

KANSAS DEPARTMENT OF COMMERCE

Business Attraction 101



DEPUTY DIRECTOR, INTERNATIONAL DIVISION

RANDI TVEITARAAS JACK

MANAGER BUSINESS RECRUITMENT

ALICIA JANESKO HUTCHINGS

DOMESTIC BUSINESS RECRUITMENT TEAM

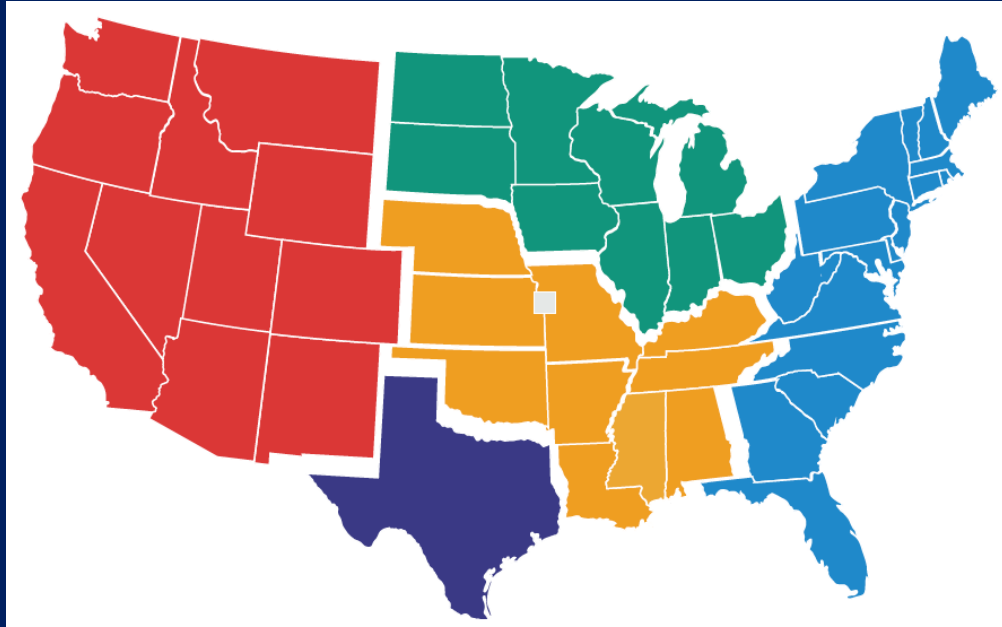
WHO ARE WE AND WHAT DO WE DO?



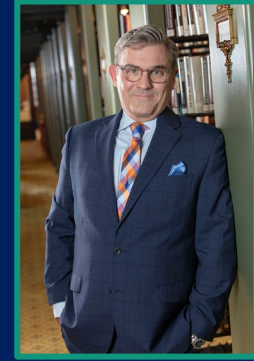
Peter Ruiz



Alicia Hutchings



Jose Romano



Jeff Freeman



Barbara Hake



Chang Lu



Dandi Owens

INTERNATIONAL DIVISION

WHO ARE WE AND WHAT DO WE DO?



