

Improving NJ's Competitiveness for Jobs and Investment



SPECIALISTS IN
LOCATION ECONOMICS

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There is a basic imperative here: defining a clear balance among economic and environmental goals in a way that *reinforces each will be essential in equipping our State's new leadership to guide and explain how we are going to grow out of this State's fiscal and economic malaise.*

Simply, it would be unthinkable for any enterprise of NJ's scale and complexity to make important decisions without “a plan”. We lead with this recommendation because in many ways it provides framework for all that follows.

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All Companies Start with an Objective

Adding a Location

Response to changes in business needs (e.g., get closer to new customers or talent pool)

Growing businesses may want to reduce dependence on certain labor markets or contract manufacturer

To reduce overall costs and risks by diversifying geographically

Relocating an Operation

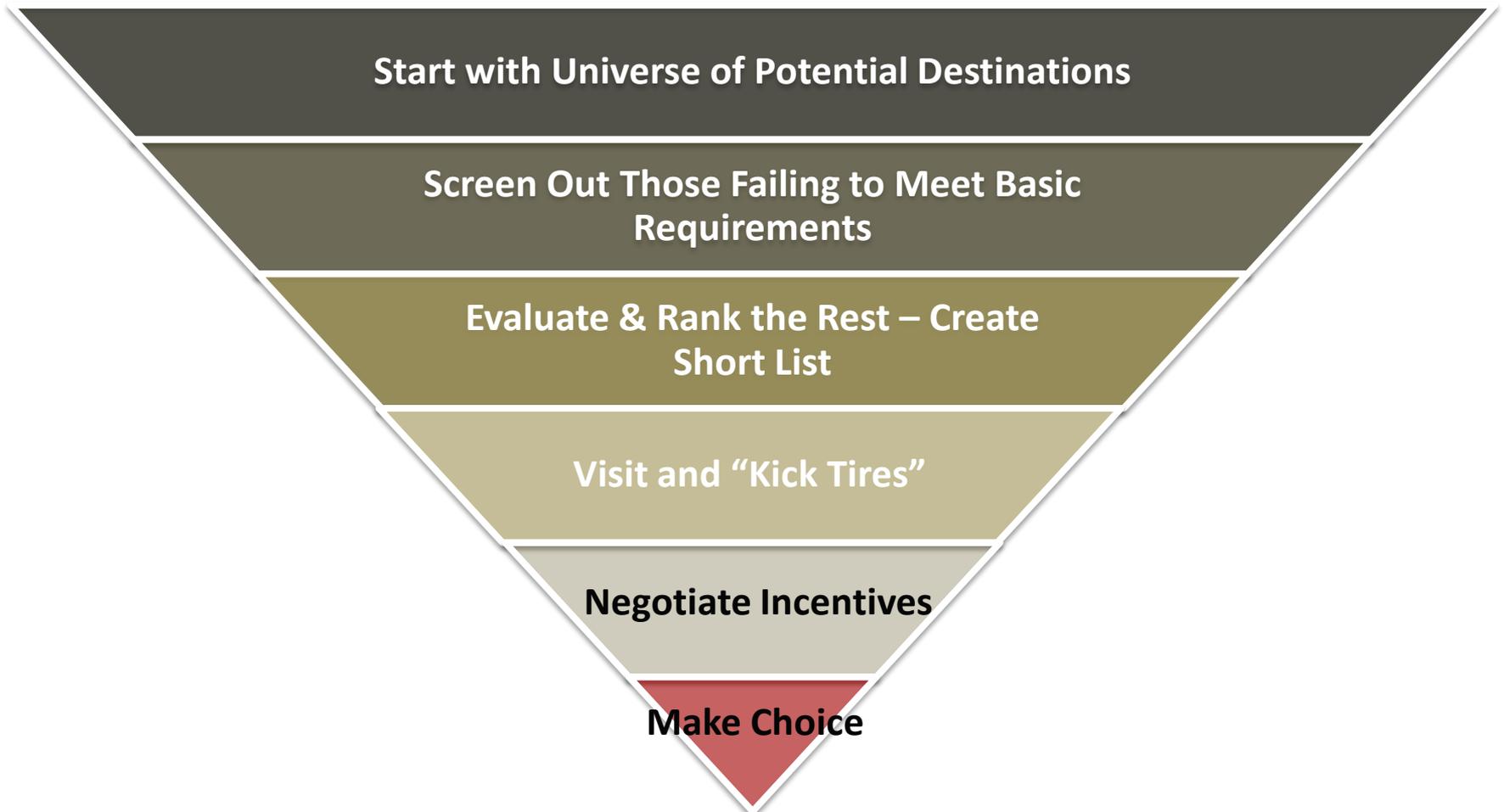
To leave behind operating problems (high labor costs, competitive problems)

To get away from difficult business environment (high taxes and other costs)

To remedy talent or supply chain deficiencies

Then They Implement a Plan

The Site Selection Process is a Plan, to eliminate all but one option



At this stage, the goal is to **Avoid Elimination**

Keys to Becoming a Choice Location

Site Selection
Criteria...

informs

State Planning...

which creates

Competitive and
Successful locations...

which leads to

Economic
Growth...

that provides

Resources for
multiple priorities.

Site Selection Criteria



State Plan Objectives



Short List

Skilled Labor

- Affordable housing across all income levels
- World class and engaged education at all levels
- Efficient transportation
- Densification/urban/concentration of creative class

Competitive Costs

- Reduced business and personal taxes
- Abundant labor supply
- Competitive incentives

Infrastructure

- Modern, efficient transportation systems
- Sustainable communities

Business/ Regulatory Predictability

- Clear planning regulatory standards governing all aspects of business operations.
 - Land use
 - Environmental
 - Labor
 - Taxation
- Competitive standards that achieve high quality of life with mature steady policies
- Sustainable, stable fiscal conditions

Quality of Life

- Quality of Life

Other factors

- All of the above

Short List

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NJ has witnessed various efforts to create a “state plan” which have largely failed, either because they lacked adequate factual foundation, or were perceived as being the instrument of specific interest groups, or both.

Moreover, previous state planning efforts lacked the statutory teeth, resources and/or commitment from the “front office” needed to be relevant in mediating the ongoing push and pull among competing interests.

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A low-angle photograph of several modern skyscrapers reaching towards a clear blue sky. The buildings are made of glass and steel, with their reflections visible on the windows. The perspective is from a low vantage point, looking up at the structures.

SPECIALISTS IN LOCATION ECONOMICS

For more than 25 years, Biggins Lacy Shapiro & Company has provided professional expertise and creativity in the field of Location Economics: the mix of specialized disciplines that enables companies and communities to plan and execute successful location strategies. We create value on both the demand and supply side of the market for corporate location decisions.

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