

SITE SELECTORS

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Starnar is mostly involved in the editorial side of the company, with two primary roles — one as a writer and editor, the other as chief of the company's custom content division, which produces a series of annual economic development guides for state economic development organizations, including in Illinois.

He was invited by the Leadership Council to present a specially tailored PowerPoint on many topics of development interest. He offered them as a group of Top 10 lists compiled from surveys of various segments of readership.

One list was "most important location criteria" used by developers. The top three needs are: workforce skills, transportation infrastructure and workforce development.

Another list contained "most active industry sectors." The top three are: headquarters and back office, advanced manufacturing, and logistics.

Yet another list was focused on the top 10 business climates. Georgia, North Carolina and Texas were the top three, and Illinois was not on the list. Georgia has ranked No. 1 several years in a row, based largely on the success of Atlanta.

Illinois, however, did do better in the list of top 10 states in terms of project activity (third), when it had 444 projects underway in 2018, falling behind only Texas and Ohio.

There was also a ranking of "deal killers," the factors that work against development. Such things as lack of workforce, lack of community cooperation, and crime are culprits.

So, if politics plays a role in keeping a site from being chosen, how do proponents get past the bickering?

"That's a great question," Starnar said. "About 40 percent of the responders said politics or complacency or lack of cooperation among jurisdictions is the No. 1 deal killer."

Developers hear one thing from economic development organizations, but often get opposition when they deal with political jurisdictions whose approvals are required.

"It would be nice if everyone were singing from the same page," Starnar said.

Timely responses and fulfilled promises from economic developers are crucial, Starnar said, and that concern is shared across the country.

"The communities that do the best of job of delivering on promises are going to win the most deals," he said.

The top performing metro area was deemed to be Nashville, Tenn., which Southern Illinois considers a prime competitor for logistics and manufacturing companies.

"There are a lot of reasons why Nashville is very strong right now, he said, noting that Amazon recently chose the city for the location of a logistics center employing 5,000 people. "They have been overhauling their entire approach to economic development for a long time. They have a very proactive and progressive commission of economic development. What they did better than most was they decided to adopt a customer-centric approach to economic development. When a company expresses interest, they'll say, 'You tell us what you need to do to make this deal happen, within reason, and we'll do whatever we can to make this work'."

Surprisingly, relatively small incentives were offered to Amazon to get the Nashville center, he said.

"It was a couple of hundred million dollar package, but that paled in comparison to the billions in incentives that New York and Virginia offered (for H2Q, the second Amazon headquarters site)."

Tennessee takes a balanced approach that focuses on performance-based incentives, he said.

"And Nashville has proven itself a hotbed of talent," he said. "You've got Vanderbilt University there, you've got Lipscomb University. The University of Tennessee at Knoxville is not too far away. That (talent), more than anything, is what attracts companies like Amazon."

Starnar was asked how outsiders view Illinois. He didn't hold back.

"Honestly, it's not good. And I think some leaders of Illinois would be the first to admit that. A year ago, I attended an economic development conference in Chicago, and

the chief executive officer of Intersect Illinois spoke, and the very first words out of his mouth were, 'We're broke. We have no money. We cannot afford to incentivize deals.' That reputation has somewhat dogged the state in the time since."

Chicago is still going strong in terms of projects, but that doesn't help the perception on the outside, he said.

Southwestern Illinois is more closely linked to St. Louis than it is Chicago and escapes the notice of many site selectors who focus more closely on St. Louis and not the east side of the river, Starnar said. That makes continuous marketing of Southwestern Illinois much more significant.

"A lot of it really is just getting the word out," he said.

The data provided by Starnar reflects the migration patterns of the American population over the last decade. The numbers show there's clearly been a retreat from the Northeast and the Midwest and an advance on the Sunbelt and the West.

It is incumbent upon leadership groups in Illinois to prove the outsiders wrong, he said. Leadership Council Southwestern Illinois, whose membership includes CEOs, government and other leaders in pushing for development of the Madison/St. Clair County area "is exactly the way to go," he said.

How St. Louis MSA has changed

2010 rank	101
2011 rank	127 (lowest)
2012 rank	93
2013 rank	87
2014 rank	94
2015 rank	73
2016 rank	104
2017 rank	45 (highest)
2018 rank	101
2019 rank	113

Source: Dr. William Fruth, POLICOM.com, 2019

Most important location criteria

1. Workforce skills
2. Transportation infrastructure
3. Workforce development
4. Higher education resources
5. Utilities (cost, reliability)
6. Right-to-work state
7. State and local tax scheme
8. Ease of permitting & regulatory procedures
9. Quality of life
10. Incentives

Source: Site Selection Governor's Cup Rankings, March 2019

Most active industry sectors

1t. Headquarters/Back Office	42.4%
1t. Advanced Manufacturing	42.4%
3. Logistics	39.0%
4. Food Processing	32.2%
5. Biomedical/Health Care	28.8%
6t. Data Centers	18.6%
6t. Finance/Insurance/RE	18.6%
6t. Automotive	18.6%
9. Aerospace	13.6%
10. Metals/Metal Fabrication	11.9%

Source: Site Selection survey of site consultants, October 2018

The top 10 business climates

1. Georgia
2. North Carolina
3. Texas
4. Ohio
- 5t. South Carolina
- 5t. Tennessee
7. Virginia
- 8t. Alabama
- 8t. Indiana
- 10t. Kentucky
- 10t. Louisiana

