

# Winning at Site Selection – Strategies for Rural America

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GENERAL LEE





















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# AREA DEVELOPMENT

SITE AND FACILITY PLANNING

Q3/2022

## MAJOR PROJECTS

Embrace  
RURAL SPACES

P26



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# The Next Silicon Valley Will Be in the US Heartland

Steve Case, founder of AOL, predicts the dominance of tech companies on the coasts will give way to a flourishing of startups from smaller cities.









# Potential Rural Economic Development Opportunities



Data centers



Indoor agriculture



Aquaculture



Resource driven manufacturing



Food and beverage manufacturing



Renewable energy



Alternative energy (hydrogen, energy storage, modular nuclear reactors)



Logistics



# What Are Site Selectors Looking For?



Speed to market



Talented workforce



Available land



Infrastructure



A community that is a good partner



# How to Enhance Speed to Market

- Convene stakeholders early to get problems out of the way
- Fast track approval processes/ombudsman
- Tap third party consultants



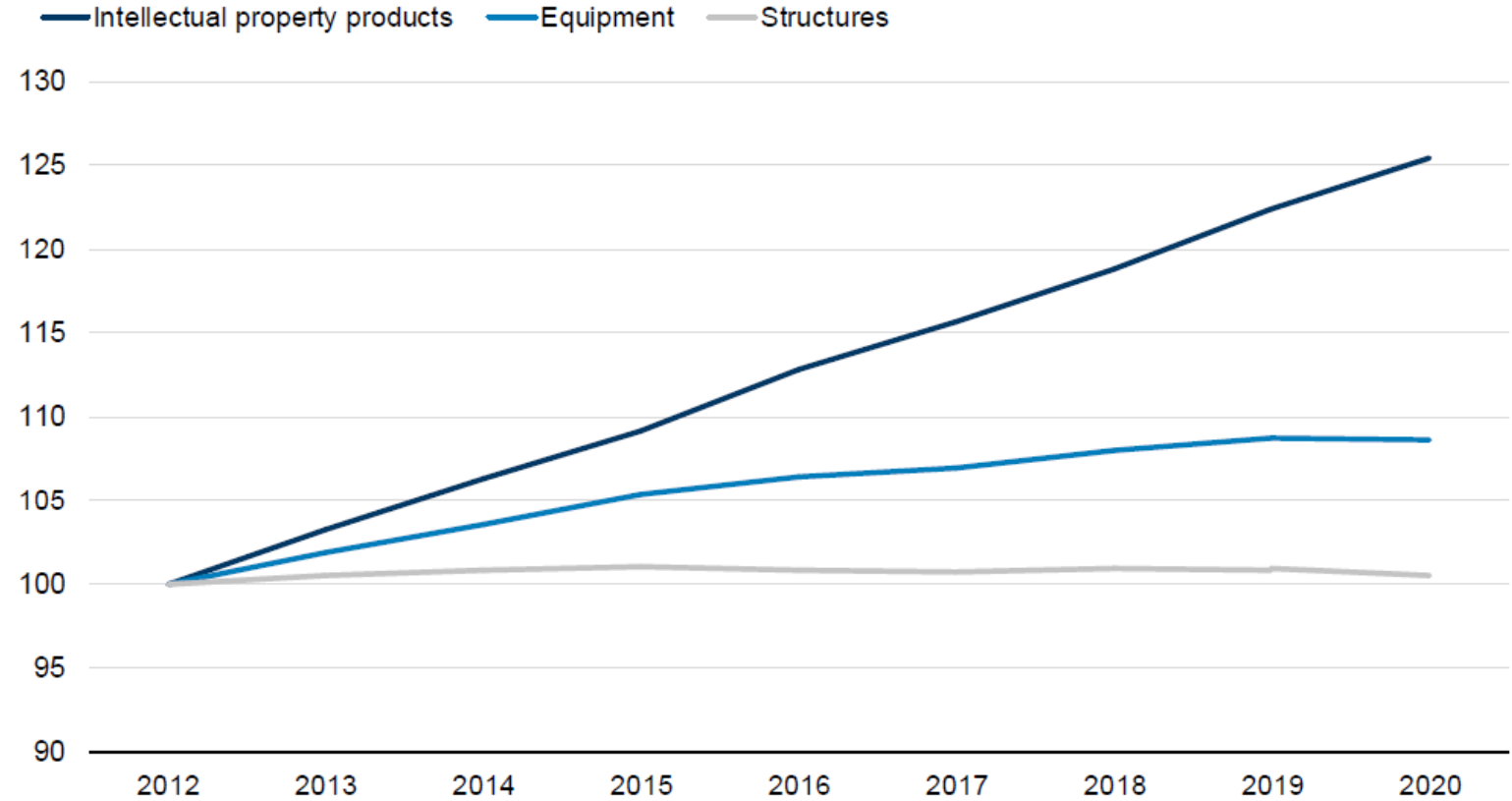






# GROWTH IN FIXED MANUFACTURING ASSET STOCK IS BEING DRIVEN BY INTELLECTUAL PROPERTY PRODUCTS AND EQUIPMENT

Non-residential fixed asset investment by manufacturers  
Chain-type quantity index for net stock of private nonresidential fixed assets, 2012 = 100



Source: Bureau of Economic Analysis



# How to Enhance Land Availability

- Build community consensus on where development should occur
- Update zoning and planning classifications to allow for desired development
- Assemble data about the site (soil conditions, permit needs, impediments to development)
- Secure site control
- Establish a sales price





# Energy Availability, Sourcing, and Reliability

- Do you have the power infrastructure to support development you desire?
- Have utility ROW routes been identified to serve future development sites?
- Do you have access to “real” renewable energy at an affordable price?
- Are power lines and substations protected from storms/weather/animal intrusions?
- Have you conducted studies/have plans for water/sewer expansion if required?
- What’s the path to getting a plant expansion permitted?



# Fire and Emergency Services Considerations

- What is the rating of your fire station?
- Do you have the right equipment?
- Volunteer vs. full time fire services
- Handling of hazardous materials and chemicals
- Security access



# Noise

- Proximity to residential areas
- How does the noise ordinance treat industrial development?
- Mitigation activities







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LOUISA COUNTY

# Amazon plans to spend \$11 billion creating 2 data centers in Louisa County

by: [Kassidy Hammond](#)  
 Posted: Sep 4, 2023 / 11:34 AM EDT  
 Updated: Sep 4, 2023 / 11:46 AM EDT



FILE – The Amazon logo is displayed, Sept. 6, 2012, in Santa Monica, Calif. Amazon's profitable cloud business will invest roughly \$7.8 billion ...





## EV Boom Remakes Rural Towns in the American South

A town of 400 people scrambles to prepare for 6,000 auto workers as a giant Ford plant rises









# ECONOMIC DEVELOPMENT STRATEGIC PLAN







REAL People • REAL Character • REAL Community

# **ECONOMIC DEVELOPMENT INCENTIVES**

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**IT'S TIME TO CONSIDER CLARK COUNTY**

**FIND YOUR CLARK COUNTY JOB**





# SMALL BUSINESS

roundtable

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# APPLYING FOR A GRANT





# Disadvantaged Communities/Justice 40 Map



# Questions or Comments?