



Kentucky Nailed It; Dallas-Fort Worth Sets Market Record for Points

Recognizing outstanding economic development performances in the South for calendar year 2017.

By Michael Randle

A GUIDE TO THE SB&D 100

SB&D 100 Introductions and Methodology

We can't think of a better way to judge a state or a community's attractiveness to industry than to count and identify the companies making significant financial commitments to that state or community. That's what we do with the annual SB&D 100. We count the number of companies making public commitments meeting or exceeding 200 jobs and/or \$30 million in investments and highlight market peer groups who captured the most of those game-changing deals.

All announcements found in the SB&D 100 were made public by a representative of the company. Job and investment totals are those that have been projected by a company spokesperson over a three- to five-year period. Only new, expanded and relocated manufacturing and selected service projects are eligible for the ranking. Government projects such as prisons and military bases are eligible; however, retail, lodging and some entertainment-based announcements are not. Real estate investments such as office buildings, convention centers and industrial parks are not eligible.

Ten points are earned for each SB&D 100 announcement and five points are given for each JMD (just missed deal). This year's SB&D Job 100 threshold is 500 jobs — the number of jobs for the 100th largest project — so all announcements made of 500 jobs or more earned 10 points. Five points are given for announcements of 200 to 499 jobs. This year's Investment 100 threshold is \$127 million, meaning 10 points are awarded for announcements meeting or exceeding that total, and five points for deals \$30 million to \$126.99 million in investment.

After points are tallied in the state division, almost all of the judging for state of the year and honorable mention honors is based on points per million residents, or points per capita. In each market division, those cited are based on points only.

**2018 SB&D 100
State Scores***

**2018 SB&D 100
State Scores PPM****

**SB&D State of the Year Winners
1994-2018**

State	Points	Projects	State	Points PPM	
Texas	97	685	Kentucky	96.5	2018 Kentucky
Florida	73	495	Louisiana	77.1	2017 South Carolina
North Carolina	65	425	South Carolina	63.0	2016 Tennessee
Kentucky	50	425	Alabama	61.2	2015 Kentucky
Georgia	64	415	Tennessee	55.2	2014 Louisiana and Texas
Tennessee	63	375	West Virginia	52.7	2013 Louisiana and Texas
Louisiana	51	355	North Carolina	40.8	2012 North Carolina
South Carolina	47	315	Georgia	39.5	2011 Louisiana
Alabama	47	300	Virginia	31.2	2010 Louisiana and Tennessee
Virginia	43	265	Oklahoma	29.5	2009 Louisiana and Tennessee
Missouri	29	165	Mississippi	29.3	2008 Alabama
Oklahoma	18	115	Missouri	27.0	2007 Louisiana
West Virginia	12	95	Arkansas	25.0	2006 Alabama and North Carolina
Mississippi	12	85	Texas	23.8	2005 Alabama and North Carolina
Arkansas	9	75	Florida	23.2	2004 Alabama
					2003 Alabama
					2002 Florida
					2001 Virginia
					2000 Tennessee
					1999 Virginia
					1998 North Carolina
					1997 Texas
					1996 Virginia
					1995 Florida and Texas
					1994 Texas

*Five or 10 points are earned for each project announced that meets or exceeds 200 jobs and/or \$30 million in investment. Points are based on the size of the project.
Source: SB&D

**PPM = Points per million residents is determined by dividing population into the points earned by states for projects of 200 jobs and/or \$30 million. or more.
Source: SB&D

State of the Year honors were chosen based on PPM scores and other factors from projects announced the previous calendar year.
Source: SB&D



With several huge projects, many of which landed in the eastern part of the state, Kentucky saw its best year ever with 425 points and a ridiculously high 96.5 PPM score. Pictured is Gov. Matt Bevin.

State Division

With 425 points and 96.5 points per million residents, Kentucky is the runaway winner for 2018 State of the Year. Kentucky has been on a roll for several years now, winning its first State of the Year in 2015 and earning an honorable mention in each of the years since. With Amazon’s air hub, Toyota’s massive expansion and Braidy Industries’ new aluminum mill, Kentucky captured three of the top 10 investments announced in the South in calendar year 2017. Kentucky nicely addressed its most pressing need with several large projects in Eastern Kentucky, where thousands of former coal miners have lost their jobs.

By virtue of their points per million residents, Louisiana, South Carolina and Alabama earned honorable mentions in the 2018 SB&D 100. All three states had outstanding years.



Dallas-Fort Worth set an all-time market high of 300 points in the 2018 SB&D 100. The total beat or tied seven state scores this year. Job generation from DFW suburb Plano has been off the charts the last several years.

