



Partners Forum

"Energizing Business and Community Growth"



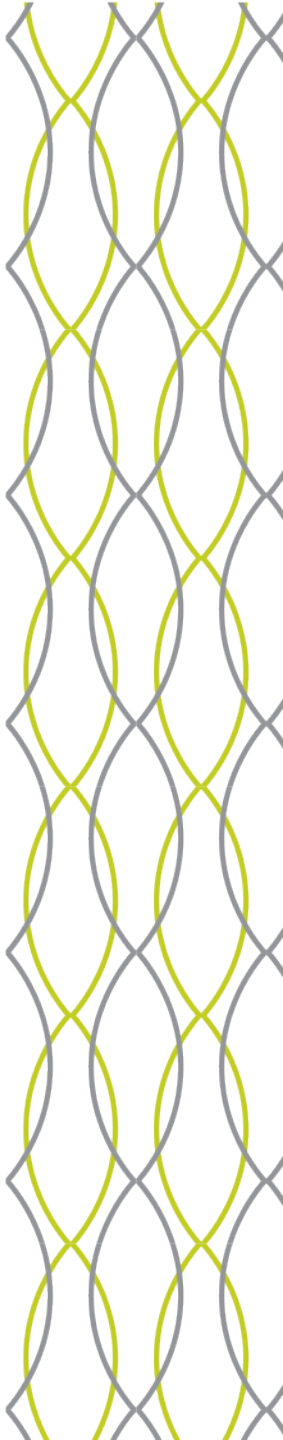
**Responding to a Business Project
Request for Information (RFI)**



Site Selection and RFIs

Overview

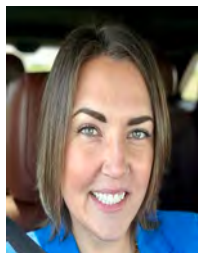
- **Sales/Project Management Team**
- **Project Trends**
- **Business Recruitment Process**
- **Response to a Request for Information (RFI)**
- **Iowa's Value Proposition & Business Advantages**
- **Certified Sites**





SALES/PROJECT MANAGEMENT TEAM

Team Members



- **Amber Rodgers**
Advanced Manufacturing, Existing Industry
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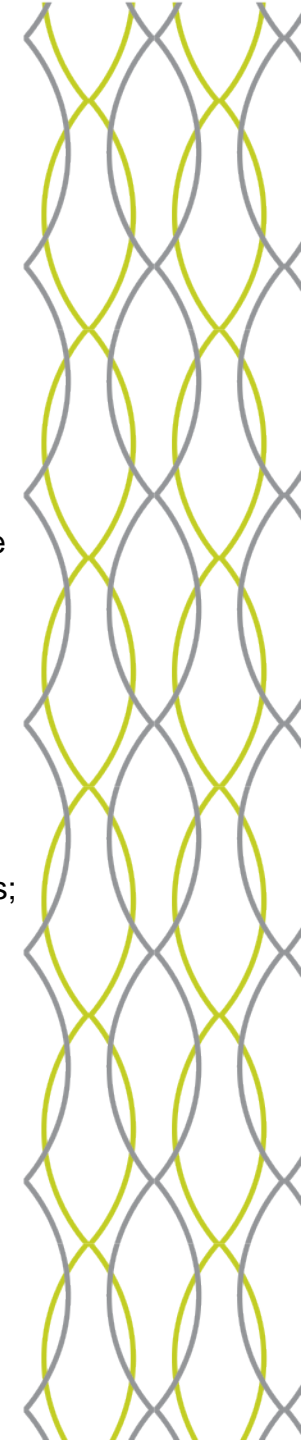
- **Allen Williams**
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- **Mark Laurenzo**
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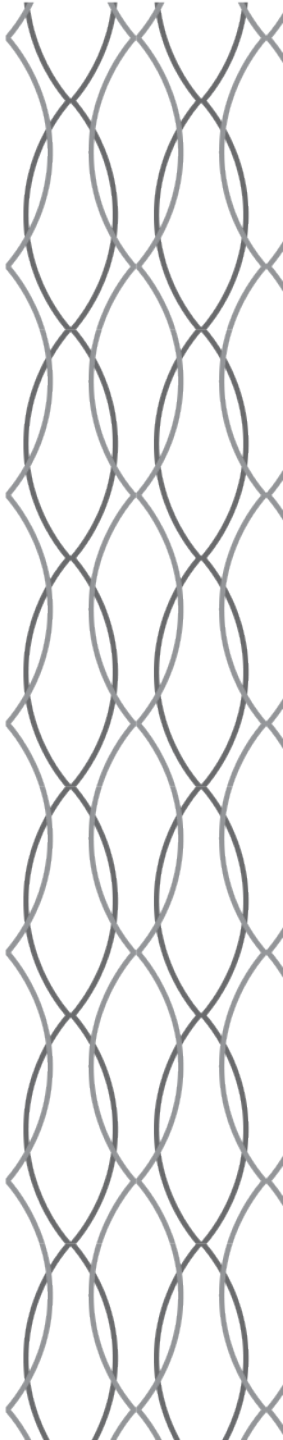


- **Michael Gould**
Insurance & Financial Services; Data Centers;
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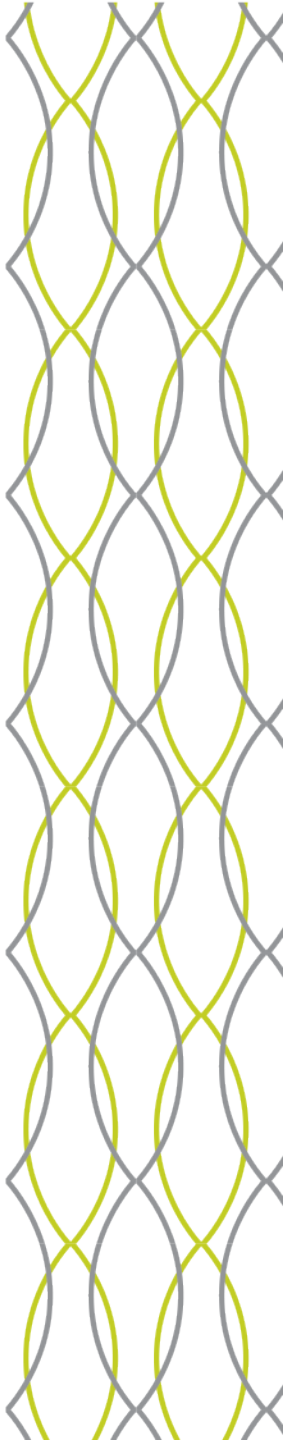
Business Development – Sales/Project Management Team

- **Team focuses on existing industry growth, business recruitment – domestic and global**
- **Focus areas and expertise in:**
 - BioSciences
 - Renewable Fuels
 - Insurance/Financial Services
 - Data Centers
 - Advanced Manufacturing

