

## **Introduction**

In this report, Market Valuation and Action Plan, The Kinnett Consulting Group (TKCG) has prepared a Strength and Weaknesses, Opportunities and Threats Analysis, a workforce development and labor analysis and a site analysis. These were designed to assess St. Leon, Indiana, from a corporate site selector's perspective. TKCG is a site selection/economic development provider with affiliates in New Mexico and Texas.

To prepare this analysis TKCG has compiled information from its own databases, research from outside sources and detailed interviews with business and industry in the St. Leon area. Those interviews were carefully selected to draw a composite of the industry and business that most truly represents the St. Leon area's makeup.

TKCG has over 35 years experience in economic development and site selection and we have been consulting with a significant number of communities over the last ten years. We started evaluating communities in 1995 and have been using the Paragon/Fantus/site selection format. The team has used this format in multiple communities from Maine to Florida to California, in almost all 48 contiguous states. This format is a very commonly used approach.

The approach of evaluating communities based upon interviews is also one commonly used by the top site selection professionals. Projects are won and lost based on the opinions of existing companies and leaders in a given community. Therefore, when we rate a factor a strength or a weakness, it is based on fieldwork, data, and on some subjectivity. This is exactly how a site selection process takes place. Projects are frequently won and lost based on a site selection team's discretion in protection of their clients.

As part of our work in determining the competitiveness of a St. Leon location, we likewise conducted a number of employer interviews, combined with other agencies, as part of a labor analysis. The analysis generally assesses St. Leon's assets and liabilities versus key economic development criteria, including key criteria for select target industry. Economic development criteria include:

- Business Climate
- Workforce/Education
- Infrastructure
- Quality of Life
- Economic Development & Marketing

In this assessment TKCG also identifies critical issues, threats and opportunities based upon the interviews in the community and observations from select business leaders and others in St. Leon.

Finally, we will make recommendations as to specific actions that St. Leon should undertake. The recommendations shall serve as a platform for future economic development programming and directions for St. Leon, Indiana.