Jeff Willis



Randi Tveitaraas Jack



Chang Lu



April Chiang



Kathleen Dultmeier



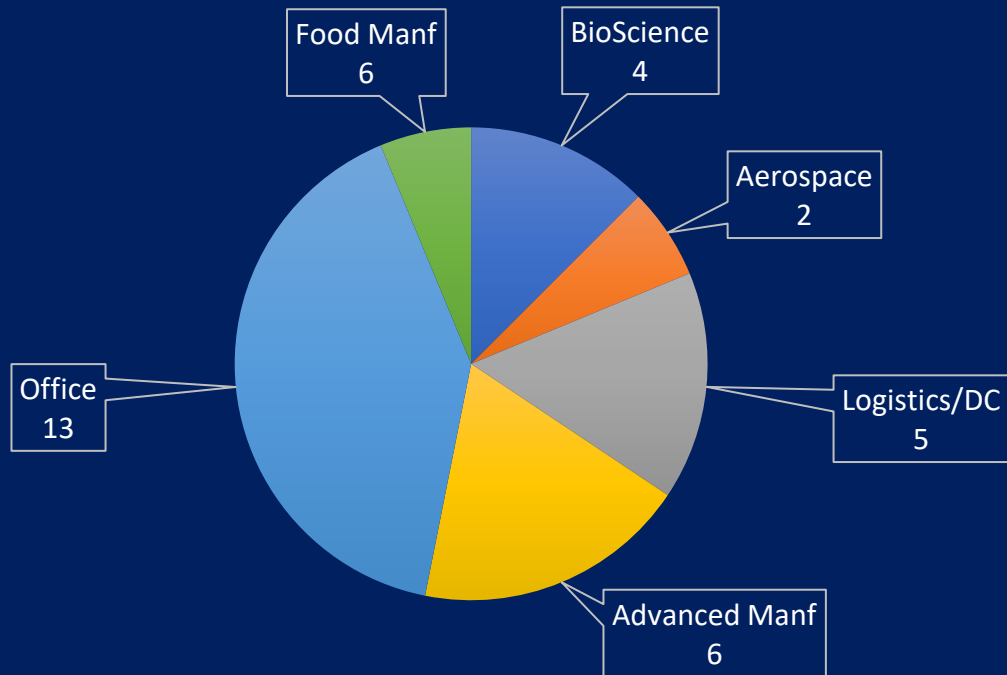
Rosie Nichols



2021 RESULTS

Project Leads	Successes	Jobs	Capital Investment
166	32	3,908	\$849M

Successes By Industry Sector



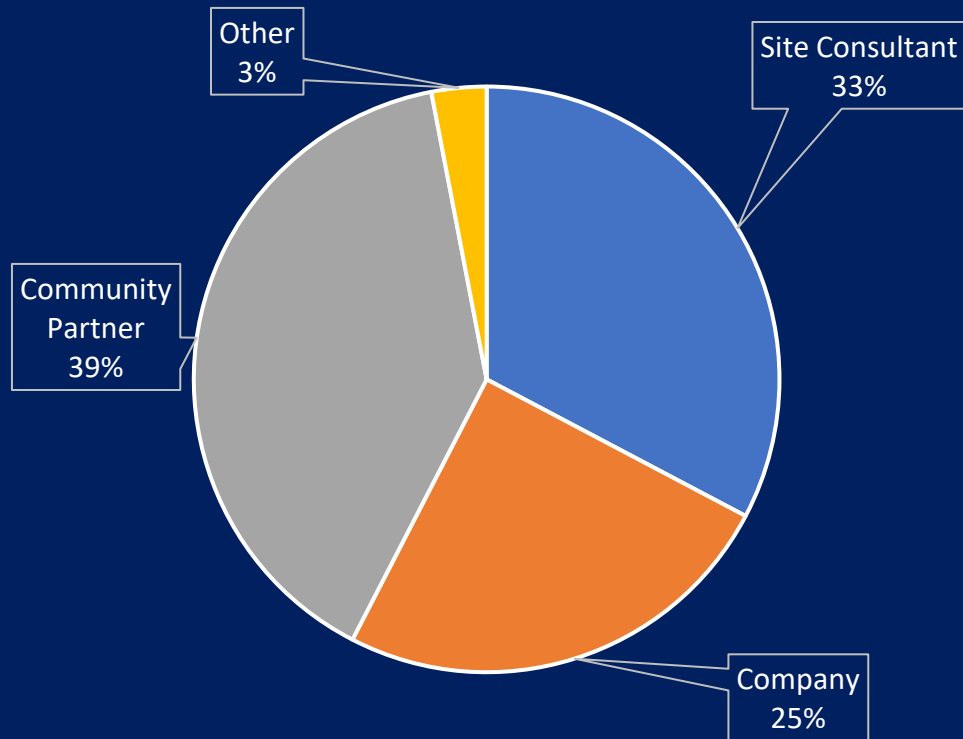
Recent Successes

- AMD Distribution
- Hill's Pet Nutrition, Inc.
- Torch Research, LLC
- The Smart Factory @ Wichita
- TriRx Pharmaceutical Services
- Feed Yard Industrial Solutions
- Brek Manufacturing
- Human Plant Solutions
- SICUT



WHERE DO PROJECTS COME FROM?

