

Wyoming Business Council Industrial Site Evaluation and Certification Program 2014 (Round 2)

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Program Overview

One of the fastest growing trends in the site location business is the demand for project-ready industrial sites. The reason is simple: companies continue to put pressure on the time allowed for making a location decision as well as the time required to start construction and complete the project. As a result, the location decision process demands available sites, and those sites need to be ready for development. Companies looking to build new facilities want sites that are ready to go and relatively "risk free."

Communities who are seeking to recruit projects need to be prepared to market their sites with readily available site-related information and community data. Companies are not willing to wait for a community to find an appropriate site and determine its suitability for development.

Recognizing this trend, the Wyoming Business Council (WBC) initiated an Industrial Site Evaluation and Certification Program. To assist with this endeavor, WBC has retained McCallum Sweeney Consulting (MSC), a site selection consulting firm based in Greenville, South Carolina. MSC has executed a number of similar programs for states, communities, private landowners and utility service providers around the country. Programs are designed to closely parallel MSC's site selection projects, requiring applicants to complete questionnaires and provide support documentation as if it were a real project.

The remainder of this document describes the WBC Site Evaluation and Certification Program and process. In addition, a schedule for the program implementation is outlined.

Program Objectives

The Wyoming Business Council and McCallum Sweeney Consulting designed the WBC Site Evaluation and Certification Program with the following objectives in mind:

- Provide prospects with comprehensive site data and ensure that certain minimum information is available on an industrial site or park;
- Assist communities in determining the marketability of existing industrial sites or parks; and
- Certify industrial sites or parks that are ready for industrial development.

Instructions for Submission

Phase I: Site Qualification

- A Qualification Form must be submitted to MSC. This form should be signed by the applicant (the site owner, the director of the local economic development authority, or a county or city elected official). **The Qualification Form must indicate which category the applicant intends to submit as: small site, medium site, large site, super site, business park or industrial park. The applicant can only choose one category for certification.** Please see section titled "Site and Park Category Definitions" for descriptions of each category. If the applicant is unsure of the category in which his/her site or park will fit, they should contact MSC for assistance prior to submission of the Qualification Form.
- **Please email the completed Qualification Form no later than March 31, 2014 to:**

Lindsey M. Myers
McCallum Sweeney Consulting
lmyers@mccallumsweeney.com

AND

Heather Tupper
Wyoming Business Council
heather.tupper@wyo.gov

Phase II: Site Evaluation

- Fill out the *Site and Community Questionnaire* and complete all of the bolded items in *Items Required for Certification*. Please also submit any additional documentation that has been completed to date.
- Submit all items in the order requested in the document *Items Required for Certification*. **Please send one hard copy in a 3-ring binder with numbered tabs separating attachments and one electronic copy (CD or Jump Drive) of the submission by June 13, 2014 to:**

Lindsey M. Myers
McCallum Sweeney Consulting
15 South Main Street, Suite 950
Greenville, SC 29601

Please send one electronic copy of the submission by June 13, 2014 to:

Heather Tupper
Wyoming Business Council
214 W. 15th Street
Cheyenne, WY 82002

- The fee for Phase II (Site Evaluation) is based on the size of the submitted site or park. The applicant is responsible for the Evaluation Phase fee and fee must be submitted with the application. The check should be made payable to McCallum Sweeney Consulting. To determine the applicable fee, see the table below.

Category	Total Acres	Phase II Fee
Small Site	<25	\$5,500
Medium Site	25-249	\$6,500
Large Site	250-499	\$7,500
Super Site	500+	\$10,000
Business Park	50+	\$6,500
Industrial Park	100-249	\$6,500
	250-499	\$7,500
	500+	\$10,000

- Upon receipt of the information and payment of fees, MSC will conduct a desktop evaluation of the questionnaire and the required attachments. MSC will contact the applicant to schedule a site visit. Prior to the site visit, MSC will issue a letter to the applicant requesting additional information or clarification of certain items. Additional follow-up information may be requested at the site visit as well.
- After submission of the Phase II Site Evaluation proposal and the site visit, MSC may determine that the site or park does not meet all of the minimum criteria to be considered for certification. For sites or parks that are not invited to Phase III, MSC will provide a letter stating the reason the site or park is not moving forward, in addition to a strengths and weaknesses assessment of the site or park with recommendations for improving the site or park.

