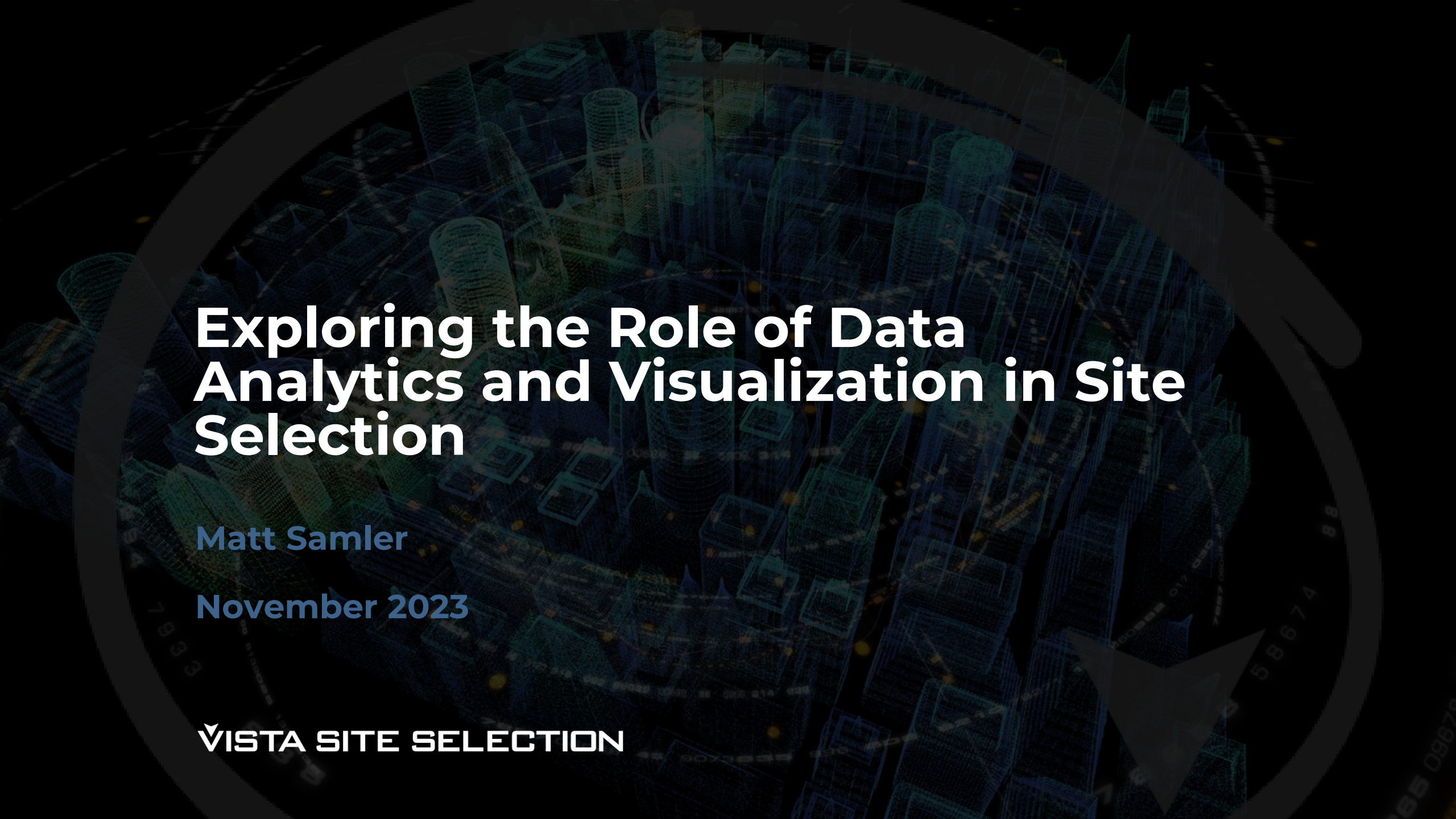




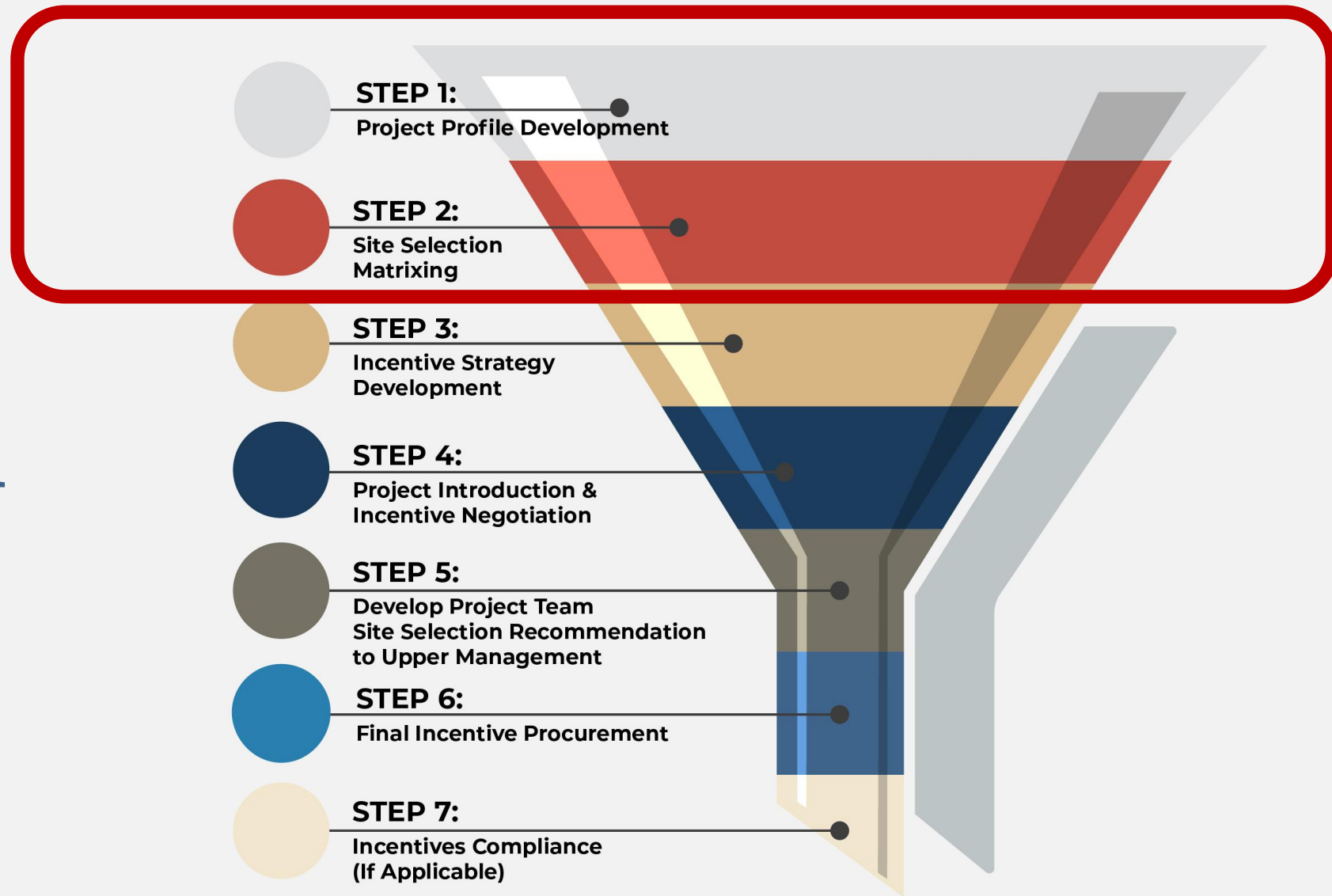
Exploring the Role of Data Analytics and Visualization in Site Selection