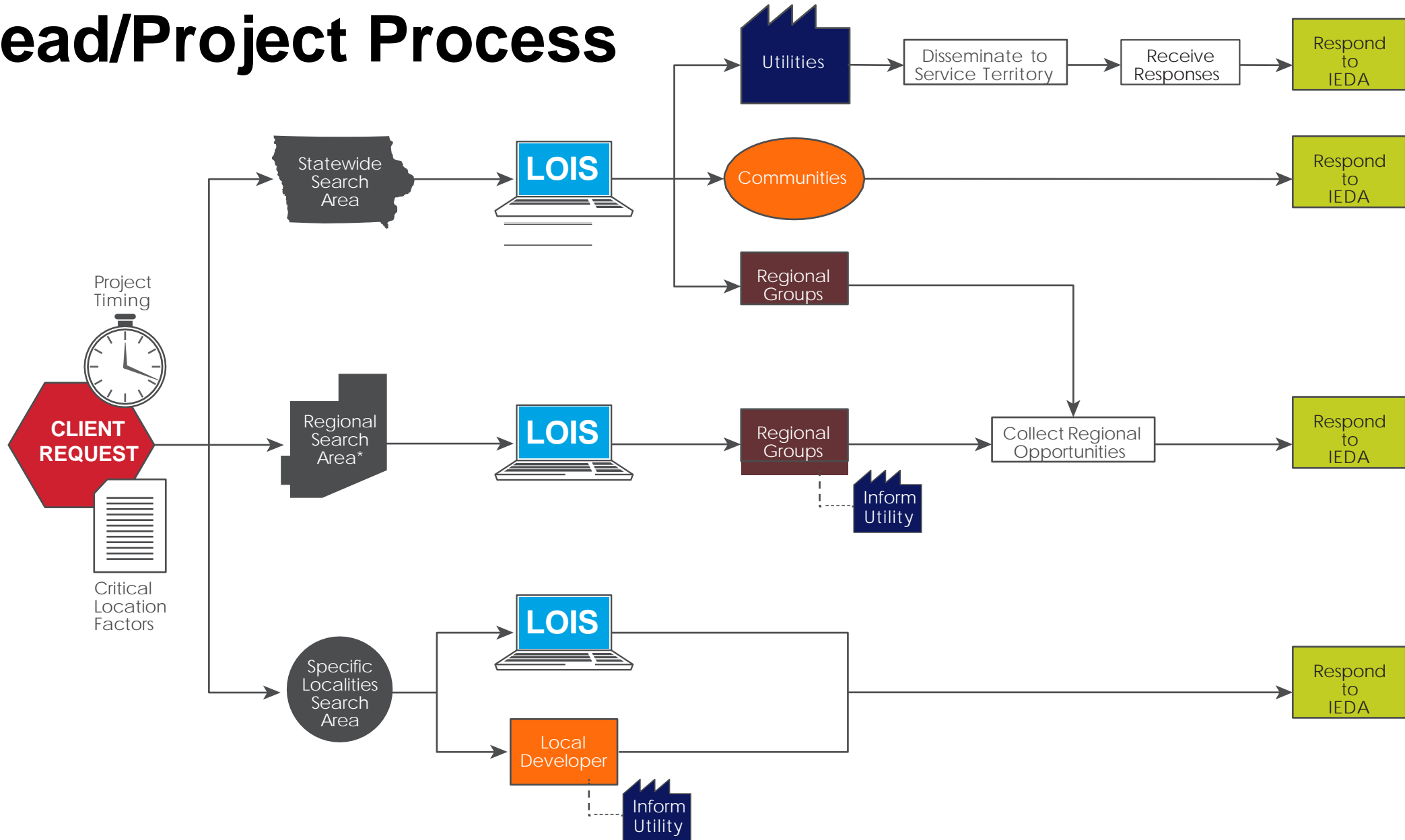


Project Trends

- **Sources of Projects**
 - Direct from Company
 - Referral (community, utility, etc.)
 - Site Selection Consultants (growing source over the past few years)
- **Existing Industry projects account for about half of all initiated projects; however, account for nearly 79% of awarded projects**
- **Industry Sectors of Projects**
 - Advanced Manufacturing (approximately half of all projects)
 - Agriculture and Food/Food Ingredients
 - Biosciences
 - Data Centers

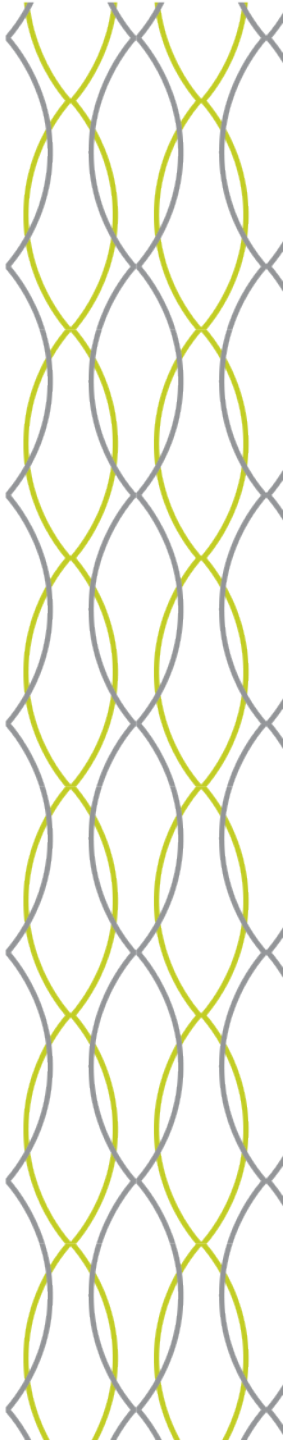


Lead/Project Process



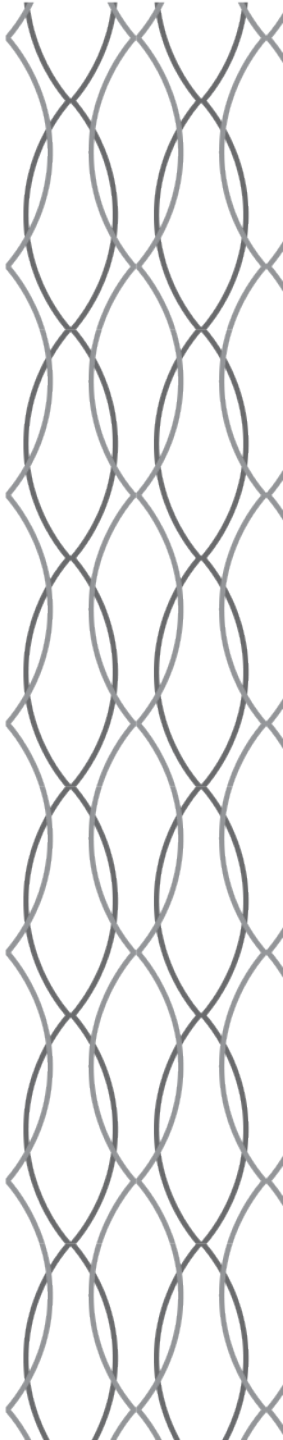
Business Recruitment Process – How We Work

- **Identify the needs of client/project**
- **Perform research**
 - **Location One Information System (LOIS)** - website that inventories Iowa available buildings, sites and community information
 - For more information, contact Amy Kuhlers: amy.kuhlers@iowaeda.com or 515-348-6250
- **RFI's (Request for Information) sent to regions/communities that meet the needs of the client – depending on project request**
- **Regions/Communities submit their responses through on-line “portal”**
- **Share response information with client**
- **Client assesses the information and decides the next step – which areas to pursue**



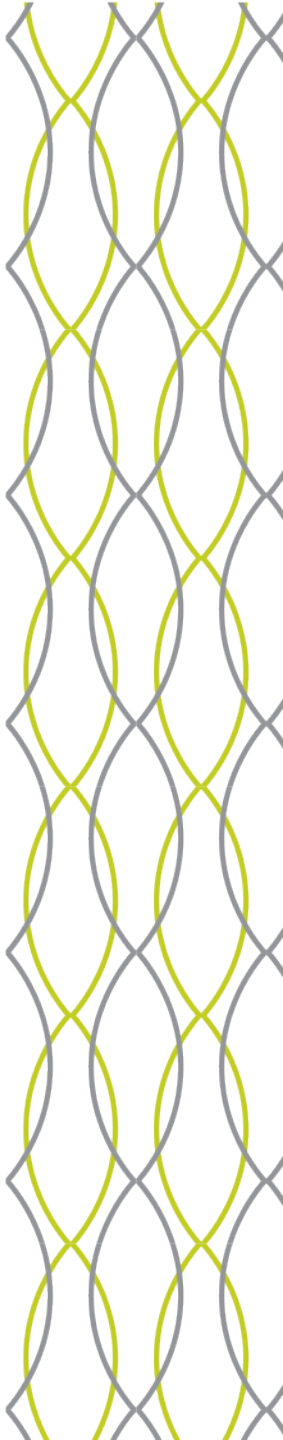
Business Recruitment Process – How We Work

