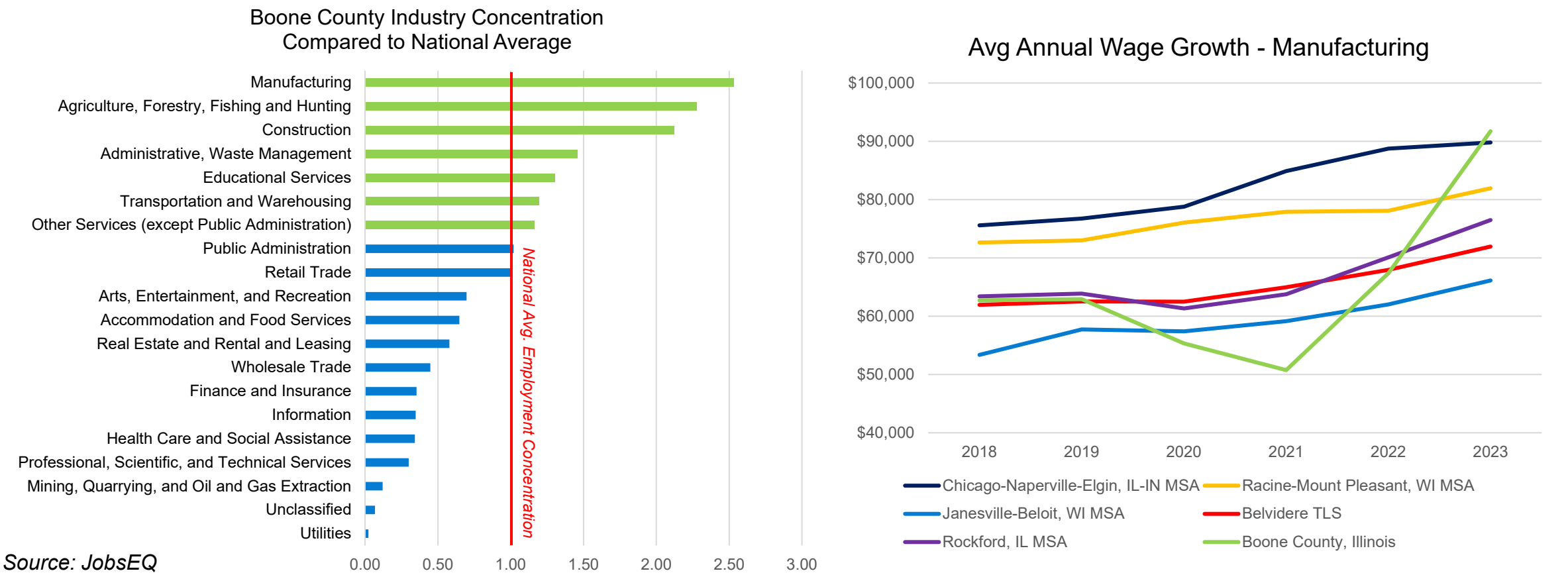
RFD - 13th Largest Air Cargo Airport in U.S.