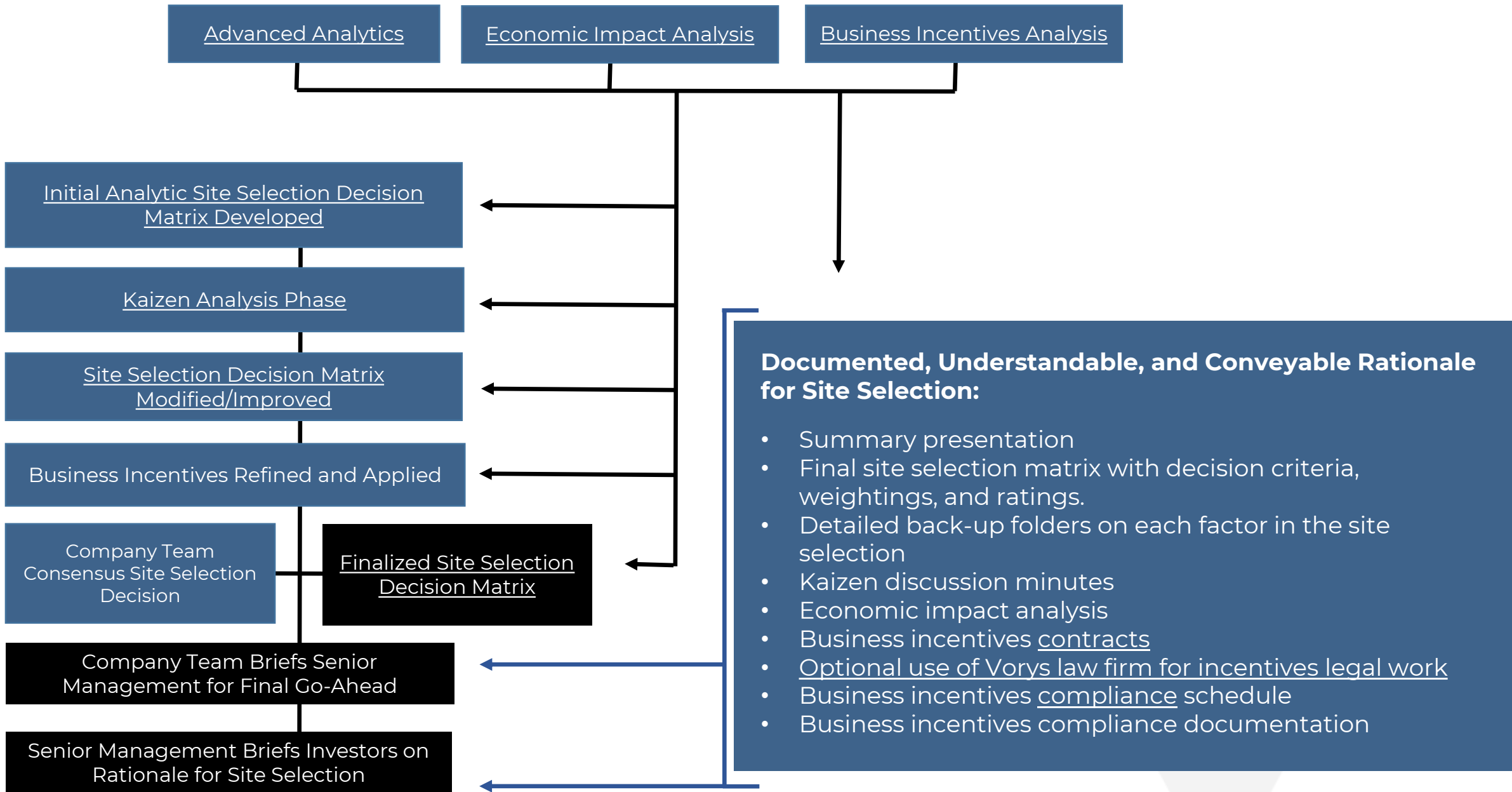
Matt Samler

November 2023

VISTA SITE SELECTION

Site Selection







Advanced Analytics

Data Analytics in Site Selection

The Initial Site Selection Matrix

		Multiple Site Options
Digital factors	% of total site selection decision	Relative Rating Between Sites
		• Workforce Availability • Workforce Cost • Ability to Transfer Workers • Supply Chain Considerations • Available Infrastructure • Utility Availability/Cost • Etcetera, Etcetera...
Analog factors		Business Incentives applied to repair site deficiencies and optimize the site's underlying business climate.



Advanced Analytic Capability combine multiple databases to provide a detailed decision on each factor for each site, backing the site score.