- **Client continues to narrow the options; we continue to position Iowa as the expansion location**
- **Continue communication with the client through the decision-making process**
- **Represent appropriate assistance programs**
- **Connect the company with IEDA finance team, who manages the application process**



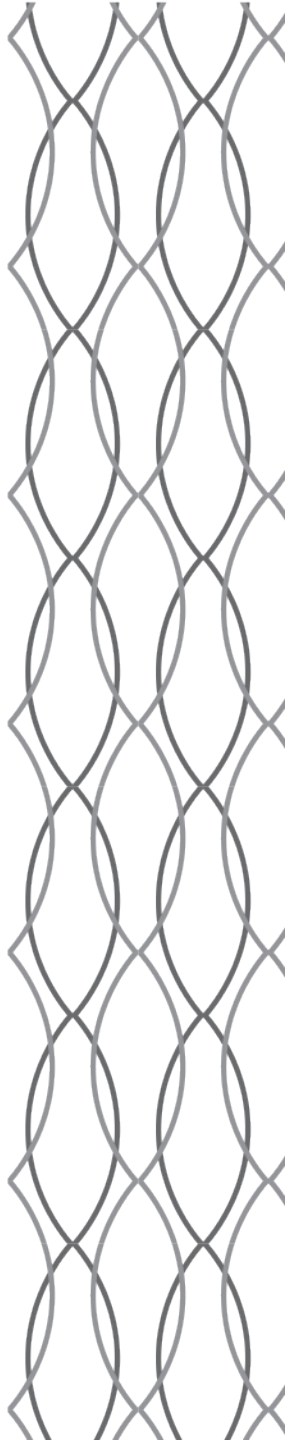
What is an RFI?

- **RFI: Request for Information**
- **Client provides information regarding business project location criteria**
 - Confidential
 - Key project drivers/decision criteria
- **RFI Submission**
 - Client's goal -- identify location options that meet the project criteria
 - EDO goal – get to the next step of the project location decision
 - Client – process of elimination
 - Very Competitive Process, i.e. 165 sites in 7 states considered
- **Forms of RFI Vary:**
 - Formalized template or questionnaire provided by client
 - Email from a project manager
- **Requesting community/region information that will meet project criteria**



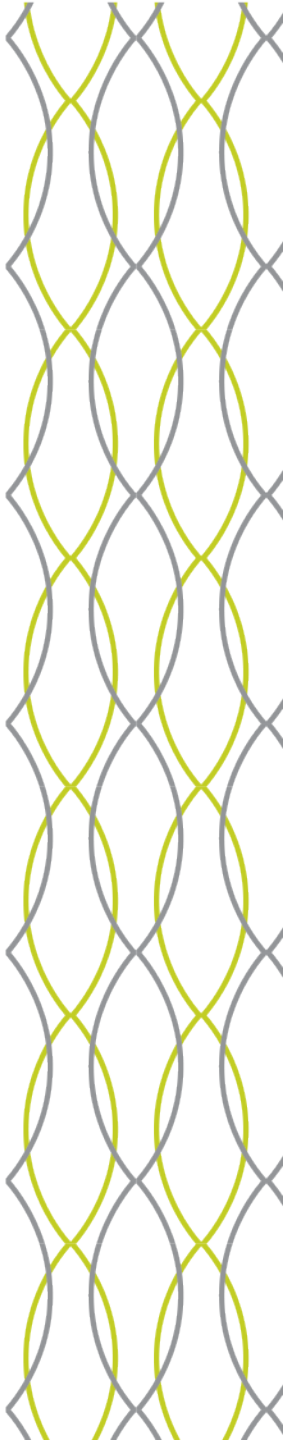
Response to an RFI

- **EDO: be prepared with data sources, information tools, resources**
 - Available building & site information: complete and current; (“negotiable” is not a sales price)
 - Laborshed Information
 - Utility information as requested
 - Transportation
 - Maps
 - Incentives – Local assistance, if requested at this stage
- **Presentation and formatting are critical**
 - Follow client’s instructions on how to submit information
 - Provide cover letter/executive summary
 - Buildings: Provide floor plan, photos, location maps, etc.
 - Sites: Provide map – including outline of site boundaries; location of each utility; identify roads, etc.
 - Clearly label each attachment with community/region name.....and state
 - Provide answers to all requested data and information, but only what is requested
 - Respond within time allowed – due date is driven by client



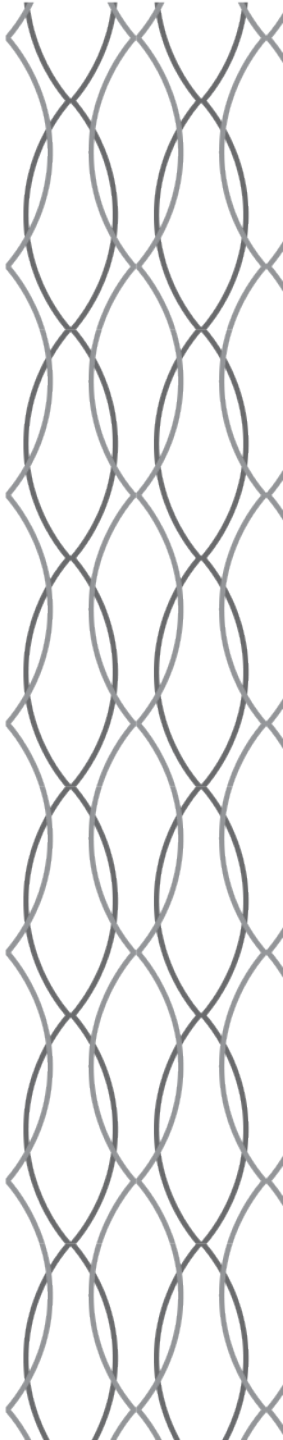
Preparing a Response

- **Key is to follow the requested format from the client**
- **If format allows, include the following**
 - **Introduction Letter/Executive Summary**
 - **Table of Contents**
 - **Buildings & Sites**
 - **Labor**
 - **Infrastructure**
 - **Local Financial Assistance**
 - **Closing Summary**



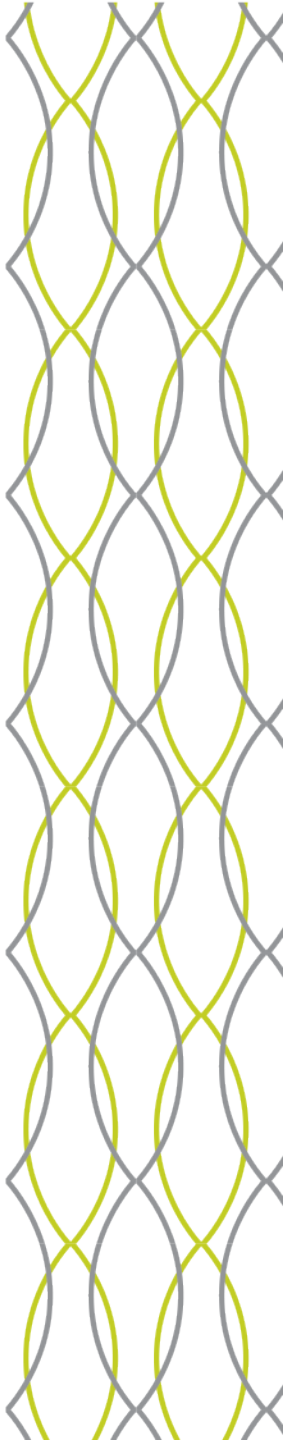
Executive Summary

- **The Executive Summary should be a synopsis of the proposal, addressing the driving factors of the project.**
 - Generally, these are factors such as building or site information; access to skilled labor; infrastructure; transportation
 - Table of Contents allows different recipients to easily access relevant information