SOURCES OF LEADS - 2021



- How do we generate leads?
- Who are consultants?
- How do companies find us?

PROCESS OF A PROJECT

- **The Project Process**
 - Emails, confidentiality, questions and what I am doing while you are working.
- **Reason for the “hurry up and wait”**
- **Process of elimination**
 - First impressions are everything
- **Site Visits**

WHAT'S DRIVING PROJECTS TODAY?

- **Labor is everything**
 - Where, Who, and the Future
 - Labor study
- **Real Estate**
 - Are you Ready?
 - Know your product. Know your partners.
- **Proximity to other suppliers or customers**
- **Highway Access / Rail**



ELIMINATION REASONS

Labor – Concerns regarding available labor pool



Costs – Upfront or ongoing operating expenses



Real Estate – Can site issues be addressed or are they unique to this client?



Incentives – Competitive? Win-win?



NOW WHAT?

YOU HAVE RECEIVED A NEW PROJECT FROM COMMERCE...



NOW WHAT DO YOU DO ?!?!?

WHERE IS YOUR COMMUNITY?



DEMOGRAPHIC DATA

- Keep current
- Provide on a regional basis
- Commuting patterns

TOPEKA LABOR FORCE DRAWING POWER	
County	Civilian Labor Force
Shawnee	92,160
Douglas	67,104
Pottawatomie	12,960
Osage	8,261
Jefferson	10,225
Jackson	7,335
Wabaunsee	3,878
Total	201,923


WORKFORCE DRAW
(45-MINUTE DRIVE TIME TO TOPEKA)
TOPEKA, KANSAS, AND 10 COUNTIES



PRODUCT DEVELOPMENT

EXAMPLES OF GREAT COMMUNITY RESPONSES AND MARKETING INFO

- Cover letters – customize for project
- Site Submissions when no real estate flyer is available



July 3, 2018

Randi Tveitaraas Jack
International Development Manager
Kansas Department of Commerce
1000 S.W. Jackson, Suite 100
Topeka, KS 66612

Dear Randi:

Attached is information related to Project Star. We are very pleased to submit the Salina Airport Authority building for consideration for this project. After reviewing the project information, we believe this property and the Salina community would be an ideal location for Project Shell.

Building 595 is over 100,000 square feet with 17,952 square feet of office space and 13,931 square feet of shop space. The building has all utilities and is served by Westar Energy for its electricity. The building is located on the northern portion of the Salina Airport which has daily jet service to both Denver and Chicago. Interstate access is just minutes away with both Interstates 135 and 70.


Kansas State Polytechnic is located just south of the proposed site. The university has a successful aviation A&P program along airport management and pilot training. Attached is additional information on the program. We also have Salina Tech, our two-year college which has a wide variety of programs like welding, machining, electrical plus many others that could assist with specialized training needed for this company.

Attached is the salary information with projected annual costs for the operation. The Salina area has a wide range of manufacturing industries involved in the metal fabrication industry. With the Kansas State Polytechnic programs and our location in Kansas, we have the ability to recruit key positions to Salina from our retiring military at Fort Riley and at McConnell Air Force base in Wichita. Both of these military bases are less than 90 minutes from Salina. A project like this

