

Simplify the Site Search: Call Utilities First

Expanding or relocating your business? Call a utility economic developer first. Utilities are uniquely positioned to add value to the site selection process - from providing information and cutting red tape to connecting businesses with financing and leaders who can expedite project approvals. Utilities are major businesses in their communities. They deal with and understand the factors that affect a company's bottom line - factors that are critical for choosing the right location.

"Utility economic developers are typically among the first calls we make when working with prospects," said Ed McCallum, senior principal at McCallum Sweeney Consulting. "We tap into this valuable resource early on.

We don't wait to initiate these critical contacts."

Utilities have an impressive amount of information available, according to McCallum who provides site selection services to Fortune 500 companies worldwide.

With today's expansion projects on the fast track, utility involvement can make a big difference in meeting tight deadlines.

Businesses today expect to take a project from feasibility through site investigation and acquisition in about 40 percent to 60 percent less time, according to Robert Price, senior site selection consultant at Lockwood Greene. The company offers site location services for major global corporations and

smaller high-tech growth companies.

Projects that required eight months to complete a decade ago, now have deadlines of 10 to 12 weeks. Some projects that would have taken a year in the past are now routinely done in six months.

"Utility economic developers have really stepped up to the plate providing the timely, detailed assistance we need to meet the fast pace businesses demand," Price said. "One phone call has proven to get me in touch with the site owners or representatives for every site that might work within our target area - from multiple communities to multiple states."

Call a utility first . . .

team up with UEDA members

The Utility Economic Development Association (UEDA) is an excellent resource for site selectors and growing businesses. More than 75 companies comprise this international pool of economic development experts. UEDA provides easy access to professionals who can help companies simplify their site searches.

"We help shed light on the often cumbersome site selection process," said Norman Carter, UEDA president and manager of economic development at Pepco (Potomac Electric Power Company). "UEDA members are dedicated to providing the information and assistance businesses need to make faster, smarter and cost-effective location decisions."

UEDA's new International Committee helps members tap into the global marketplace, increase their network of international contacts and assist businesses expanding trade into new foreign markets.



UEDA

Utility Economic Development Association

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Call a utility first . . . find a site online

Looking for a quick way to find available sites and buildings anywhere in the United States? UEDA's Site Locator feature at: www.utilityeda.com is a slick way to explore the options.

Site Locator provides a direct link to available buildings and sites tracked by member utilities across the nation. Click on a target state and link directly

to UEDA members' building and sites data. Photos and maps are available for some locations.

"UEDA's Site Locator puts valuable information about facility size, cost, incentives and other amenities right at your fingertips," Carter said. "This is a sophisticated, convenient way for business owners and site selectors to see what is available and evaluate their options."

Call a utility first . . . profit from established relationships

Need additional assistance with your site search, but don't know where to turn? Utility economic developers build strong relationships with community leaders and state officials - people who can help expedite the decision-making process.

"Knowing who to contact early in an expansion project can make a fundamental difference," Price said. "Utilities connect us with the right people and identify critical issues that help us work more effectively with a community."

Utilities have other community connections to help keep the ball rolling, often recommending professionals with expertise in real estate, banking and construction.

"We connect businesses with the resources they need and handle the logistics for site visits," Carter said. "Teaming up with our utility experts and other professionals helps companies find the right location - and ensures their new facilities are efficient."

Call a utility first . . . make the natural connection

Wondering why utilities are so committed to helping businesses grow? Utilities can't simply "pack up" their pipes and wires and move to a new location. They have a vested interest in supporting the economic vitality of the communities they serve.

Utilities serve a wide range of communities that are home to many types of industries. Business owners benefit from easy access to objective information about a variety of sites, confidentiality and a long-term partner who has a solid track record in the area.

"Utility economic developers can step back, look at the 'big picture' and recommend the best options for businesses," McCallum said. "Utilities have been instrumental in helping us find prime locations for growing companies."

As more questions about energy issues



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and reliability are asked earlier in site searches today, utilities are playing an increasingly important role in the process.

"More companies today are concerned about risk avoidance as they rely on information technology, advanced networks and computer-controlled manufacturing," McCallum said. "Utilities provide invaluable information on reliability, capacity, redundancy and other technical issues."

Call a utility first . . . profit from experience

Interested in learning from others' experience? Utility economic developers share lessons learned and key strategies for success based on their experience siting new facilities. Site selectors and business owners gain insights into what worked well in a community, what issues surfaced and how problems were resolved.

"Utilities serve as a continuing thread of knowledge that you do not find everywhere," Price said. "Their economic development staff gives us feedback on whether or not a proposed project will 'fit' in a community and how receptive area residents may be to the new development."

Many utilities' seasoned economic developers offer an extensive knowledge base. This "intellectual property" is key to helping move many projects forward on the timeline required, Price noted.

Call a utility first . . . tap into vital information

Need quick answers to your site search questions? Utilities have a track record of providing exceptionally high-quality information.

"Utilities have the unique ability to sort through data and focus on the specific information a business needs," McCallum said. "Whenever there is

data or other information that is difficult to obtain, we know utilities will quickly come through with the answers we need to move forward."

UEDA members are a one-stop source for vital information on:

- Labor (skill levels, wages, work ethic, turnover rates, worker training incentives, etc.).
- Infrastructure (transportation, utility service and costs, etc.).
- Taxes (rates, policies, trends, etc.).
- Workers' compensation, unemployment insurance and other operating costs.
- Financing (loan options, state programs, etc.).
- Housing costs and availability.
- Environmental issues (regulations, permits, etc.).
- Educational opportunities (K-12, technical colleges, universities, etc.).
- Quality of life (services, recreation, activities, etc.). ~bdo



For more information:

Formed in 1997, UEDA is an international organization governed by a 20-member board of directors. UEDA equips utility economic developers with knowledge and tools they need to work with state and local economic developers to:

- 1) help existing business grow and thrive,
- 2) facilitate new investment to increase the tax base and create new jobs and
- 3) increase awareness of utility economic development and how it contributes to the economy.

To learn more about how UEDA can help your business expand or relocate, visit: www.utilityeda.com or contact Executive Director Cindy Marzofka by phone: 608-246-0333 or e-mail: execdir@utilityeda.com.

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