Buildings & Sites

- **Buildings:**
 - Provide floor plan, photos, location maps, etc.
 - Details are important, i.e. ceiling heights, utility connections, etc.
 - If no images or floor plan – check your county assessor’s website
- **Sites:**
 - Provide map – including outline of site boundaries; location of each utility; identify roads, etc.
-



NOW AVAILABLE: FOR LEASE
2460 Kerper Blvd. • Dubuque, Iowa 52001

Building Examples

- **Dubuque**
- 2460 Kerper Blvd



LEASE RATES

Warehouse:

- \$3.00 psf - 14' ceiling height - 59,581 available lease space
- \$3.00 psf - 16' ceiling height - 10,898 available lease space
- \$3.50 psf - 21' ceiling height - 10,383 available lease space
- \$4.00 psf - 28' ceiling height - 54,510 available lease space
- \$4.00 psf - 38' ceiling height - 79,711 available lease space
- NNN \$1.89 PSF CAM (Includes utilities, taxes, and insurance)

Office:

- \$10 office with a \$20 psf TI work letter on a 5 year deal
- NNN \$4.67 PSF CAM (Includes utilities, taxes, and insurance)

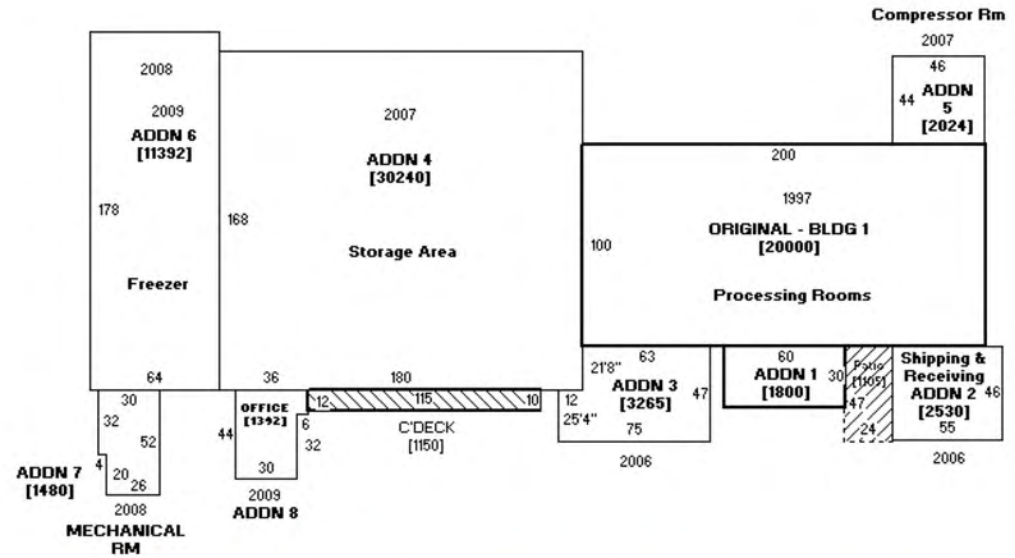