Mega-Markets (2,500,000-plus population)

In the mega-markets division, we can write with certainty that no single market in the country is producing more deals than Dallas-Fort Worth. In fact, points earned by DFW were around the *state* average seen this year. Last year DFW earned 295 points, the most points earned by a single market in SB&D 100 history. The many markets that make up Dallas-Fort Worth topped the single market record set last year with 300 points this year.

Atlanta, which has placed second to DFW the last two years, came in second again this year with 235 points. Midtown Atlanta may be the South's most active tech scene. Northern Virginia, also a tech giant, placed third in this division for the third consecutive year. Charlotte, which entered the mega-market division last year, also had an outstanding year.

Major Markets (750,000-2,499,999 population)

In the major market division, we have a tie. With 105 points, for the third straight year, Nashville is at the top of the major market peer group. But this year, Louisville tied Nashville with 105 points for top honors among major markets. Greenville, S.C.; Jacksonville, Fla.; and Baton Rouge earned honorable mentions.

Mid-Markets (250,000-749,999 population)

We have a first-time Mid-Market of the Year in the 2018 SB&D 100. Macon, Ga., with 55 points, is your new Mid-Market of the Year. Macon was followed by Rocky Mount-Wilson-Roanoke Rapids, N.C., Brevard County, Fla., Tri-Cities, Tenn., Northern Kentucky, Huntsville, and Hickory-Le-noir-Morganton, N.C.

Small Markets (100,000-249,999 population)

For the eighth consecutive year, Lake Charles, La., is the South's 2018 Small Market of the Year. During those eight years, Lake Charles has never truly been challenged. Much



The Richardson Economic Development Partnership (REDP) was the second entity, nationally, to have achieved dual honors of AEDO accreditation and the 5-star US Chamber Conferred accreditation. Richardson, Texas is home to the Telecom Corridor, where the highest concentration of technology workers in the Dallas-Ft. Worth area are located. Pictured is the REDP staff.

of the South's new oil and gas and petrochemical activity has been built in and around Lake Charles over the last eight years, including the nation's first large-scale LNG export facility. Jackson, Tenn., Florence, S.C. and Decatur, Ala., earned honorable mentions in the Small Market division.

Rural Markets (fewer than 100,000 population)

As mentioned, leaders in the Commonwealth of Kentucky addressed a huge issue in 2017. Eastern Kentucky, long ruled by the coal industry, has more out-of-work residents than any rural market in the South. Two big deals, EnerBlu and Braidy Industries, will put about 1,400 of those to work in Eastern Kentucky. For the first time, Pikeville, Ky., earned Rural Market of the Year. Carroll County, Tenn., Obion County, Tenn., Nelson County, Ky., Forrest City, Ark., and South Shore, Ky., all earned honorable mention in the Rural Market category.



STATE OF THE YEAR
KENTUCKY

425 Points, 96.5 PPM (1st)

Notable Kentucky Deals:

Company	Jobs	Investment*
Amazon	2,700	\$1,494
Toyota	1,209	\$1,330
Braidy Industries	550	\$1,300

HONORABLE MENTION

LOUISIANA

350 Points, 77.1 PPM (2nd)

Notable Louisiana Deals:

Company	Jobs	Investment*
Lake Charles LNG	N/A	\$10,900
DXC Technology	2,000	N/A
Lake Charles Methanol	N/A	\$3,900

HONORABLE MENTION

SOUTH CAROLINA

315 Points, 63.0 PPM (3rd)

Notable South Carolina Deals:

Company	Jobs	Investment*
Volvo	1,910	\$620
BMW	1,000	\$600
Arthrex	1,000	\$69

HONORABLE MENTION

ALABAMA

300 Points, 61.2 PPM (4th)

Notable Alabama Deals:

Company	Jobs	Investment*
Aerojet Rocketdyne	805	\$46
Autocar	746	\$120
Mercedes-Benz	502	\$281



Atlanta also set a 24-year point record with 235, coming in second to Dallas-Fort Worth in the mega-market category. Midtown Atlanta (pictured) is killing it and has become the cluster in the South for financial technology companies.

