

Title: **Economic Roundtable – ‘Site Selectors Forum’**
Location: La Fonda on the Plaza (100 E. San Francisco St. – Santa Fe, NM)
Time: 8:30am – 1:00pm

Overview:

On February 10, 2017, you will be one of approximately 50 participants for the “Site Selectors Forum”, an Economic Roundtable hosted by Greater Gallup Economic Development Corporation (GGEDC). An Economic Roundtable serves as a venue for community leaders and stakeholders, including regional, state, tribal and federal partners, to convene and engage in strategic review of key issues and trends which impact the long-term economic health of Gallup McKinley County. Since its inception in 2013, GGEDC has convened a total of five (5) Economic Roundtables.

Objective:

The Economic Roundtable provides a unique forum for bi-directional and group communication between economic development site selectors and the stakeholders regarding business marketing, recruitment, attraction and retention strategies for promoting economic growth and expansion in Gallup-McKinley County.

The roundtable goals are to:

- Increase knowledge among local officials, including regional, state, federal partners regarding economic development marketing and corporate site selection.
- Increase corporate site selector and state economic development practitioner knowledge on competitive assets available in Gallup-McKinley County.
- Assess the perceptions of community leaders and stakeholder partners regarding the benefits of learning and teaching each other information on economic development to promote economic growth and expansion.
- Increase willingness of local, state, tribal and federal stakeholders to participate and support economic development efforts in Gallup-McKinley County.

Ground Rules:

- One speaker at a time
- Success depends on participation – share ideas, ask questions, draw others out
- Be brief and meaningful when voicing your opinion
- Critique ideas, not people
- Stay at the strategic level (out of the operational)
- Have fun!

What is Site Selection?

The purpose of site selection is to find the most appropriate site for a business from an economic and operational perspective, according to IEDC’s *Economic Development Marketing and Attraction* manual. Therefore, how does Gallup-McKinley County differentiate itself among the competition to attract new business?

The Site Selectors Forum will provide two national site selectors and two economic development practitioners to help examine this important question.



Why this Economic Roundtable is Important:

The previous Economic Roundtable – “Downtown, Tourism, and Energy” examined the impact on local public finances and its effect on the ability to provide public services as the result of significant pressures on the economic base economy of Gallup-McKinley County, largely the result of impacts to the energy industry by a changing federal regulatory environment. Consensus recommendations from the roundtable called for a proactive approach to economic development.

Strategic Investments set to drive Economic Growth

Gallup-McKinley County made, continues to make, and has leveraged strategic investments to strengthen the long-term health of its economy. Infrastructure investments that will drive new economic growth in Gallup-McKinley County include:

- Gallup Energy Logistics Park
- Navajo Gallup Water Supply Project
- Allison Corridor / I-40 Interchange
- US Hwy 491 4-Laning Project

When complete, the economy of Gallup-McKinley County will reap the benefits of approximately \$196 million in new infrastructure as the result of local and state resources.

Economic Development is a Team Sport

There are numerous public, private, tribal, non-profit, and academic organizations involved in economic development. Each group has different constituencies or stakeholders, funding sources, regulations, and motivations. To accomplish meaningful economic development, many actors and stakeholders must be engaged in the economic development mission.

Economic Development Marketing is about Positioning

Positioning involves distinguishing a product from the competition. In the case of economic development, the product may be the community as a whole, one or more of its individual resources (e.g. an industrial site), or policy or program.

Conclusion:

The Economic Roundtable – ‘Site Selectors Forum’ offers participants an in-depth look at the site selection process today. Speakers will discuss trends in the industry, the impact of those trends, and issues and challenges communities and their economic developers must overcome in working with site consultants to successfully land a business project.

The Economic Roundtable concludes with a review of practical recommendations to help Gallup-McKinley County better prepare to work with site selectors on all aspects of a project.