The top 10 states in project activity

1. Texas	608
2. Ohio	454
3. Illinois	444
4. Georgia	300
5. Kentucky	228
6. North Carolina	217
7. Virginia	197
8. California	190
9. Michigan	171
10. Florida	151

Based on Site Selection Governor's Cup Rankings, March 2019

Illinois ranking over last 10 years

2009 rank	8th	196 projects (lowest)
2010 rank	8 th	205 projects
2011 rank	7 th	216 projects
2012 rank	5 th	322 projects
2013 rank	3 rd	383 projects
2014 rank	8 th	394 projects
2015 rank	3 rd	413 projects
2016 rank	3 rd	434 projects
2017 rank	3 rd	419 projects
2018 rank	3rd	444 projects (highest)

Source: Site Selection Governor's Cup Rankings, 2009-2018

PARTNERSHIPS

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Kentucky, which has locations in Paducah and Madisonville," Ettlting said.

The office's first partnership was in healthcare informatics, which is a degree program offered out of the Graduate School but coordinated with the School of Nursing, which provides full advising and career advisement to professional nurses.

The healthcare informatics program provides those who have experience in healthcare graduate level courses in nursing, computer science, business, instructional technology, organizational psychology and education to equip them to manage existing and emerging demands placed on healthcare professionals as a result of rapid advances in technology.

"That's a really integrated degree and that was our first partnership. We actually did that in collaboration with BJC. We had some people from BJC help us develop the program," Ettlting said.

Some hospitals have sought help from the

university as part of their attempts to gain Magnet status in which a certain percentage of nurses have to be baccalaureate prepared. Magnet status is an award given by the American Nurses' Credentialing Center, an affiliate of the American Nurses Association, to hospitals that satisfy criteria designed to measure quality of nursing.

She is hopeful of establishing corporate partnerships that will focus on getting MLS certification for people who have an associate's degree in medical technology. Also being explored is a master of arts in teaching where SIUE would offer special education certification to paraprofessionals.

The corporate partnership program began in 2010, and Ettlting, who has been at the university for a decade, has been involved for most of its existence.

The possibilities are arrived at through negotiation up front.

"Part of the benefit of a corporate partnership is we offer a negotiated rate. It's not like a slashed tuition rate, it's actually very close to what a tuition and fee rate

actually is," she said.

The added benefit is that students will have a plan all the way to graduation.

"So, they know how much they will owe out of pocket and how long it's going to take to complete. They can still change what they want to do, but they understand up front."

Regarding the length of programs, most offer accelerated terms (such as eight-week sessions), and the entire program is usually designed to be completed in two years should a student desire the most expeditious path. How long it takes the student to complete the program is determined by the student. The programs are designed to be flexible so students may accelerate or slow the pace depending on their work and family needs.

"I think this flexibility is a top priority for working professionals," Ettlting said.

The partnership provides a "viable pathway to a four-year degree for those people who have at least some college, she said. Most of it is designed for people

with two-year associate's degrees or those wanting to wrap up a two-year master's level program.

"It's straightforward, easy to understand and workforce aligned," she said. "We're going to create these kinds of pathways for the kinds of jobs that people are needing now — or five years from now."

One of the highlights of the program, she feels, are the student services provided out of her office, which offers what she calls "a one-stop-shop philosophy," coordinated by student advisor Stephanie Simpson.

Staff from the School of Nursing have provided tremendous support to students as well, she said.

Ettlting sees the efforts as "an opportunity for the businesses here to keep our talented students, to engage them." The community benefits by keeping the students in the region.

Once deemed admissible as a student, the worker's job is simply to "get their materials, do the work and gain the knowledge," she said.

NEWSPAPERS

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His 20 other papers include the Mascoutah Herald, Fairview Heights Tribune, Troy Time-Tribune, the Clinton County News, the Scott Air Force Base Flier, Highland Shopper's Review, the Nashville News and several other newspapers, mostly weeklies or shoppers in central and Southern Illinois and in southern Missouri.

Hoskins attended the University of Illinois where he earned a Bachelor's Degree in Fine Arts. After graduation, he searched

for a job but was finding it difficult due to the economy. He was told of an opening in the sales department at the Times Press, a local newspaper in Streator. Hoskins said he discovered a love and respect for newspapers at that company.

He later went to work for American Publishing Co. in West Frankfort. The experience took him to Arizona to work for Kramer Publications, which produced a daily newspaper and approximately 17 weekly newspaper and shopper publications.

Hoskins returned to Illinois in 1991

when he heard of a group of four weekly newspapers that was in bankruptcy court. He united with Cleon Birkemeyer, a friend from American Publishing, and bought the newspapers out of bankruptcy.

On May 1, 1991, Better Newspapers Inc., was formed, which included the Mascoutah Herald, Scott Flier, Clinton County News and Fairview Heights Tribune.

Hoskins went on to purchase the Mt. Zion Region News, Arthur Graphic — Clarion, Southern Piatt Record-Herald, Altamont News, St. Elmo Banner, Villa Grove News,

Southern Champaign County Today, Bond and Fayette County Shopper, and three publications in Missouri.

He expanded his holdings in the past year with the purchase of the Nashville (Ill.) News and then, in January this year, the Troy (Ill.) Times-Tribune.

Hoskins and his wife Linda, who retired as a teacher's aide with the Mascoutah school district, have three grown children, Scott and Mark, who are active in the newspaper company, and Emily, who is a psychologist in Nashville, Tenn.