True Labor Shed



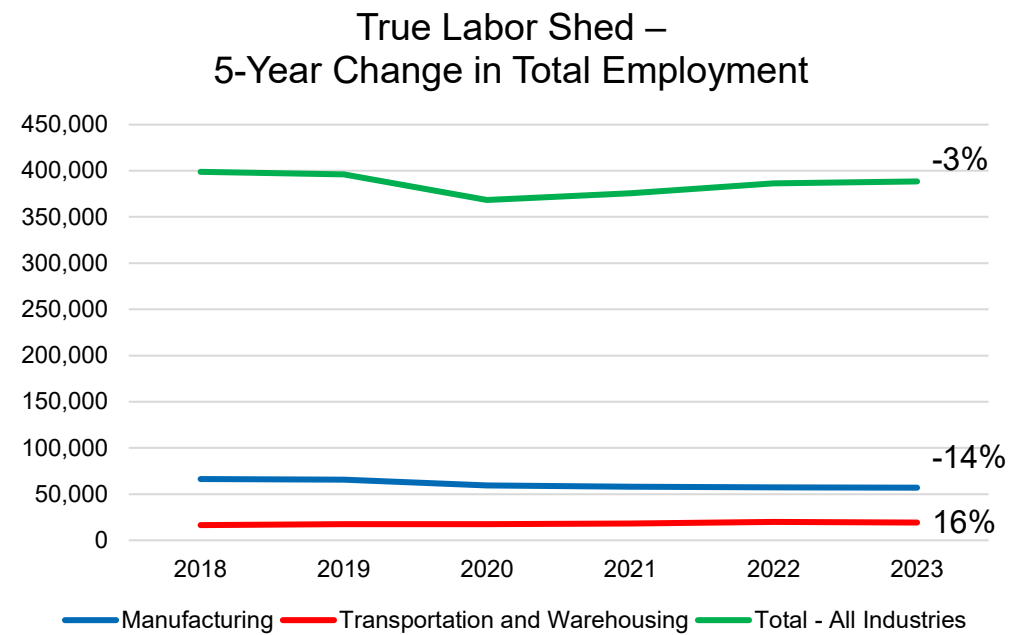
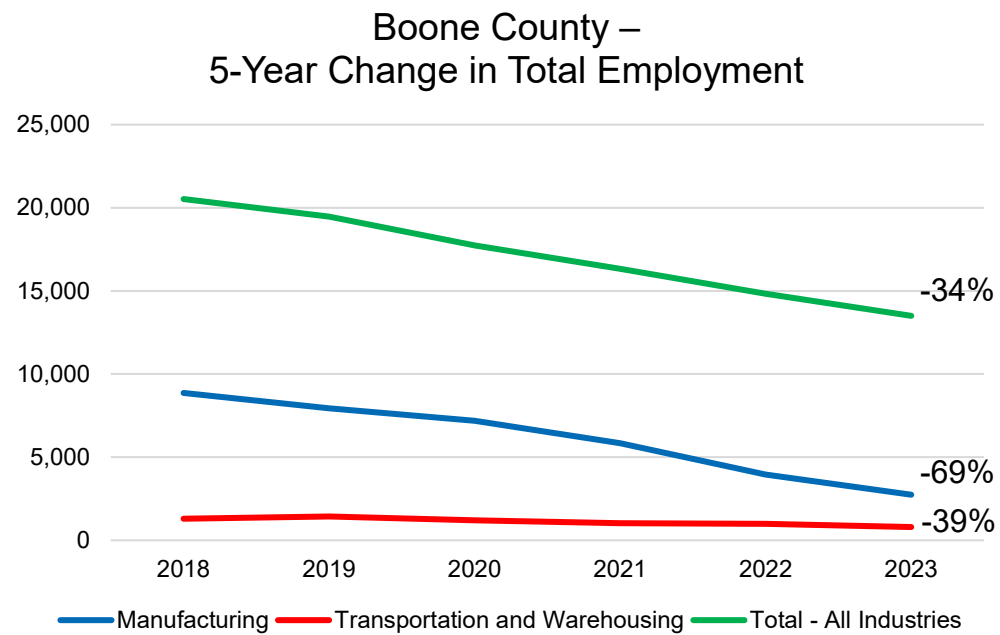
Boone County has a High Concentration, and Cost, of Manufacturing Employment

Since 2018, the average manufacturing wage in Boone County increased 46%, surpassing the Chicago MSA in labor cost. Boone County benefits from regional statistics that stabilize changes in the manufacturing environment.



Boone County’s Announced Wins Needed to Reverse Employment Decline

Employment in Manufacturing and Transportation & Warehousing Industries has declined in Boone County over the past five years. **Recent announcements by Wal-Mart, General Mills and Stellantis will be critical to regain employment levels in target industries. Stay the course of current strategies, you are winning – it will take time to reflect in employment trends.**



Source: JobsEQ

Boone County's Largest Industries



**Transportation Equipment
Manufacturing (NAICS 336)**
1,512 Employees
10.14 LQ
-78.7% 5-year decline



**Fabricated Metal Product
Manufacturing (NAICS 332)**
484 Employees
4.00 LQ
-25.7% 5-year decline



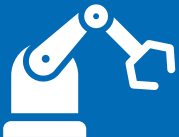
**Truck Transportation
(NAICS 484)**
344 Employees
2.47 LQ
3.8% 5-year growth



**Warehousing & Storage
(NAICS 493)**
229 Employees
1.48 LQ
-67.5% 5-year decline



**Food Manufacturing
(NAICS 311)**
205 Employees
1.41 LQ
-14.2% 5-year decline



**Machinery Manufacturing
(NAICS 333)**
155 Employees
1.66 LQ
-11.9% 5-year decline



**Furniture and Related
Product Manufacturing
(NAICS 337)**
136 Employees
4.44 LQ
-10.7% 5-year decline

Source: JobsEQ

Fastest Growing Industries that Employ 100+ in Boone County

There may be value in investigating what underlying dynamics are causing growth in these industries in Boone County and determining whether it can be leveraged for broader impact.