120 W. Ash | Salina, KS 67402-0286 | 785.404.3131 | www.salinaedo.org

Hutchinson, Kansas

kansas enterprise INDUSTRIAL PARK



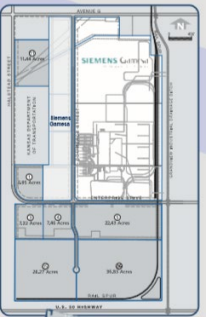
Site Certified

Central Location


Rail Served

118 Acres Available

Customized Training



PARK DETAILS
LOCATION
 Southeast Hutchinson, parallel to U.S. Highway 50 and Airport Road, within City limits
ZONING CLASS
 1-3 Heavy Industrial
OWNERSHIP
 Owned by City of Hutchinson
UTILITIES
 Power supplier: Westar Energy Voltage: 115 KV (Halstead Street), 96 KV and 12.5 KV (Avenue G)
 Natural Gas supplier: Black Hills Energy
 Water supplier: City of Hutchinson 12-inch line: Halstead Street 18-inch line: Enterprise Drive and Commerce St. Static Pressure: 65-70 PSI
 Sanitary Sewer supplier: City of Hutchinson 12-inch sanitary sewer: Enterprise Drive and Commerce Street
 Fire protection: City of Hutchinson Fire ratings: 3-1 Time to site: 5 minutes
TRANSPORTATION
 Highway access: Site adjacent to U.S. Highway 50 and 1/2 mile west of Airport Road; K-96 four-lane expressway to Wichita; K-61 four-lane expressway to I-135 and I-70. Interim streets lit and paved with curb and gutter.
 Rail access: Rail spur on east and south sides of park. Spur switching served by Hutchinson Transportation and connects to Burlington Northern/Santa Fe mainline. Open switching agreements with Union Pacific.
 Municipal Airport: 1 mile north of site on Airport Road.
COMMUNITY DETAILS
 Hutchinson is centrally located in Kansas and the U.S., with a population of approximately 42,000.
 Two major four-lane highways connect to Interstates 35, 135 and 70.
 Rail connections to the Burlington Northern/Santa Fe and Union Pacific.
 175 miles from the Port of Calcasieu.
 45 miles from Eisenhower National Airport with minimal traffic, making the commute approximately 45 minutes.


 Abby Stockebrand, Economic Development
 620.662.3391 | GreaterHutch.com
Abbys@Hutchchamber.com

FEATURED PROPERTY

60 - 110 Acre Secure Site



Energetics-ready site
 Not just one, but several outstanding buildings with a combined floor space of more than 110,000 sf are available immediately. Excellent for energetics manufacturing operations, these buildings are filled with blast walls and open bays, and are located within a secured perimeter inside of a gated industrial park. Heavy floors of 18" concrete and rail make this area ideal for many industrial operations. Built in 1941, the buildings have excellent natural light, with infrastructure to meet any need. The buildings are available as a package or individually. ATF-certifiable storage is available on-site.





Short or long-term leases on these and a variety of other buildings are available by contacting Daniel Mann at 620-778-3376 or dmann@parsonsks.com
www.greatplainsindustrialpark.com



SUBMITTING YOUR SITES ON A PROJECT

Via LocationOne:

- How to use – what's my password?
- Communities that do it well
- Keep info current and complete
- If no price, it's not for sale

What to include:

- Cover letter?
- Labor data?
- Community profile?

Southwire Bldg.

2412 N. Hwy. 169 | Coffeyville, KS | Montgomery County
Available SF: 406,027 | Lease Terms: Unknown | Sale Price: \$6,100,000



Property and Area Description

Approx. 306,350 sq. ft. manufacturing space with a peak height of 38 ft. Approx. 91,400 sq. ft. warehouse space with a peak height of 42 ft. Approx. 7,500 sq. ft. office space. Approx. 55,000 sq. ft. basement. Supplied by 4+ megawatts power. Rail served by South Kansas and Oklahoma Line. 14 dock-height shipping doors, 4 dock-height receiving doors with hydraulic levelers, 3 rail-height rail spur doors. Centrally located nationally on US Highway 169.

Population



Source: ESRI®, 2018

Households



Source: ESRI®, 2018

Building Type:	Industrial
Available SF:	406,027
Total SF:	405,250
Number of Stories:	1
Ceiling Peak:	38 Ft.
Expandable:	Unknown
Zoning:	Industrial-Light
Site Size:	30.16 Acres
Year Built:	1995
Specialty Features:	None
Can Subdivide:	Unknown
Within City Limits:	No
Construction Type:	Concrete Tilt-up
Floor Type:	Unknown
Lease Terms:	Unknown
Last Updated:	Aug 21, 2017

Transportation

Nearest 4-Lane Hwy: US Hwy. 75, south of Caney (25.00 mi.)
Nearest Interstate: I-44 (72.00 mi.)
Nearest Airport: Coffeyville Municipal Airport (0.00 mi.)
Nearest Commercial Airport: Tulsa International Airport (66.00 mi.)
Rail Served: Norfolk Southern Railway, Other
Rail Infrastructure in Place: Yes