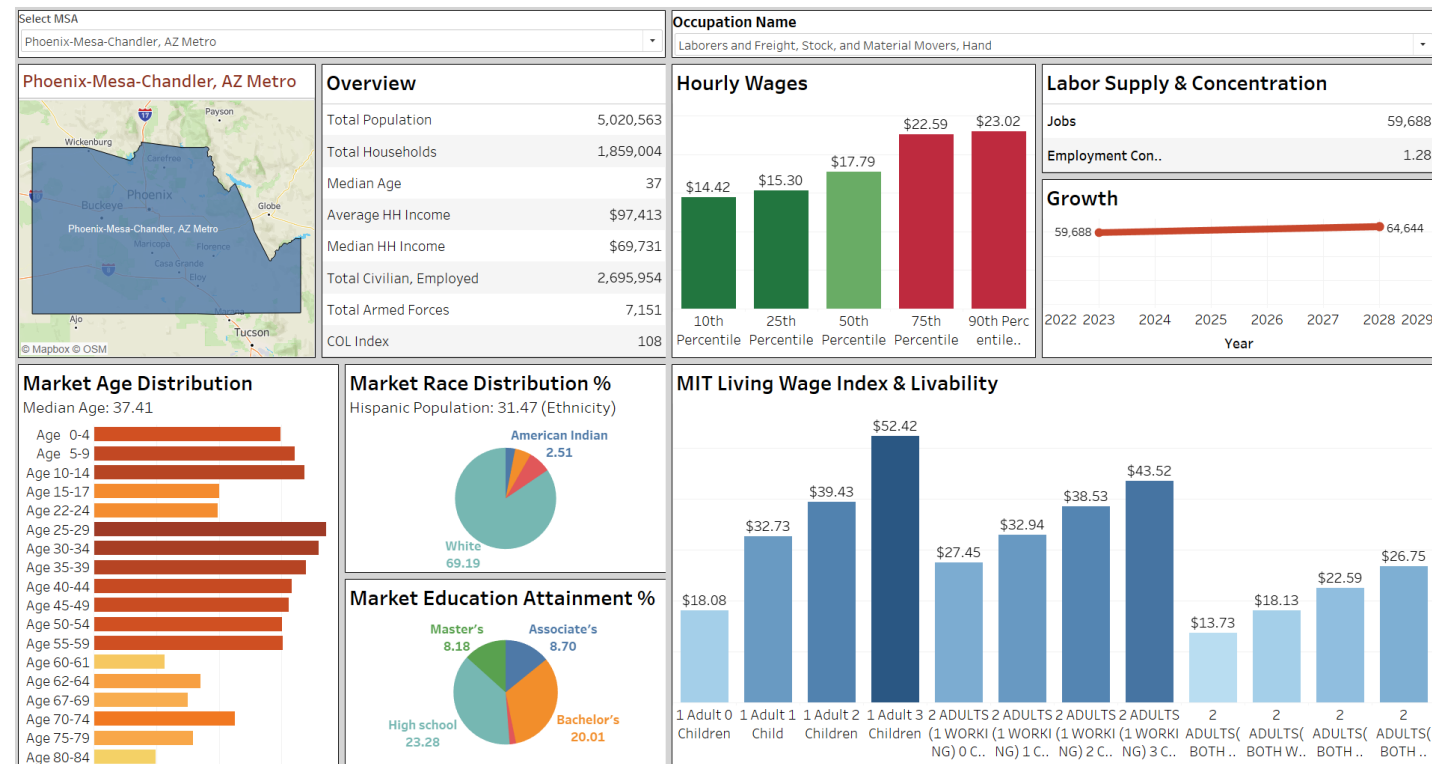


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Analytic Site Selection

Macro Level Analysis—Community Profile

- **Initial Market “Preview”:**
 - Quantify MSA level Data
 - Target Specific Occupations
 - Analyze supply and potential growth for specific occupations
 - Compare market to living wage data