Industry	2023 Employment	2018 – 2023 Growth Rate
Construction of Buildings (NAICS 236)	346	69.6%
Administrative and Support Services (NAICS 561)	1,214	33.8%
Motor Vehicle and Parts Dealers (NAICS 441)	228	26.0%
Gasoline Stations and Fuel Dealers (NAICS 457)	173	10.4%
Specialty Trade Contractors (NAICS 238)	1,344	9.5%
Real Estate (NAICS 531)	107	9.3%
Professional, Scientific, and Technical Services (NAICS 541)	295	6.7%
Executive, Legislative, and Other General Government Support (NAICS 921)	455	4.3%

Source: JobsEQ

Desktop SWOT for Boone County

Strengths

- Transportation - Regional transportation assets across Northern Illinois and Southern Wisconsin (road, rail, air)
- Power - strong utility partner in ComEd; high-capacity site
- Labor – strong regional participation in manufacturing demonstrating skilled labor force
- Partners – Strong partners across EDOs, utilities, higher education institutions with aligned goals for economic impact

Opportunities

- Track Record - Investments in distribution, potential investments in EV, battery and data center, put Boone County in a national spotlight to attract additional investment
- Partners – Intersect Illinois and Governor Pritzker are proactively targeting business development, join and align with their effort with a clear regional narrative
- Infrastructure Extension – pending investments may extend infrastructure to new sites, enhancing readiness of sites adjacent to potential projects

Weaknesses

- Product – sites 100+ acres with water and sewer extended to the site are limited. If projects in the pipeline are executed, Boone County will have to work with property owners to advance readiness of additional sites to capture new opportunities
- Cost – with manufacturing wages in Boone County having increased 46% since 2018, the cost dynamic is a red-flag to new investment; Illinois is not known a low-cost state
- Brand – Belvidere/Boone county, while on a national platform due to Stellantis, is not a well-known geography; companies and site selectors search for either 1) sites or 2) regions (e.g. MSAs); site selection does not target or analyze individual counties – what is your regional identity?

Threats

- Automation – Automation is impacting job creation in warehousing, distribution and manufacturing; how will Boone County create jobs in a restructured economy?
- Scarcity Mentality – Embrace and elevate the strengths you have as a team, strategize together to capture new opportunities; avoid the drain of political finger-pointing and competition for power, resources and recognition; focus outward to capture new opportunities as a region, and learn from best practices and creative solutions from other regions
- State Policies – The State of Illinois can be a partner for development, they can also present obstacles or increase the cost of doing business in IL. Collaborate directly with your state representatives and Intersect Illinois to stay aligned for positive impact



Who are we and what do we do?

Changing Dynamics of Site Selection

Is Illinois Headed in the Right Direction?

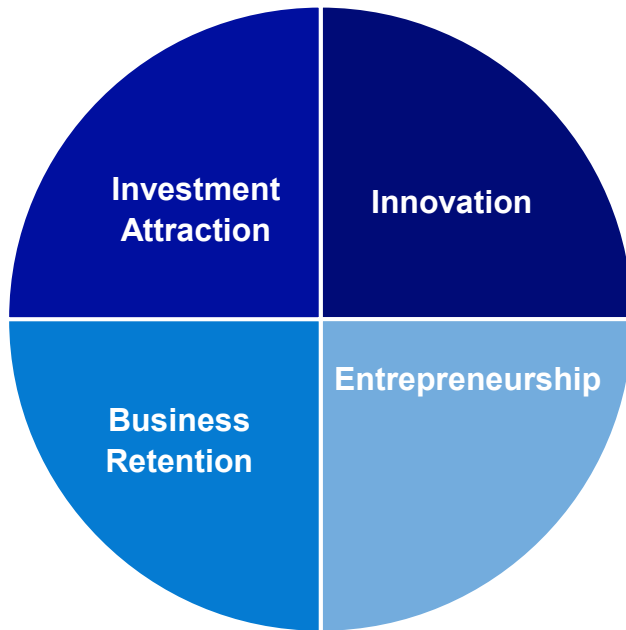
Your Region and Corridor: Know Thyself!

What Does Success Look Like?