Ready-to-Eat USDA Poultry Facility · DENISON, IOWA

611 14th Avenue South · formerly APPA Fine Foods

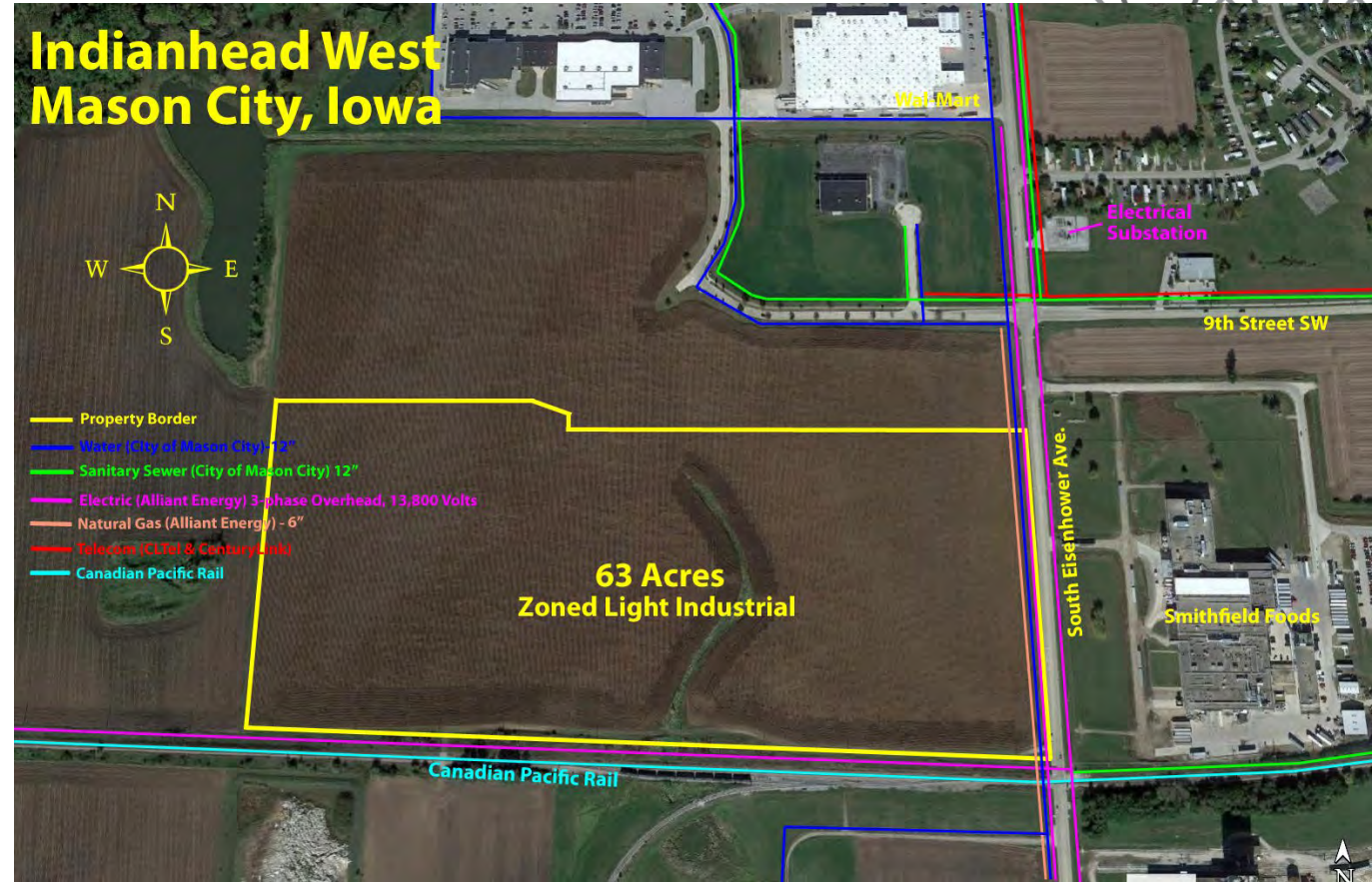
Building Examples

- Denison
 - 611 14th Avenue South



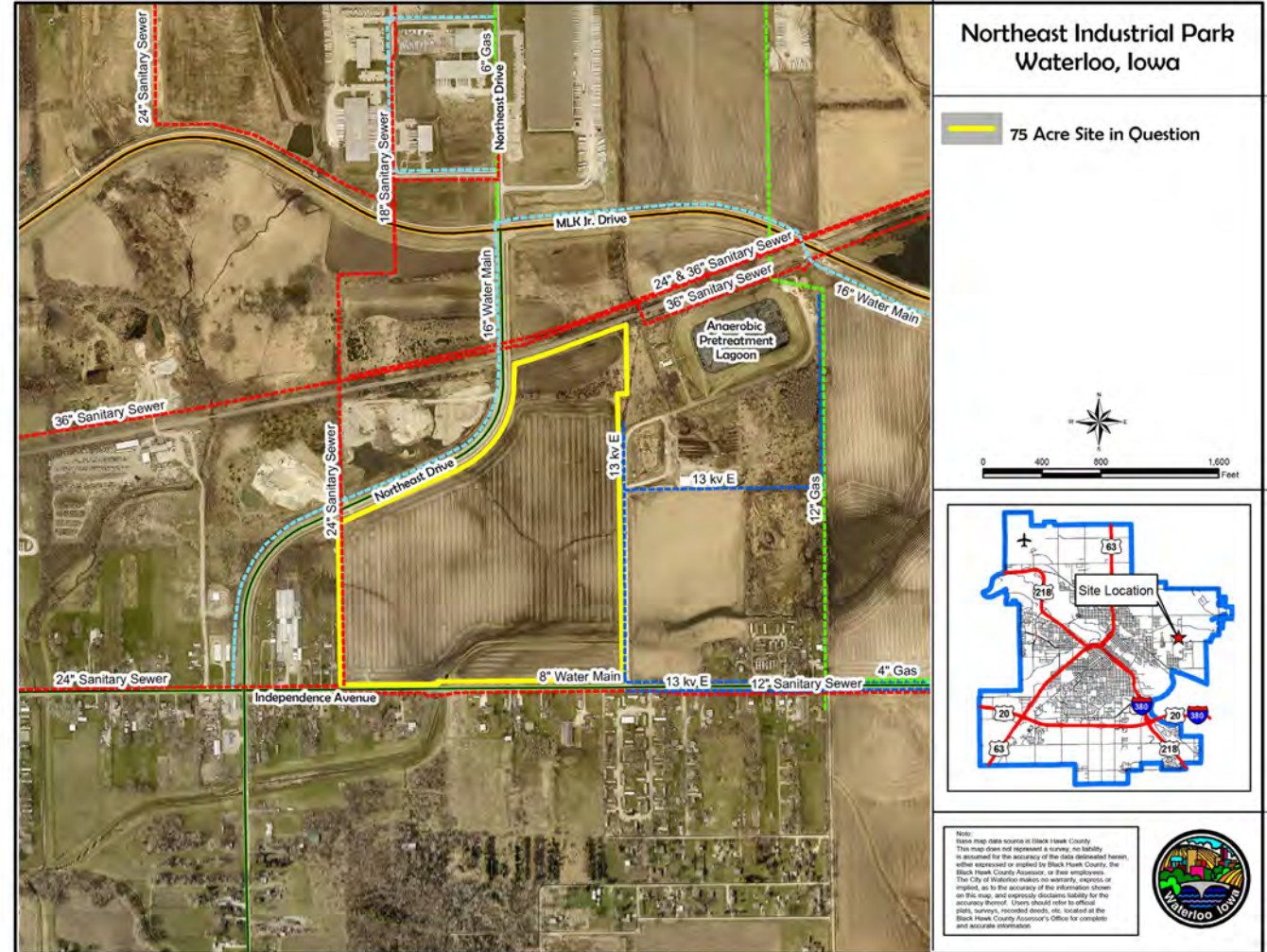
Site Example

- Indianhead West, Mason City



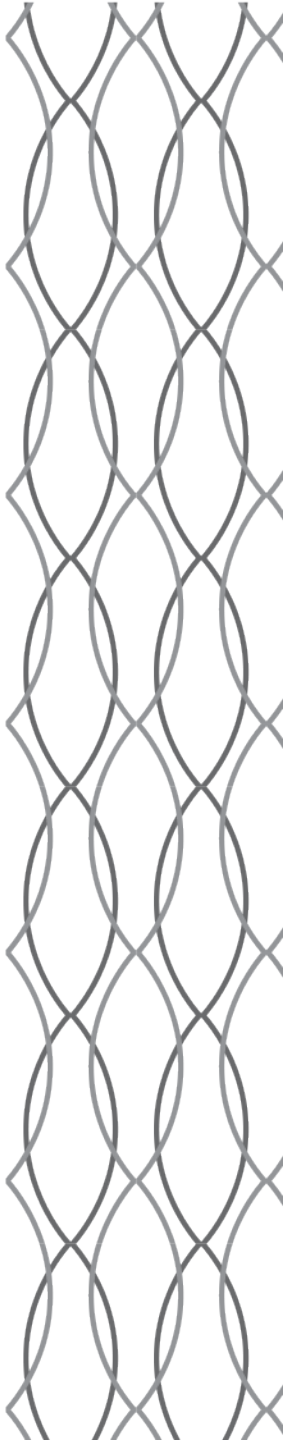
Site Example

- Northeast Industrial Park, Waterloo



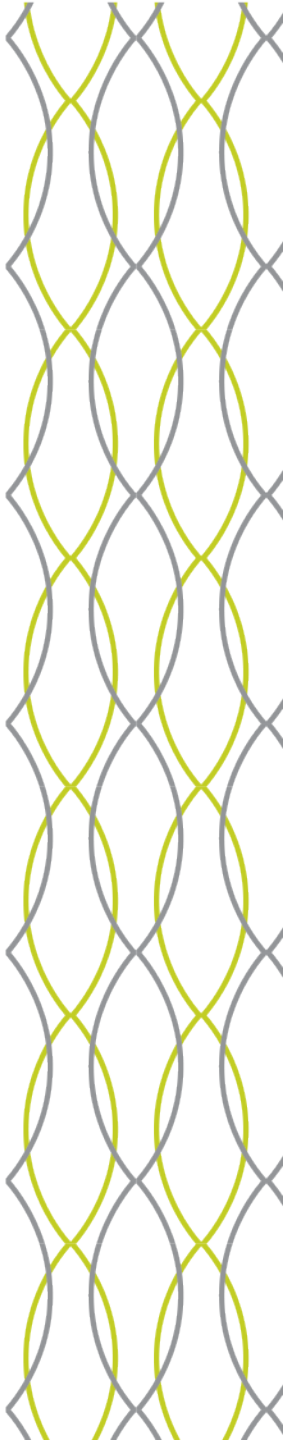
Labor - Demonstrate Availability

- **Laborsheds**
 - Current Information – biannual reports
- **Tailoring labor information based on provided skill sets**
 - Industry-specific
- **Providing prevailing wage information for your area**
 - Top employers
 - Starting wage for jobs in your area
 - Recent hiring experiences by area businesses



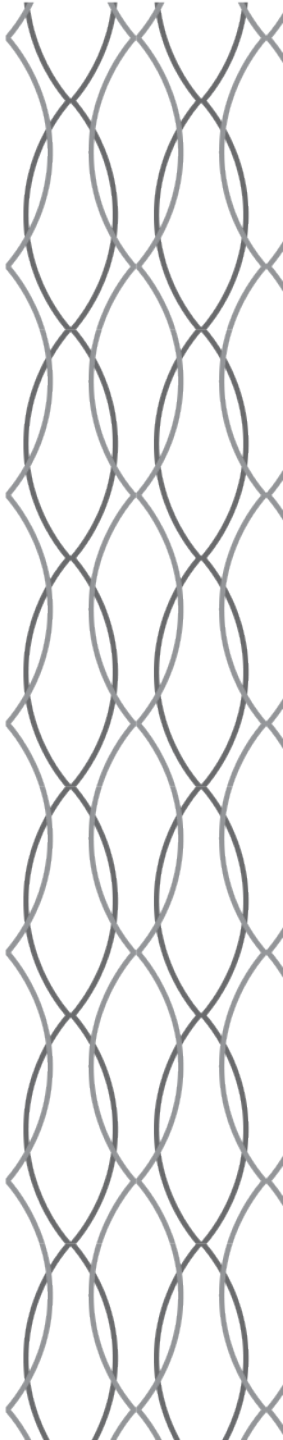
Infrastructure

- **Ideally, a site has access to all utilities on site**
- **If not, and many don't, then work with utility partners**
 - What is the distance to the utility?
 - What is the estimated cost to install utility to the site?
 - What is the expected timeframe for installation?