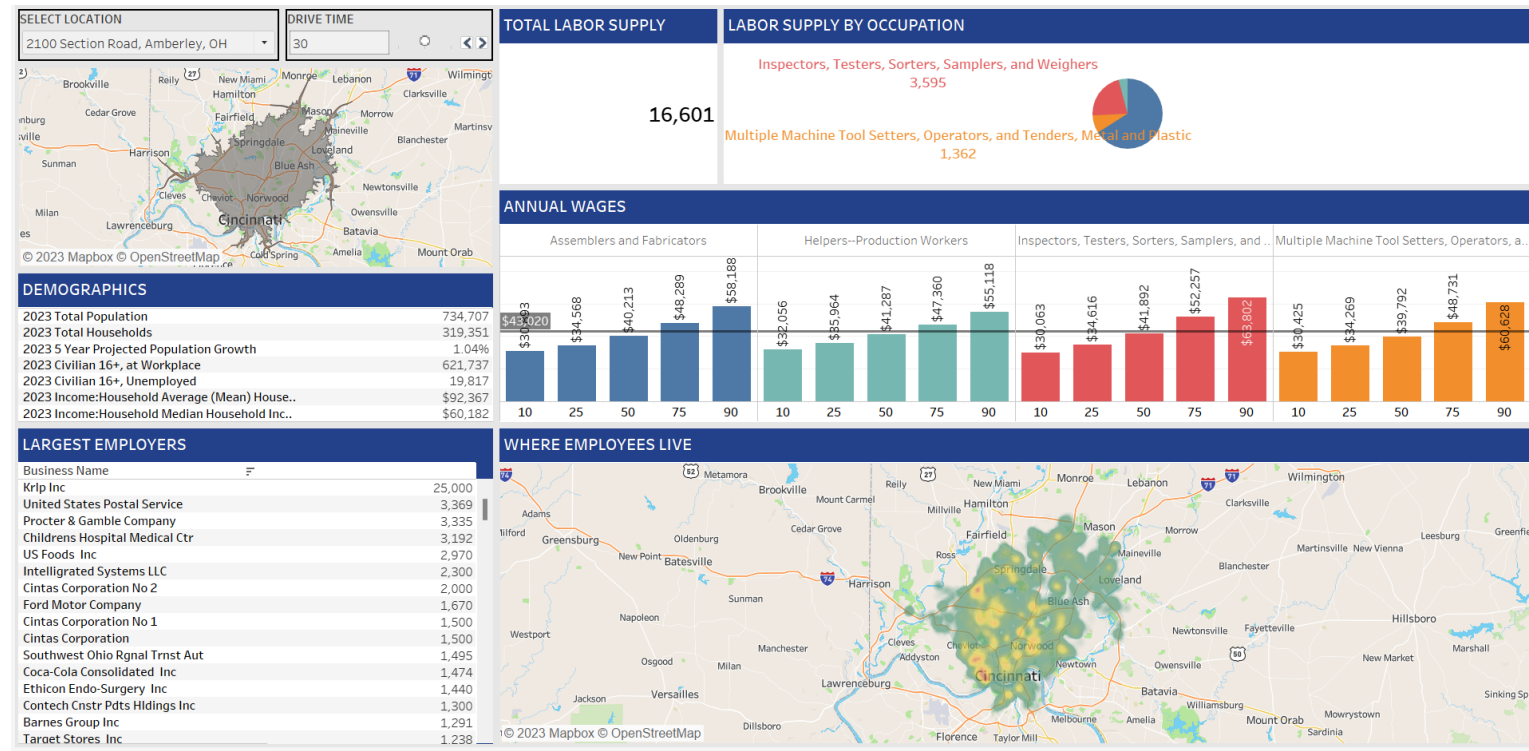


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Analytic Site Selection

Macro Level Analysis—Site Specific Profiles

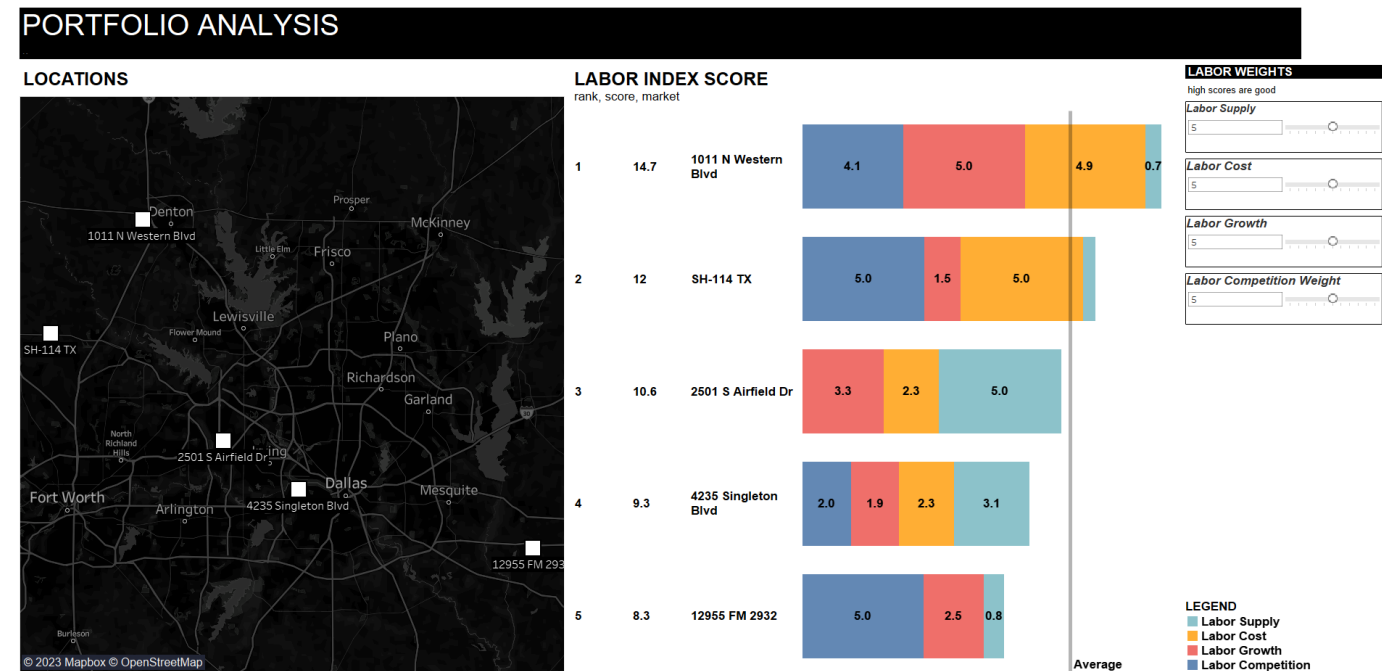
- **Specific Site Overview**
 - Quantify drive-time level data on specific locations
 - View total labor supply
 - Compare Specific Occupations
 - Compare existing employers and high-level labor



Analytic Site Selection

Macro Level Analysis—Site Specific Comparison

- **Specific Site Comparison:**
 - Compare shortlisted sites
 - Weight criteria in real time across multiple factors