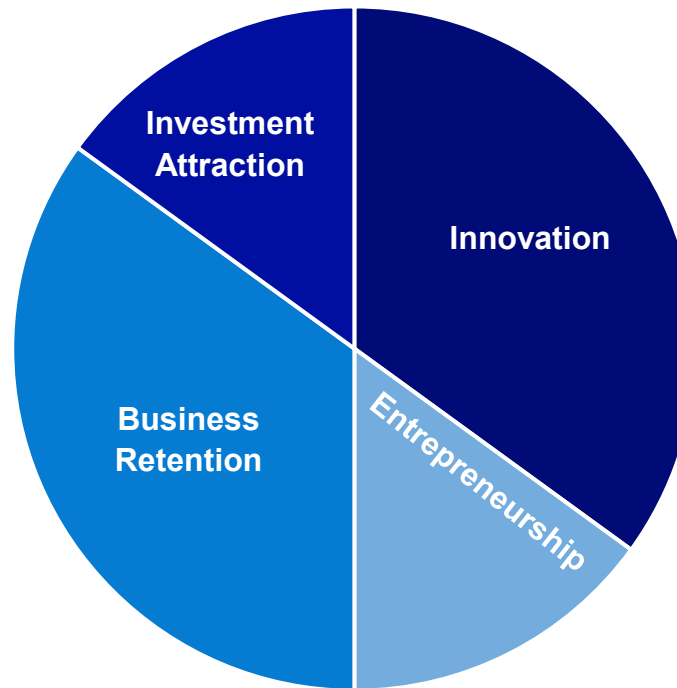
Focus Appropriately

What does your Economic Development Scorecard Look Like?

Should it be equally
balanced?



Or Strategically Focused?



Innovation can be...

- Downtown beautification & quality of place
- New higher education collaborations
- Investments in schools and especially technical and community colleges
- Time invested in learning about other communities' creative solutions
- Digitalization of everything in Boone County

Understand Your Context

Description	Geography	Total Labor Force	Labor Force % (3-Year Change)	Participation Rate (% , age 25-54)	Projected Population Growth, 2024 - 2029	Education (Percent BA+)	Unemployment Rate (%) April 2024	Total Wage Index (U.S. = 100)
	Illinois	6,479,837	3.0%	84.7%	-2.8%	39.1%	4.4%	102.8
	Chicago, IL MSA	4,881,246	4.1%	85.2%	-3.0%	41.9%	4.4%	107.2
	Rockford, IL MSA	153,925	-2.5%	83.0%	-0.9%	24.6%	5.9%	79.7
Midwest States	Iowa	1,685,338	0.7%	87.1%	1.2%	32.4%	2.2%	84.4
	Indiana	3,383,143	1.5%	82.9%	2.8%	30.0%	3.4%	82.8
	Michigan	5,026,484	6.5%	82.0%	0.3%	32.9%	3.8%	91.2
	Missouri	3,146,692	3.6%	83.4%	2.3%	33.2%	3.2%	85.3
	Wisconsin	3,130,285	0.9%	86.5%	0.7%	33.9%	3.0%	85.3
Midwest Larger Metro Areas	Detroit, MI	2,183,954	5.1%	82.0%	-0.8%	35.6%	3.5%	99.7
	St. Louis, MO	1,501,273	3.9%	86.0%	-0.3%	39.2%	3.3%	92.5
	Indianapolis, IN	1,119,294	4.3%	85.0%	4.3%	39.0%	3.1%	90.6
	Madison, WI	410,818	4.4%	88.9%	2.5%	51.4%	2.2%	96.4
Midwest Smaller Metro Areas	Kalamazoo, MI	135,384	6.2%	85.4%	0.9%	41.1%	3.4%	88.2
	Cedar Rapids, IA	140,326	-1.8%	88.7%	-0.8%	34.9%	2.5%	88.8
	Fort Wayne, IN	220,273	2.3%	84.4%	4.2%	31.1%	3.1%	78.5
	Racine, WI	99,256	1.1%	83.7%	0.0%	27.8%	3.7%	82.8
	US	168,681,329	4.1%	82.8%	2.2%	35.8%	3.5%	100.0
	Boone County, IL	24,421	-2.1%	82.8%	-0.2%	26.5%	6.4%	81.8

Make “Calculated” Strategic Bets



LOCAL NEWS

Stellantis plant in Belvidere, Illinois, gets \$334M from feds for reopening, manufacturing of EVs

CBS NEWS CHICAGO

By Todd Feurer

Updated on: July 11, 2024 / 1:44 PM CDT / CBS Chicago

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NEWMARK 44

Invest in Placemaking

At a county-level, site selection focuses on sites and community. Is Belvidere and Boone County a place that can attract company executives and high-skill workers to live? Where do young professionals spend their time and money in the community?



“Flight to Quality” post Covid is a powerful driver in all aspects of talent development and retention



**FEWER THINGS BETTER
INTENTION
DIGITALIZATION**

Thank You!

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