Phase III: Site Certification

- The applicant will receive an invitation to participate in Phase III from McCallum Sweeney Consulting. If the applicant elects to move forward with Phase III, MSC will review with the applicant the items required for certification.
- Update the *Site and Community Questionnaire* and complete all of the *Items Required for Certification*.
- Submit all items in the order requested in the document *Items Required for Certification*. Please resubmit items submitted during Phase II. **Please send one hard copy in a 3-ring binder with numbered tabs separating attachments and one electronic copy of the submission to:**

Lindsey M. Myers
McCallum Sweeney Consulting
15 South Main Street, Suite 950
Greenville, SC 29601

Please send one electronic copy of the submission to:

Heather Tupper
Wyoming Business Council
214 W. 15th Street
Cheyenne, WY 82002

- The fee for Phase III (Site Certification) is based on the size of the submitted site or park. The applicant is responsible for the Certification Phase fee, and fees must be satisfied before MSC will evaluate the application. The check should be made payable to McCallum Sweeney Consulting. To determine the applicable fee, see the table below.

Category	Total Acreage	Phase III Fee
Small Site	<25	\$10,500
Medium Site	25-249	\$11,500
Large Site	250-499	\$12,500
Super Site	500+	\$15,000
Business Park	50+	\$11,500
Industrial Park	100-249	\$11,500
	250-499	\$12,500
	500+	\$15,000

- Upon receipt of the information and payment of fees, MSC will conduct an evaluation of the proposal. MSC will issue a letter to the applicant requesting additional information or clarification of certain items, if needed. MSC will also conduct a second site visit if necessary.
- Upon completion of all criteria, MSC will deliver a letter indicating that the site or park is certified as ready for development. This letter will also state the certification expiration date. MSC will also provide a strengths and weaknesses assessment of the site or park with recommendations for improving the site or park and a list of targeted industries based on assets of the site or park and the community at large.

Site and Park Category Definitions

The Wyoming Business Council's Site Evaluation and Certification Program is designed to certify both industrial sites and parks.

Site

For the purposes of this program, an industrial site is defined as a property that is appropriate for a single industrial user, meaning there are no impediments to development or mitigation for any known impediments can be accomplished in less than 90 days. Impediments to development include features such as streams, roads and utility easements. Environmental contamination issues must be remediated prior to certification. There are four site categories included in the program based on site size and capacity of assets (i.e., utilities, transportation, etc.) necessary to support an industrial facility.

Category	Total Acreage	Minimum Contiguous and Developable Acreage (% of total acreage)
Small Site	<25 acres	100%
Medium Site	25-249	20-200 (80%)
Large Site	250-499	200-400 (80%)
Super Site	500+	400+ (80%)

Park

A park is defined as property that is appropriate for multiple industrial users, meaning that the total acreage is subdividable into multiple parcels. While there may be impediments to developability within the park (streams, roads, utility easements, etc), the park will have multiple developable, contiguous acreages identified and will have the assets necessary to support industrial facilities.

Category	Total Acreage	Minimum Acreage
Business Park	50+	At least one parcel that is ≥ 5 acres, contiguous and developable
Industrial Park	100+	At least one parcel that is ≥ 20 acres, contiguous and developable

Minimum Criteria for Certification

Note that the criteria listed below are only the minimum criteria. The documentation that is required for each criterion can be found in the document entitled *Items Required for Certification*, which is provided after MSC has received the Qualification Form from the applicant.

1. The configuration of a site must be such that the contiguous, developable acres are acceptable for a single industrial user. The site must meet the following size and developability requirements to be considered for each category:

	Total Acreage	Minimum Contiguous & Developable Acreage (% of total acreage)
Small Site	<25	100%
Medium Site	25-249	20-200 (80%)
Large Site	250-499	200-400 (80%)
Super Site	500+	400+ (80%)

The configuration of a park must be such that there are developable parcels acceptable for multiple industrial users. The park must meet the following size and developability requirements to be considered for each category:

	Total Acreage	Minimum Developable Acreage
Business Park	50+	At least one parcel ≥ 5
Industrial Park	100+	At least one parcel ≥ 20

2. The developable acreage must be located outside of the 100-year flood zone.
3. The site or park must be available for sale or lease (with a documented price and terms) to prospective industrial investors. If the site or park is only available for lease, the lease term must be a minimum of 25 years.
4. The site or park must be zoned appropriately or be able to be rezoned for industrial use within 90 days (if applicable).

6. The site or park must be directly served or be able to be served by a road that is compatible with standards for tractor-trailer access (80,000 pounds / 20,000 pounds per axle). **For sites in the Super Site category, the site must also be within 10 miles of an interstate or four-lane highway.** Road must meet access criteria within the following timeframe:

	Availability Timeframe
Small Site	6 months
Medium Site	6 months
Large Site	9 months
Super Site	9 months
Business Park	6 months
Industrial Park	9 months

7. To market the site or park as rail-served, the site or park must be served or be able to be served within 12 months by rail. **Rail is a requirement for the Super Site category only.**

8. The site or park must be served or be able to be served by industrial quality power (a minimum of three-phase electric service) within the following timeframe:

	Availability Timeframe
Small Site	6 months
Medium Site	6 months
Large Site	9 months
Super Site	9 months
Business Park	6 months
Industrial Park	9 months