Utilities

Electric: Coffeyville Municipal Light & Power
Natural Gas: Atmos Energy
Water: City of Coffeyville
Sewer: City of Coffeyville

Economic Development Contact

Trisha Purdon
Montgomery County Action Council
115 S. 6th St.
Independence, KS 67301
(620) 331-3830 | tpurdon@actioncouncil.com

Broker/Realtor Contact

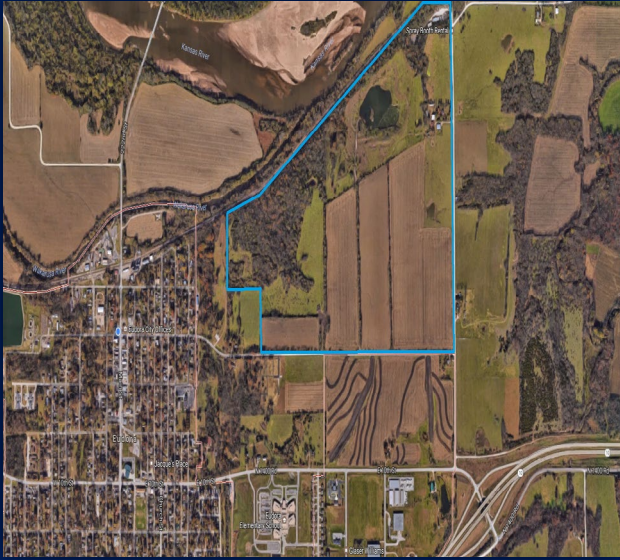
Doug Hedrick
Colliers International
816-556-1136 | doug.hedrick@colliers.com

AD ASTRA

KNOW YOUR INVENTORY

- **Know your properties – Up-to-date Property Flyers in LocationOne**
 - Size, ownership, utilities, transportation access, price
 - Previous use and why they left – expanded or downsized?
 - Map of property in relation to region/state/US
 - Supporting documentation (floor plans, quality photos, Phase I)
 - Know costs - rail, road, and utility extensions
- **Know your building and landowners**
- **Consider certifying your sites**

QUALITY PHOTOS OF BUILDING / AERIAL PHOTOS



SAMPLE RFI'S

II. UTILITIES & SERVICES		
Community and name of site:		
Electric	Name of electric power company serving the site.	Westar Energy
	Can current electric facilities support the project?	Yes
	Identify distribution lines and substation(s) serving the site, and site distance from substation(s).	95th Street and Waverly Road (substation). 12-16 (distribution). Site is approximately 2.5 miles from substation.
	Provide total capacity available at substation(s).	Two 25 MVA transformers (12-14 and 12-16).
	Specify new electrical infrastructure required to serve the site.	There are no limitations on providing power to the site.
	Is dual feed an option for this site? Please describe how capacity allocation and infrastructure costs are handled.	Westar Energy can provide a dual feed from the same source. There would need to be some infrastructure upgrades in order to provide it from a dual source. Customer typically pays for the redundant feed.
	Indicate the all-in average rate per kWh based on the project's electric profile.	7.4 cents
	Have there been unplanned power outages to industrial users on site circuit(s) in the past 5 years? Please describe.	There have been only two extended outages since 2015.
Natural Gas	Is natural gas available at the proposed site?	Yes
	Name of service provider	ATMO
	What is the size of the distribution line that will serves the site and distance from site?	4"
	What is the pressure of the service line?	40 PSI
Is project requirement currently available at the proposed site?	Yes	
Can firm service be provided?	Yes	

Start Here | Contact Info | Must Criteria | I. Site & Civil Info | **II. Utilities & Services** | III. Logistics

181 1.914 Indicate the five largest employers within 50 miles of the site in Table 5.
182

Table 5 - Top Employers

Name of Company	Number of Employees (descending order)	Industry type	Are they Unionized? Y/N	Approximate Distance from

190 1.915 Indicate the five largest manufacturers within 50 miles of the site in Table 6.
191

Table 6- Top Manufacturers

Name of Company	Number of Employees (descending order)	Manufacturing Type	Are They Unionized? Y/N	Approximate Distance from

199 1.915.1 Indicate the availability of supporting manufacturing activities, i.e., heat treatment, finishing, tooling, contract manufacture of electrical equipment, CNC machining operations, etc., in Table 6A.
200

Table 6A- Complimentary Manufacturers

Name of Company	Number of Employees (descending order)	Manufacturing Type (see 2.115.1 box above for details needed)	Are They Unionized? Y/N	Approximate Distance from Site

11.Does building have an ESRF Fire Suppressant System?