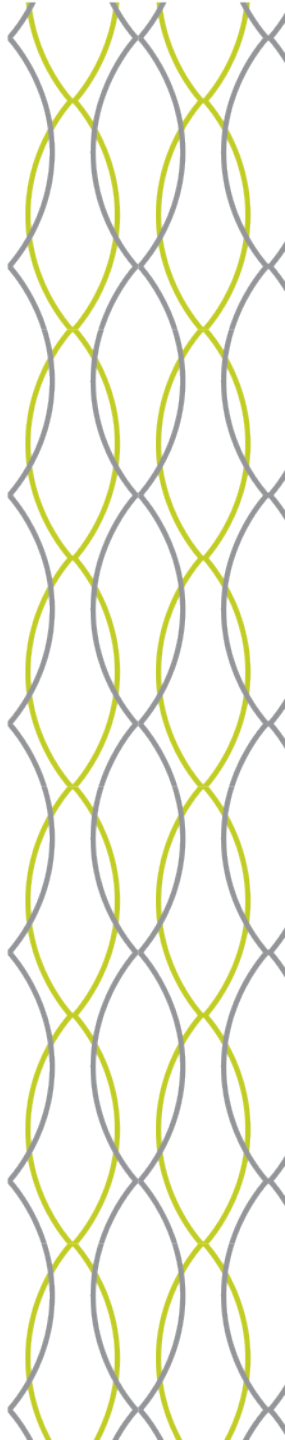
Transportation

- **Provide detailed information**
- **Include maps of location and proximity to project buildings/sites**
 - Road
 - Rail
 - Intermodal
 - Air Service
 - Barge Service



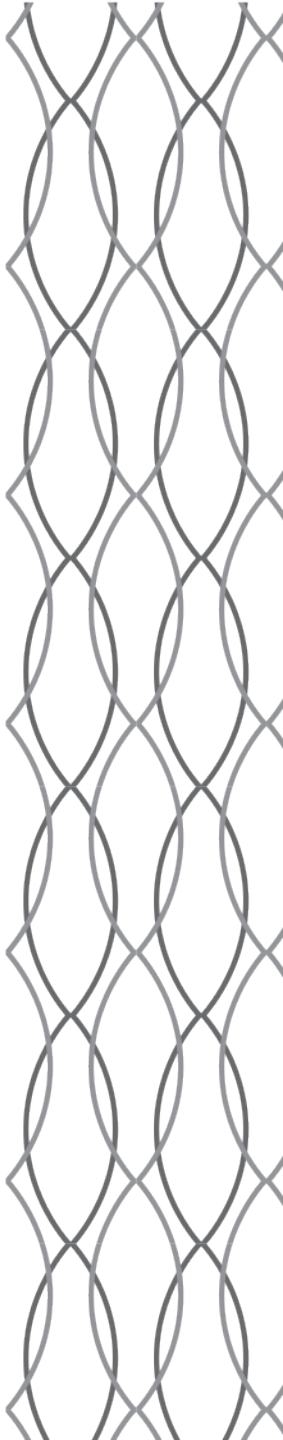
Iowa's Value Proposition

- **Central North America geographic location for effective global supply chain logistics**
- **Lower cost of living and doing business**
- **Fiscally well-managed state; tax reform – moving to flat 5.5% corporate tax rate, and flat 3.9% individual tax rate by 2026**
- **Right-to-work state**
- **Partially refundable research and development activities tax credit**
- **Stable, educated and productive workforce**
- **Flexible job training programs that provide customized training for new and current employees**
- **Tax benefits and direct financial assistance programs for job creation and new capital investment projects**
- **National leader and key innovator in renewable energy and sustainability**



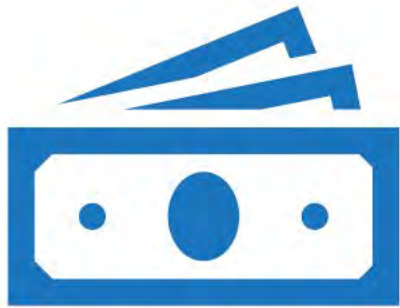
Iowa Business Advantages

- **Single-factor, non-unitary corporate income tax structure**
- **No personal property tax in Iowa**
- **No property tax on new machinery and equipment purchases**
- **No sales and use tax on industrial machinery and equipment purchases**
- **No sales tax on materials used in the manufacturing process**
- **No sales tax on purchases of electricity or natural gas used directly in the manufacturing process**



Site Certification, Why?

Companies are risk averse during the site selection process.



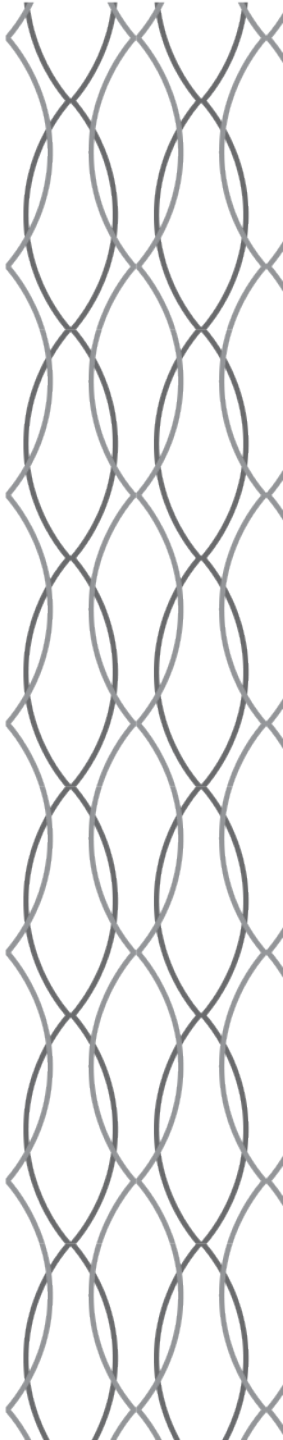
COST



SCHEDULE



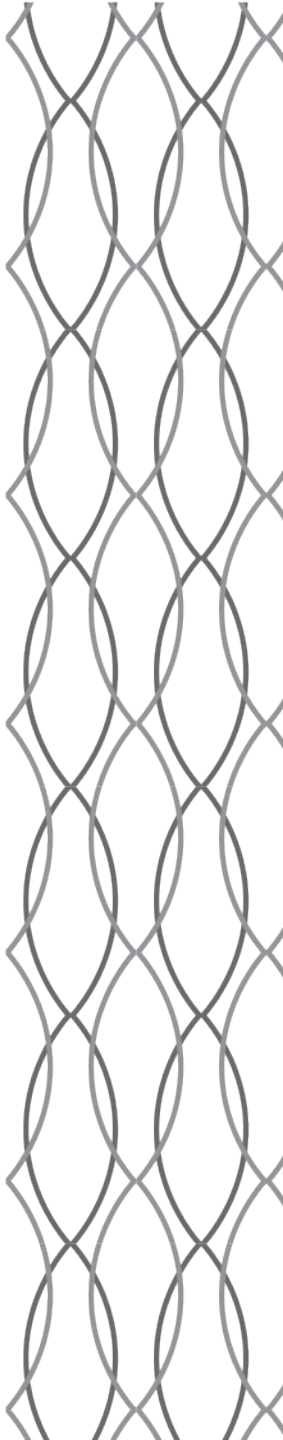
UNKNOWNNS



Benefits of Site Certification

- 1 **MARKETING
(PRO-ACTIVE AND
RE-ACTIVE)**
- 2 **KNOWLEDGE OF
STRENGTH AND
WEAKNESSES**
- 3 **DEVELOPMENT
ASSISTANCE
PREPARATION**
- 4 **MINIMAL
DEVELOPMENT
SCHEDULE**

Provides better opportunity to be more competitive in site selection projects!