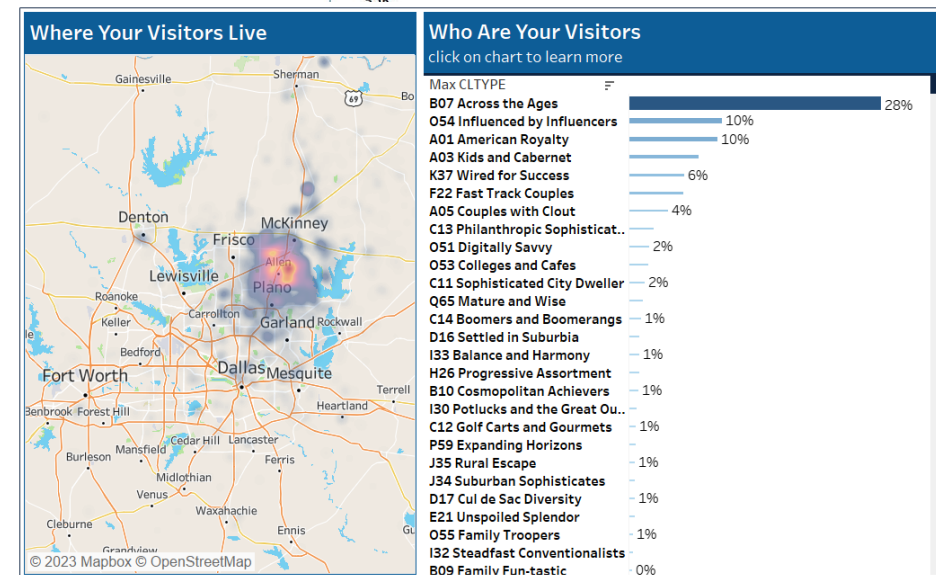
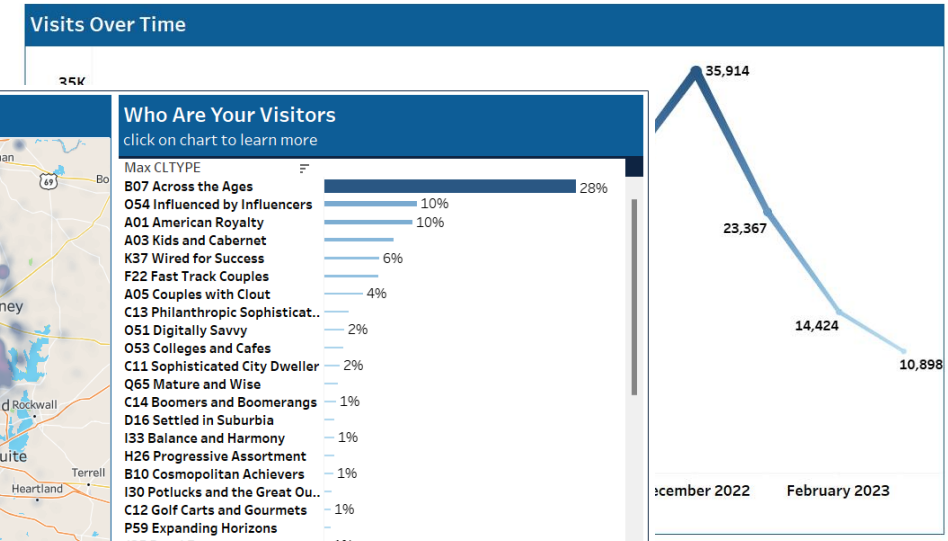
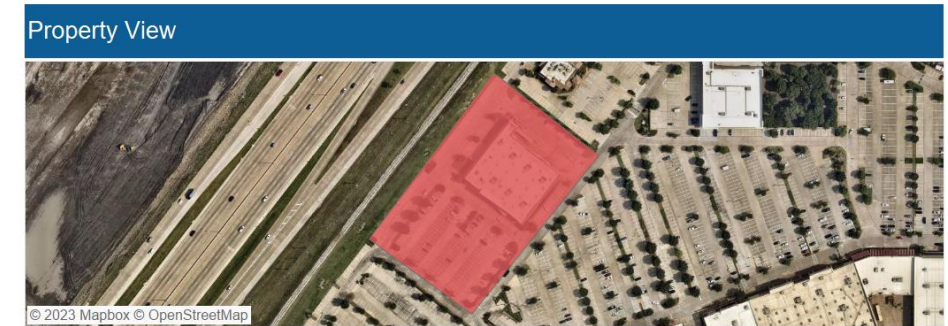


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Analytic Site Selection

Micro Level Analysis—Customer/Employee Specific

- **Specific Site “Visitor” Profile**
 - Analyze sites based on cell phone data
 - Utilize credit data to get a detailed view at the household level.



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Analytic Site Selection

Micro Level Analysis—Customer/Employee Specific

- **Specific Site “Visitor” Profile**
 - Mosaic Profiles
 - House level data



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Q & A

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Economic Impact

Tax Revenue Calculator

Use Type

Grocery

Estimated Square Footage

50,000

Income Tax Rates

State Income Tax Rate

2.50%

City Income Tax Rate

2.00%

Sales Tax Rates

State Sales Tax Rate

5.75%

County Sales Tax Rate

1.25%

Transit Sales Tax Rate

1.00%

Property Tax Rates

School District Property Tax Distribution

83.00%

County Property Tax Distribution

9.90%

City Property Tax Distribution

4.30%

Other Property Tax Distribution

2.60%

Other Parameters

Number of Years

5

Inflation

2.00%

Assessment Rate

35.00%

Property Tax Rate

8.26%

Grocery

Estimated Square Footage	50,000
Estimated SF per Employee	938
Estimated Jobs based Upon Squar..	45
Service Population	23
Blended Wages based Upon Squar..	\$47,844
Building Cost	\$10,750,000
Estimated Total Payroll	\$2,167,754
Estimated Total Sales/Purchases	\$25,000,000
Property Value	\$9,137,500

Total Revenue Over 5 Years

Total Income Tax	\$538,509.52
Total Property Tax	\$1,455,381.62
Total Sales Tax	\$11,040,808.03
Total	\$13,034,699

Annual Revenue Breakdown

Income Tax

State Income Tax	\$54,194
City Income Tax	\$43,355

Property Tax

School District Property Tax	219,257
County Property Tax	26,152
City Property Tax	11,359
Other Property Tax	6,868

Sales Tax

State Sales Tax	1,437,500
County Sales Tax	312,500
Transit Sales Tax	250,000

VISTA SITE SELECTION
DATA. ANALYTICS. INCENTIVES.