Answer:

12.Acreage with site?

Answer:

13.How far is the building from a Major Highway or Interstate? Please describe the truck route to the closest Interstate and include a street map.

Answer:

14.Describe Floor Thickness in building?

Answer:

15.Are there any Cranes in the Building? If so, please describe.

Answer:

16.How many parking spaces are available currently at the building?

Answer:

17.Describe any infrastructure currently within the manufacturing/warehouse area of the building such as: contents of boiler room and electrical room, piping, air compressors, etc.

Answer:

3.Insert aerial of building with an x over each drive-in dock door's (if images are too big, shrink them and make them fit in the space below in this word document):

Answer:

3.Insert pictures below of: exterior of building from all 4 sides, drive in and dock doors, interior pics of manufacturing, warehouse, and office space in the answer space below (if images are too big, shrink them and make them fit in the space below in this word document):

Answer:

3.Insert aerial of site clearly indicating fenced in acres in the answer space below (if image is too big, shrink it and make it fit in the space below in this word document):

Answer:



RESPONDING TO AN RFI

START IMMEDIATELY – NOTIFY YOUR PARTNERS

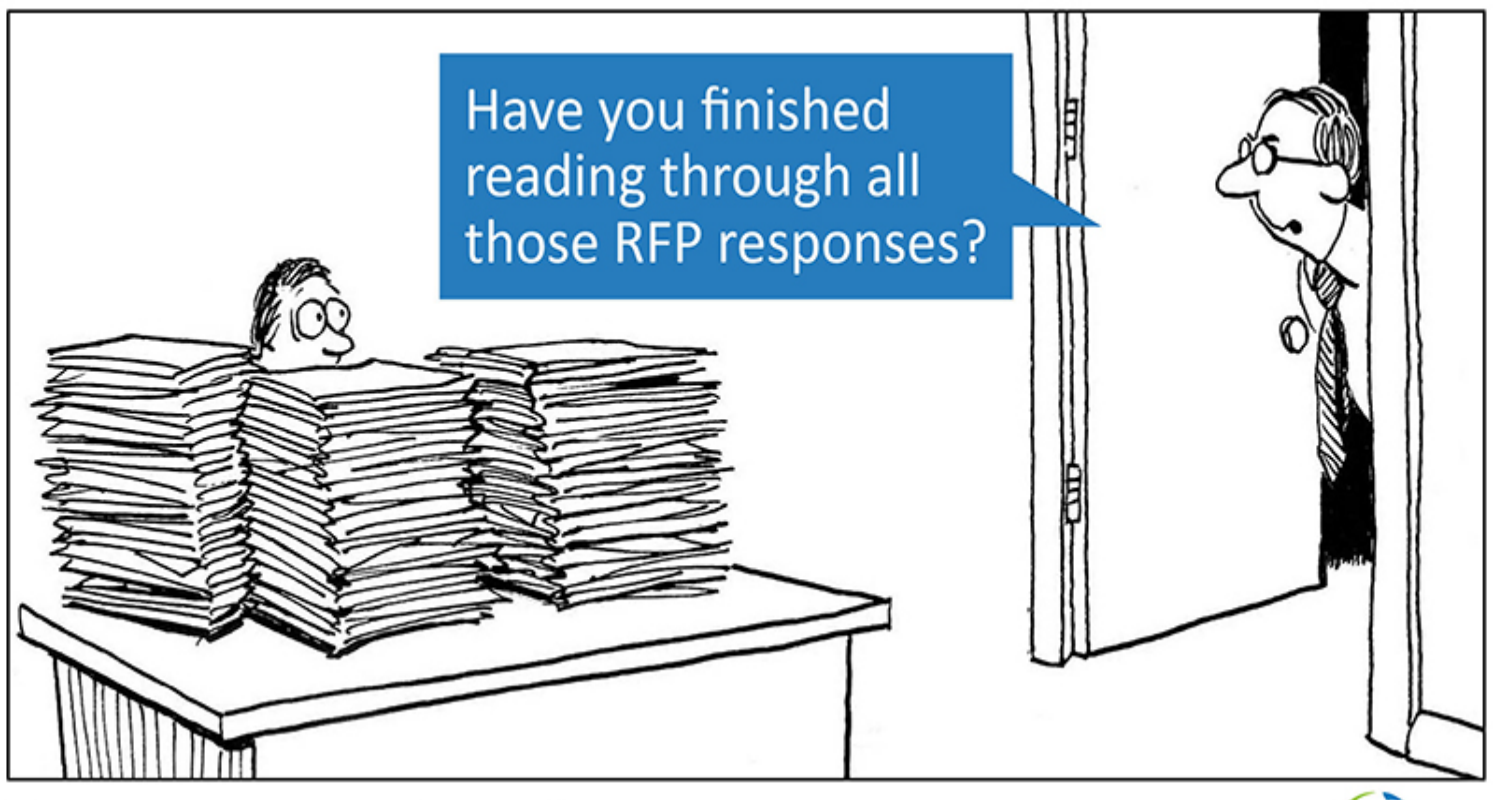


RESPONDING TO AN RFI

- **Provide what we ask for**
 - Letterhead (electronic)
 - Naming PDF's (Project Star – Salina KS – Site Aerial)
 - Format as requested (Word, Excel, etc.)
 - Include required attachments (maps, photos, aerials, etc.)
 - Provide only what is requested
- **How to be a better team player**
 - Ask questions
 - Complete RFI's
 - Clear maps (identify site)
 - Submission deadline



THINK ABOUT YOUR AUDIENCE



SITE VISITS - BEST PRACTICES

- Who's in the room?
 - Brief your team in advance
 - Have the right people in the room, don't include people just because
 - Readable maps and handouts in binders
 - A place of yes. Not no.
- All in the details
 - Plan your tour route
 - Local touches make an impact
 - Secure the right transportation