Site Categories



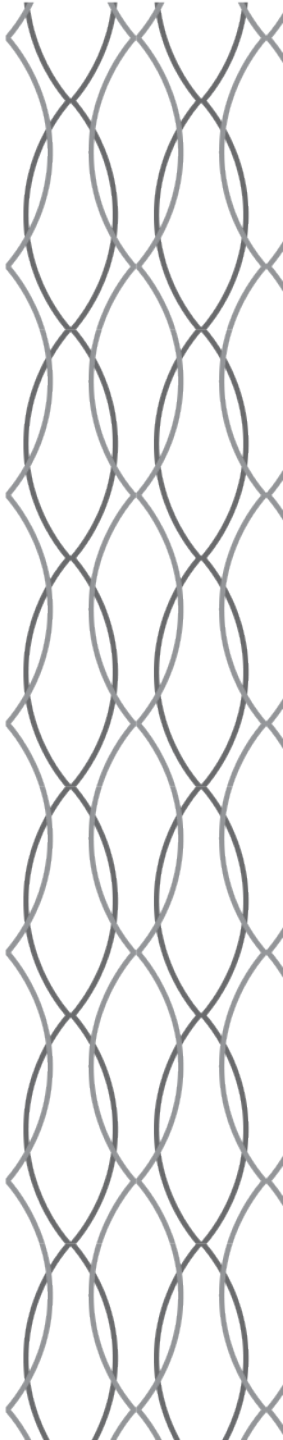
Industrial Site
25 to 99 acres
100 to 399 acres
400 to 999 acres
1000+ acres*



Industrial Park
50 to 199 acres with one site \geq 10 acres
200 to 499 acres with one site \geq 25 acres
500+ with one site \geq 50 acres

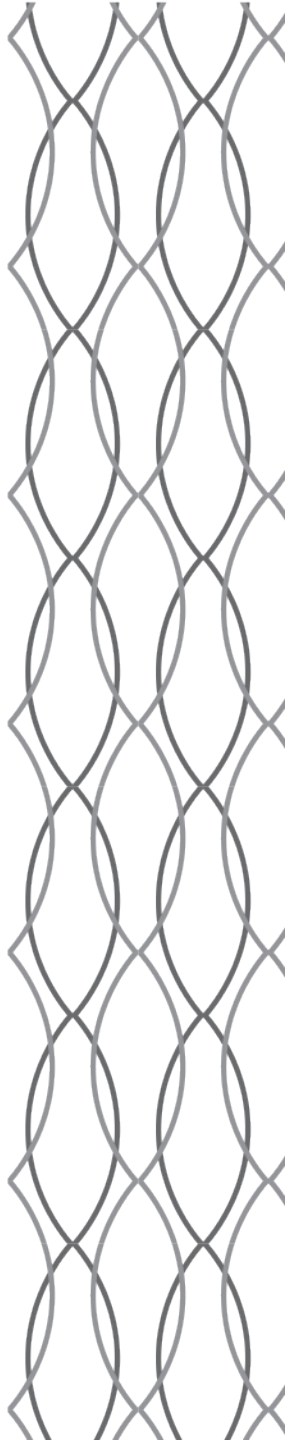


Green Business Park*
50+ acres with two sites \geq 5 acres



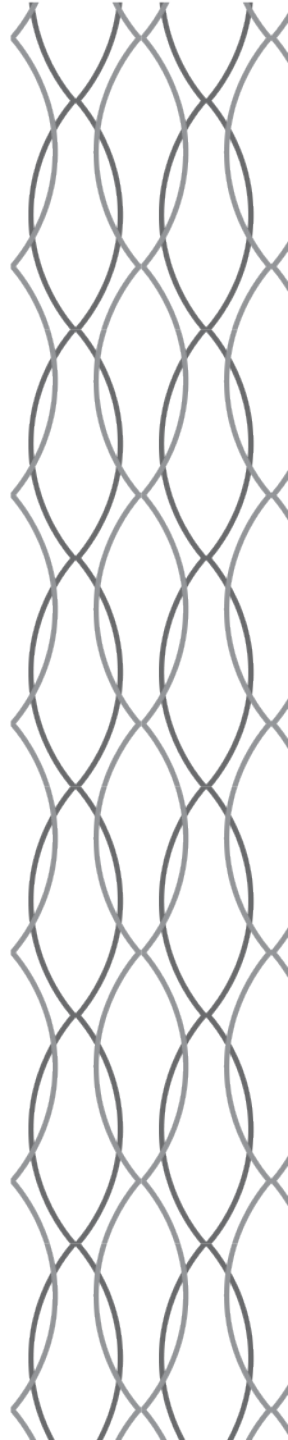
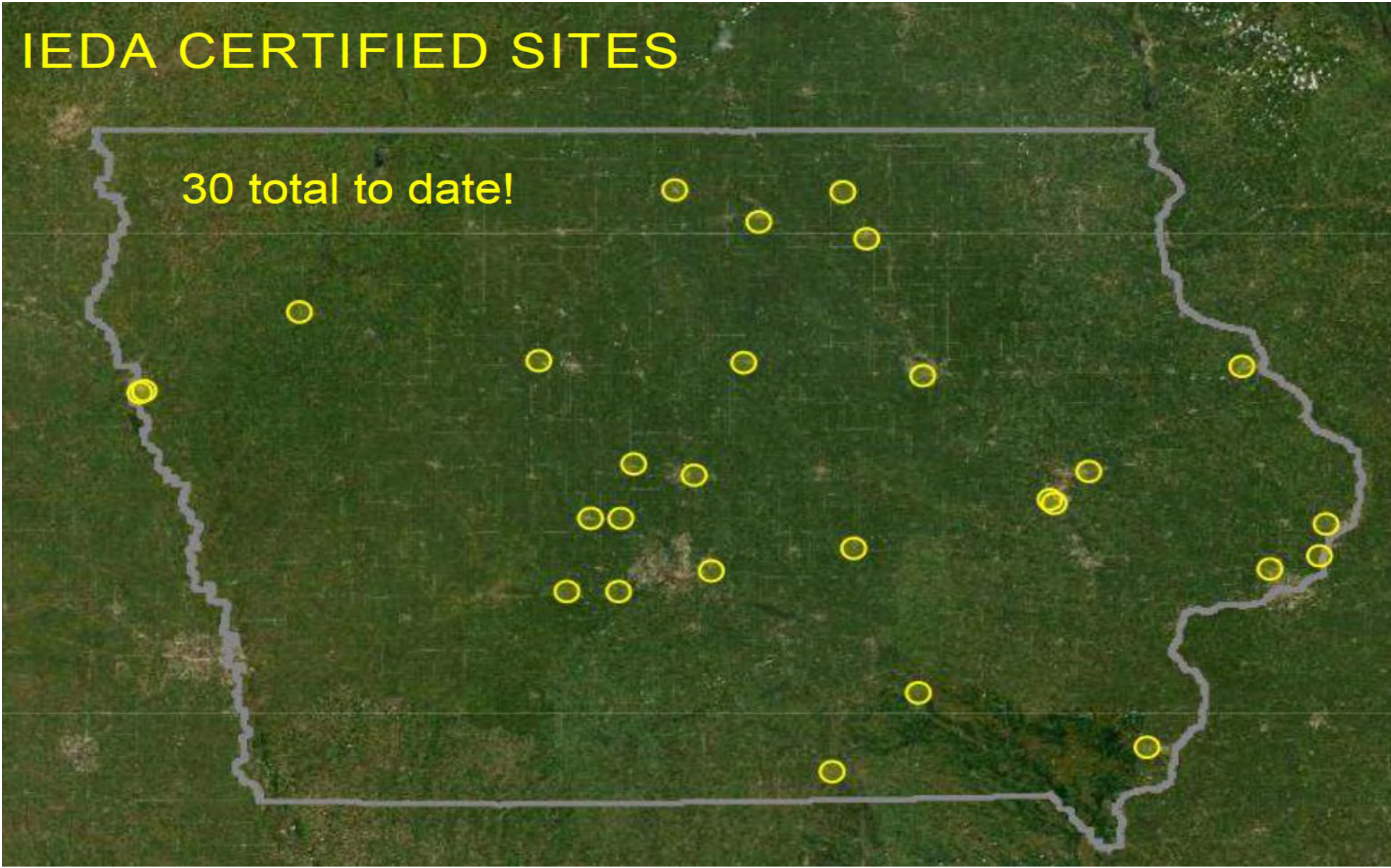
Summary of Certification Criteria