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Work Product – Industry Significance

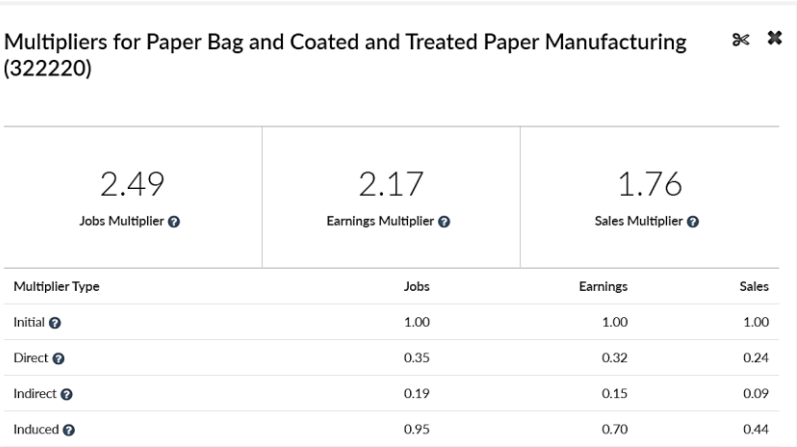
Illustrating
unmet demand
for industry
product.

Commodity	Total Commodity Supply	Business Commodity Demand	Government & Household Commodity Demand	Total Gross Commodity Demand	Domestic S/D Ratio	Statewide Unmet Demand (\$)
Paper from pulp	\$1,337.3M	\$1,911.1M	\$668.4M	\$2,579.5M	50.15%	\$1,285.9M
Paperboard from pulp	\$519.3M	\$1,440.7M	\$0.0K	\$1,440.7M	30.20%	\$1,005.6M
Sanitary paper products	\$433.7M	\$277.2M	\$389.5M	\$666.6M	60.96%	\$260.2M
Sawmill, woodworking, and paper machinery	\$135.0M	\$10.3M	\$190.1M	\$200.4M	54.21%	\$91.8M
Newspapers	\$189.1M	\$7.7M	\$192.4M	\$200.0M	93.04%	\$13.9M
Paperboard containers	\$5,301.8M	\$4,142.8M	\$75.4M	\$4,218.2M	100.00%	\$0.0K
Paper bags and coated and treated paper	\$1,965.9M	\$768.6M	\$138.6M	\$907.2M	100.00%	\$0.0K
All other converted paper products	\$452.4M	\$212.3M	\$85.6M	\$297.8M	100.00%	\$0.0K

← **Unmet
Statewide
Demand**



Regional industry growth compared to national average



Regional industry multipliers to illustrate industry impact potential.

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Work Product – Direct & Spinoff Impacts

Impact	Employment	Labor Income	Value Added	Output
Project Impacts	6,000	\$752.0M	\$1,024.1M	\$3,671.4M
Supplier Impacts	518	\$59.9M	\$74.7M	\$125.5M
Household Spending Impacts	26	\$1.1M	\$2.2M	\$3.9M
Total	6,544	\$813.1M	\$1,101.1M	\$3,800.8M



Illustrating the full reach of project impacts to the local community in sales, jobs, residential units and new square footage.

Regional Economic Impacts by Land Use				
Use	Sales Impacts	FTEs	Residential Units	New Square Footage
Agriculture	\$28,957,194	144	n/a	n/a
Commercial Services	\$181,749,824	979	n/a	181,750
Construction	\$45,775,941	258	n/a	n/a
Energy	\$13,233,224	7	n/a	n/a
Government	\$28,414,676	309	n/a	n/a
Lodging	\$3,912,161	23	n/a	6,520
Manufacturing	\$233,830,017	534	n/a	779,433
Mining/Natural Resources	\$15,269,452	18	n/a	n/a
Multifamily Residential	\$5,269,722	22	439	n/a
Retail	\$29,135,139	280	n/a	83,243
Single Family Residential	\$32,602,217	n/a	2,717	n/a
Transportation	\$10,715,689	40	n/a	n/a
Warehousing	\$127,722	200	n/a	127,722
Wholesale	\$23,095,018	46	n/a	38,492
Grand Total	\$652,087,995	2,858	3,156	1,217,161

Work Product – Tax Impacts

Project Economic and Fiscal Impacts

Short Description

500,000 SF Manufacturing Facility and 75,000 SF R&D Center

Physical Impact

	Jobs	Added Service Population
Years 1-5	952	476
Years 6-10	952	Total SF Development
Years 10-20	952	575,000
Years 20-30	952	