 - Test your IT beforehand
 - Raining? Bring umbrellas for everyone
- The proof is in the pudding. Be prepared to back up what you say.

WHAT CAN YOU DO NOW?

- **Adopt a strategy find your targets**
- **Think regionally**
- **Know your numbers**
 - Utilize Tools (BLS, American Fact Finder, US Census)
 - Population
 - Labor Force
 - Unionization
 - Labor Costs
 - Educational Attainment
- **Identify your talent pipeline and fill the gaps**
 - Short Term, Near Term, Long Term
 - Population (18 – 24)



WHAT CAN YOU DO NOW?

- **Nothing to sell, you're not going to be in the game**
 - Projects require infrastructure and infrastructure costs \$
- **Prepare your team**
 - Know your community and employers
 - Know contacts at your utility and rail companies, city, county, schools
- **Tap into existing businesses for future opportunities**
- **Take control of your economic development story**



INCENTIVES

- Have incentive policies in place before the client calls
- Summarize local incentive options in a one-two page overview - Don't send city ordinance policy on incentives
- Check with electricity and gas representatives for economic development rider discounts
- Leave the state incentives to the state officials

QUALITY OF LIFE

- **Quality of Life – Subject to each individual and their lifestyle**
- **Friendly, hard-working people, great quality of life – OVER USED**
- **Personalize – focus on what’s unique about your area**
 - Our labor rates are 15% below national averages.
 - Due to layoffs at a local company, we have a trained pool of welders.
 - Our City Council recently enhanced our tax abatement policy and reduced our water and sewer rates.
 - This year our city constructed a new city park, community center with pool, and a new library.



TRENDS IN ECONOMIC DEVELOPMENT LOOKING AHEAD

- Projects are becoming more capital intensive vs. jobs
- Growth via mergers & acquisitions
- Steady project activity out of high-cost markets
- Companies factoring in brand risks in the site selection process
- Turn your negatives into positives





THANK YOU!