Category	Available Acreage	Minimum Contiguous & Developable Acreage	Electric Availability timeframe	Nat. Gas (mcf/month) Availability timeframe	Water (gpd) Availability timeframe	Sewer (gpd) Availability timeframe	Telecom Availability timeframe
Industrial Site	25-99	70%	1 MW 6 months	5,000 6 months	50,000 6 months	40,000 6 months	Fiber 6 months
	100-399	70%	2.5 MW 9 months	7,500 9 months	150,000 9 months	100,000 9 months	Fiber 9 months
	400-999	70%	10 MW 18 months	15,000 18 months	300,000 18 months	200,000 18 months	Fiber 18 months
Industrial Park	50-199	One site ≥10 acres, 60% of remaining park acreage	2.5 MW 9 months	7,500 9 months	150,000 9 months	100,000 9 months	Fiber 9 months
	200-499	One site ≥25 acres, 60% of remaining park acreage	5 MW 12 months	15,000 12 months	300,000 12 months	200,000 12 months	Fiber 12 months
	500+	One site ≥50 acres, 60% of remaining park acreage	2.5 MW 9 months + 10 MW 18 months	7,500 9 months + 25,000 18 months	150,000 9 months + 600,000 18 months	100,000 9 months + 400,000 18 months	Fiber 9 months



IEDA CERTIFIED SITES

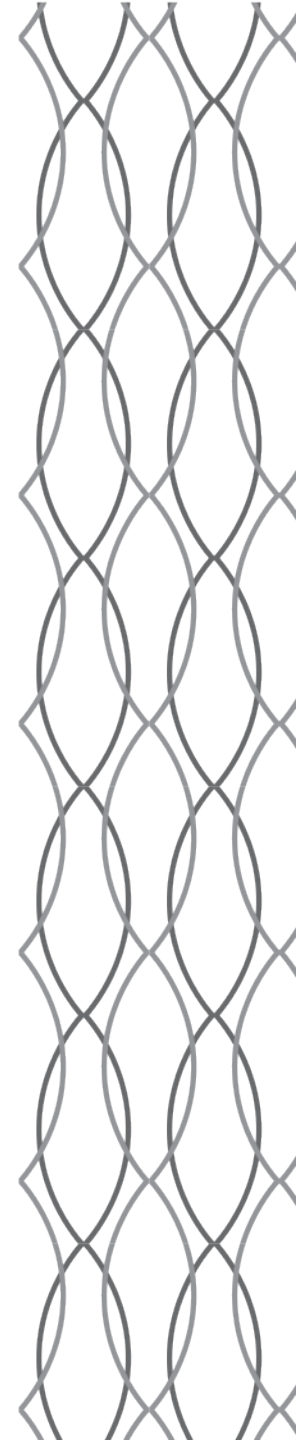
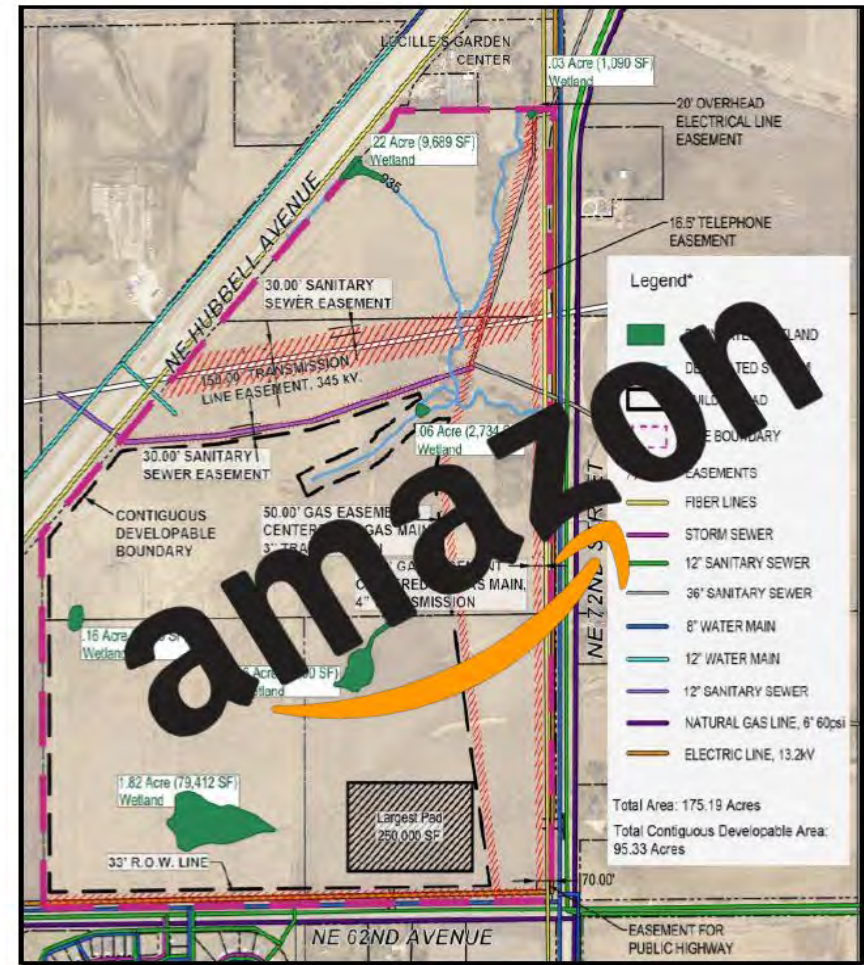
30 total to date!



WHEN CERTIFICATION PAID OFF



- Community proactively prepared by achieving certification through IEDA Certification Program
 - June 2017: met with property owners
 - January 2018: entered Program
 - Late Summer 2019: completed certification requirements
- Project Bluejay → Amazon
 - August 30, 2019: 1st meeting with prospect
 - November 12, 2019: dev. agreement approved
 - February 6, 2020: announcement
 - December 6, 2020: opening
- Project Specs...
 - \$295 million investment
 - 645,000 square feet fulfillment center
 - 1,000+ jobs (\$15/hr + benefits)





Michael S. Gould

Iowa Economic Development Authority

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www.iowaeda.com