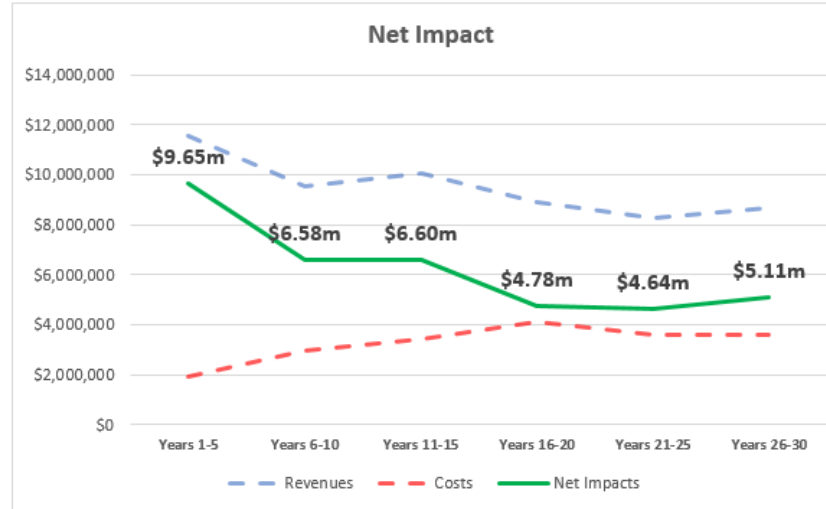
Infrastructure Fund Impacts

Assessment Fund TIF Revenues

\$7.5m \$28.8m

30-yr NPV 30-yr NPV

\$4.2m \$6.9m



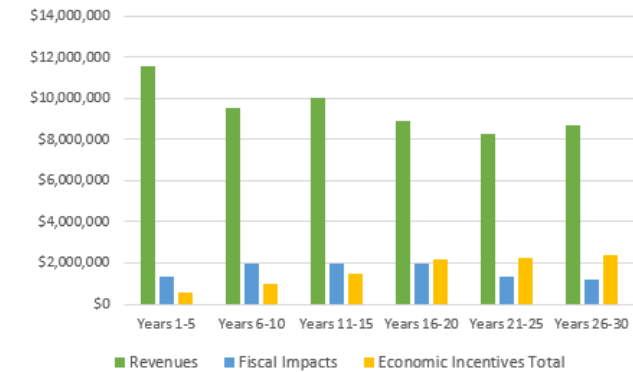
Net Impacts

	Years 1-5	Years 6-10	Years 11-15	Years 16-20	Years 21-25	Years 26-30
Revenues	\$11,567,197	\$9,551,611	\$10,038,839	\$8,922,041	\$8,263,905	\$8,685,448
Costs	\$1,917,251	\$2,970,120	\$3,434,659	\$4,145,575	\$3,622,468	\$3,580,163
Net Impacts	\$9,649,946	\$6,581,491	\$6,604,180	\$4,776,466	\$4,641,438	\$5,105,285

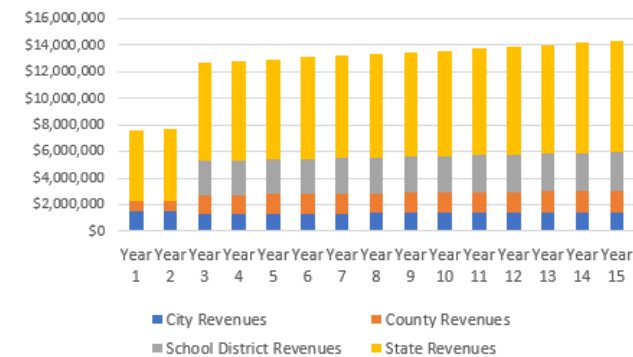
	Years 1-5	Years 6-10	Years 11-15	Years 16-20	Years 21-25	Years 26-30
Municipal Tax Revenues						
Municipal Income Taxes	\$6,718,197	\$6,412,469	\$6,739,570	\$7,083,355	\$7,444,678	\$7,824,431
Property Taxes - City/Village	\$406,838	\$705,641	\$741,636	\$779,467	\$819,228	\$861,017
Annual Average	\$1,425,007	\$1,423,622	\$1,496,241	\$1,572,564	\$1,652,781	\$1,737,090
Municipal Tax Revenue	\$7,125,034	\$7,118,111	\$7,481,206	\$7,862,822	\$8,263,905	\$8,685,448

Visualization Center

ROI Components



Taxes by Government Unit



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Economic Impact Process

		HELPS WITH	METRIC
1	What is the significance of my industry to the region?	→ Government prioritization of my project over others.	Impact Multiplier Rank; Purchasing; Exports
2	What are the direct job, earnings, sales and GDP impacts from my project ?	→ High level socialization of my project to taxpayers and media outlets.	New FTEs; Payroll Sales/Purchases; Workforce Competencies
3	What regional “spinoff” household and supplier impacts are caused by my project?	→ Illustrate the reach of my project throughout the regional economy.	New FTEs; Payroll; Sales/Purchases
4	What regional industries benefit the most from direct and spinoff benefits?	→ Allows for more parties to understand share of project’s economic benefits.	Sales & Jobs by NAICS Code
5	What tax impacts are caused by direct and spinoff impacts, by tax type and taxing unit?	→ Serves as a key component to the incentives decision.	Annual Tax Revenues: Property, Sales, Income, Corporate

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