MEGA-MARKETS

(2,500,000-plus population)

MEGA-MARKET OF THE YEAR

DALLAS-FORT WORTH

300 Points

Notable Dallas-Fort Worth Deals:

Company	Jobs	Investment*
NTT Data	6,377	\$28
Nutri Biotech USA	1,600	\$100
ExxonMobil-SABIC	600	\$10,000

HONORABLE MENTION

ATLANTA

235 Points

Notable Atlanta Deals:

Company	Jobs	Investment*
Anthem	1,800	N/A
Jackson Healthcare	1,400	\$100
Luxtottica Group	1,000	\$78

HONORABLE MENTION

NORTHERN VIRGINIA

155 Points

Notable Northern Virginia Deals:

Company	Jobs	Investment*
Amazon Web Services	1,500	N/A
Favor Tech Consulting	1,275	\$2
Nestlé USA	748	\$39

HONORABLE MENTION

CHARLOTTE

135 Points

Notable Charlotte Deals:

Company	Jobs	Investment*
Movement Mortgage	700	\$18
Amazon	600	\$35
AXA	550	\$18

Other mega-market scores: South Florida 115; Orlando 90; Houston 80; San Antonio 75; St Louis 65; Tampa Bay 60.

* Investment in millions



Louisville is the up-and-coming major market in the South and contributed a quarter of the points for state of the year Kentucky. The Louisville MSA tied Nashville, one of the hottest markets in the South, for co-major market of the year with 105 points. Pictured is the staff of Louisville Forward with Louisville Mayor Greg Fischer.

MAJOR MARKETS
(750,000-2,499,999 population)

CO-MAJOR MARKET OF THE YEAR

LOUISVILLE

105 Points

Notable Louisville Deals:

Company	Jobs	Investment*
Diversified Consultants	1,000	\$6
Ford	500	\$900
Grainger	431	\$272

CO-MAJOR MARKET OF THE YEAR

NASHVILLE

105 Points

Notable Nashville Deals:

Company	Jobs	Investment*
Philips North America	815	\$17
Gap	509	\$41
Mohawk Industries	245	\$142

HONORABLE MENTION

BATON ROUGE

90 Points

Notable Baton Rouge Deals:

Company	Jobs	Investment*
PCS Nitrogen	N/A	\$290
ExxonMobil	N/A	\$252
BASF	N/A	\$156

HONORABLE MENTION

JACKSONVILLE

85 Points

Notable Jacksonville Deals:

Company	Jobs	Investment*
Amazon	2,500	N/A
Amazon	1,500	N/A
Availity	593	\$12

HONORABLE MENTION

GREENVILLE, S.C.

85 Points

Notable Greenville Deals:

Company	Jobs	Investment*
Arthrex	1,000	\$69
BorgWarner	160	\$71
Lockheed Martin	250	N/A

Other major market scores:

New Orleans 80; Raleigh 70; Columbia, S.C. 55; Greensboro-Winston-Salem-High Point 50; Knoxville 50; Charleston, S.C. 45; Hampton Roads 45; Oklahoma City 40; Kansas City 35; Austin 30; Richmond 25; Birmingham 25; Memphis 20.



MID-MARKETS

(250,000-749,999 population)

MID-MARKET OF THE YEAR

MACON, GA.

55 Points

Notable Macon Deals:

Company	Jobs	Investment*
Iving Consumer Products	211	\$400
Amazon	600	\$106
Pure Flavor	200	\$105

HONORABLE MENTION

ROCKY MOUNT-WILSON-ROANOKE RAPIDS, N.C.

45 Points

Notable Rocky Mount-Wilson-Roanoke Rapids Deals:

Company	Jobs	Investment*
Triangle Tire	800	\$580
Bridgestone	16	\$180
Fresenius Kabi	445	\$150

HONORABLE MENTION

BREVARD COUNTY, FLA.

45 Points

Notable Brevard County Deals:

Company	Jobs	Investment*
Walmart	460	\$148
Lockheed Martin	450	N/A
Enhanced Resources	400	N/A

HONORABLE MENTION

JOHNSON CITY-KINGSFORT-BRISTOL, TENN.

40 Points

Notable Johnson City-Kingsport-Bristol Deals:

Company	Jobs	Investment*
Rockline Industries	250	\$40
Landair Transport	210	N/A
CONFIDENTIAL	30	\$51



HONORABLE MENTION

NORTHERN KENTUCKY

40 Points

Notable Northern Kentucky Deals:

Company	Jobs	Investment*
Amazon Fulfillment	2,700	\$1,494
Mubea Tailor	118	\$73
Schwan's Global Supply	N/A	\$33

HONORABLE MENTION

HUNTSVILLE, ALA.

40 Points

Notable Huntsville Deals:

Company	Jobs	Investment*
Aerojet Rocketdyne	805	\$46
Blue Origin	342	\$200
Toyota	50	\$127

HONORABLE MENTION

HICKORY-LENOIR-MORGANTON, N.C.