9. The site or park must be served or be able to be served by natural gas infrastructure and meet volume requirements within the following timeframe:

	Natural Gas Volume (mcf per month)	Availability Timeframe
Small Site	Not required	Not required
Medium Site	10,000	6 months
Large Site	15,000	9 months
Super Site	25,000	9 months
Business Park	Not required	Not required
Industrial Park	15,000	9 months

10. The site or park must be served or be able to be served by water infrastructure and a water system meeting minimum excess capacity requirements within the following timeframe:

	Water Excess Capacity (gallons per day)	Availability Timeframe
Small Site	50,000	6 months
Medium Site	150,000	6 months
Large Site	300,000	9 months
Super Site	500,000	9 months
Business Park	75,000	6 months
Industrial Park	300,000	9 months

11. The site must be served or be able to be served by wastewater infrastructure and a wastewater treatment plant meeting minimum excess capacity requirements within the following timeframe:¹

	Wastewater Excess Capacity (gallons per day)	Availability Timeframe
Small Site	40,000	6 months
Medium Site	100,000	6 months
Large Site	200,000	9 months
Super Site	400,000	9 months
Business Park	50,000	6 months
Industrial Park	200,000	9 months

12. The site or park must be served or be able to be served by a minimum of DS-1 or T-1 telecommunications infrastructure within the following timeframe:

	Availability Timeframe
Small Site	6 months
Medium Site	6 months
Large Site	9 months
Super Site	9 months
Business Park	6 months
Industrial Park	9 months

¹ Septic tanks are not an acceptable wastewater treatment solution.

13. The site or park's developable acreage must be free of recognized environmental concerns.
14. The site or park's developable acreage must be free of wetlands or be able to be mitigated within 90 days. If the schedule for mitigation is longer than 90 days, mitigation must be completed prior to certification.
15. The site or park's developable acreage must be free of threatened and endangered species or be able to be mitigated within 90 days. If the schedule for mitigation is longer than 90 days, mitigation must be completed prior to certification.
16. The site or park's developable acreage must be free of areas of archaeological or historical significance or be able to be mitigated within 90 days. If the schedule for mitigation is longer than 90 days, mitigation must be completed prior to certification.
17. The site or park's developable acreage must have soils compatible with industrial development.
18. **Site Only:** A Site Concept Plan must be provided that shows the total and developable acreage, potential building pad, planned ingress/egress (road and rail), location of utilities (existing and proposed), and easements. The Site Concept Plan should take into consideration and note the location of development limitations such as wetlands, floodplains, and permanent easements.
19. **Park Only:** A Master Development Plan that shows the location of park access roads, easements, utilities (existing and proposed), and proposed lot locations and sizes (total and developable acreage) must be submitted. The Master Development Plan should take into consideration and note the location of development limitations, such as wetlands, floodplains, and permanent easements.
20. **Park Only:** A set of draft protective covenants that at a minimum address the following: building type, landscaping, parking, outdoor storage, setback specifications, and sign control must be submitted.

Program Schedule

Deadline to Apply for BRC Grant	December 1, 2013
Deadline to Submit Phase I Qualification Form	March 31, 2014
Applicant Receives Phase II Site Evaluation Materials	Week of April 27, 2014
Deadline to Submit a Phase II Evaluation Application	June 13, 2014
Site Visits	July - August 2014
Applicant Receives Notification of Selection Status / Invitation to Proceed	September 2014
Deadline to Submit a Phase III Certification Application	September 2015
Applicant Receives Notification of Certification Decision	4 th Quarter 2015
Announcement Event or Press Release	TBD

Business Ready Community (BRC) Grants

Fees for Phase II Site Evaluation and Phase III Site Certification are eligible for BRC Planning Grant support, pending availability of funding. Applicants wishing to apply for a BRC Planning Grant must submit the completed **Qualification Form** to the Wyoming Business Council by December 1, 2013 for consideration. Applicants will be notified of grant approval before payment is due to MSC. Contact Dave Simonsen (dave.simonsen@wyo.gov or 307-777-2813) for more information.

Recertification

In order to remain certified, every site and park will have to be recertified upon expiration of the current certification. All sites will have to be recertified under the current program guidelines at the time of recertification.

The certification expiration will be based on the following three items:

- Five years from the date of the Army Corps of Engineers Jurisdictional Determination letter regarding wetlands.
- The length of property control document(s)
- Five years from the date the Phase I environmental site assessment was conducted
- Five years from the date the endangered species was conducted

The expiration date for each certified site will be indicated in the certification letter provided to each applicant. If first expiration is within two years of the certification date, then only that item needs to be updated, and the expiration changes to the next expiration item.

Program Contacts

If there are any questions regarding the materials or the application process, please contact:

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