40 Points

Notable Hickory-Lenoir-Morganton Deals:

Company	Jobs	Investment*
Apple	N/A	\$300
Continental Teves	160	\$40
Corning	210	\$67

Other mid-market scores: Corpus Christi, Texas 35; Marion County, Fla. 30; Volusia County, Fla. 30; Durham, N.C. 30; Lexington, Ky. 25; Montgomery, Ala. 25; Mobile, Ala. 25; Columbus, Ga. 25; Savannah, Ga. 25; Fayetteville-Springdale-Rogers, Ark. 20; Clarksville, Tenn. 20; Fayetteville, N.C. 15.



(TOP) It's always exciting to see a first-time winner! Macon, Ga., won its first mid-market of the year with 55 points from several large projects. Pictured are members of the Macon-Bibb County Industrial Authority. Standing left is Stephen Adams, acting director; Standing right is Tyler Garrison, project manager; Seated, left to right, are Amy Tarpley, operations & finance director, Eleyce Coleman, existing industry manager, and Lillie Battle, administrative assistant.

(LOWER) With 40 points, Johnson City-Kingsport-Bristol, Tenn., earned an honorable mention in the mid-market division. Pictured is Alan Bridwell, the executive director of the Northeast Tennessee Valley Regional Industrial Development Association (NETVRIDA).



SMALL MARKETS
(100,000-249,999 population)

SMALL MARKET OF THE YEAR

LAKE CHARLES, LA.

80 Points

Notable Lake Charles Deals:

Company	Jobs	Investment*
Lake Charles LNG	N/A	\$10,900
Lake Charles Methonal	200	\$3,900
Phillips 66	N/A	\$1,300

HONORABLE MENTION

JACKSON-HUMBOLDT, TENN.

40 Points

Notable Jackson-Humboldt Deals:

Company	Jobs	Investment*
Tyson Foods	1,500	\$320
Stanley Black and Decker	256	\$29
Toyota Boshoku	139	\$31

HONORABLE MENTION

FLORENCE, S.C.

25 Points

Notable Florence Deals:

Company	Jobs	Investment*
GE Healthcare	100	\$40
Ruiz Food Products	705	\$79
WestRock	N/A	\$470

HONORABLE MENTION

DECATUR, ALA.

25 Points

Notable Decatur Deals:

Company	Jobs	Investment*
Wolverine Industries	250	\$16
Hexcel Corporation	88	\$199
3M Company	16	\$39

Other small market scores: Tuscaloosa, Ala. 20; Monroe, La. 20; Alexandria, La. 20; Olive Branch, Miss. 20; Joplin, Mo. 20; Midland, Texas 15; Rome, Ga. 15.



(TOP LEFT) Lake Charles, La., earned its eighth straight small market of the year, an unprecedented accomplishment. If you are seeking a poster child for the fracking frenzy, Lake Charles and Southwest Louisiana are it. Pictured is George Swift, president and CEO of the Southwest Louisiana Economic Development Alliance (far right), with a helicopter pilot ready for an aerial view of one of the area's many projects.

(CENTER) In the rural market division, Nelson County, Ky., earned an honorable mention. Pictured is Kim Huston, president of the Nelson County Economic Development Agency.

(RIGHT) With 20 points, Obion County, Tenn., also earned an honorable mention in the rural market division. Pictured is Lindsay Frilling, CEO of the Obion County Chamber of Commerce.



RURAL MARKETS
(fewer than 100,000 population)

RURAL MARKET OF THE YEAR

PIKEVILLE, KY.

25 Points

Notable Pikeville Deals:

Company	Jobs	Investment*
EnerBlu	875	\$372
Appalachian Forest	140	\$50

HONORABLE MENTION

CARROLL COUNTY, TENN.

20 Points

Notable Carroll County Deals:

Company	Jobs	Investment*
CONFIDENTIAL	375	\$360
Granges Americas	107	\$110

HONORABLE MENTION

OBION COUNTY, TENN.

20 Points

Notable Obion County Deals:

Company	Jobs	Investment*
Tyson Foods	330	\$80
Williams Food Works	226	\$37

HONORABLE MENTION

NELSON COUNTY, KY.

20 Points

Notable Nelson County Deals:

Company	Jobs	Investment*
Kentucky Owl	77	\$149
Takigawa America	180	\$45
ORBIS Corporation	55	\$30

HONORABLE MENTION

FORREST CITY, ARK.

20 Points

Notable Forrest City Deals:

Company	Jobs	Investment*
Shandong Ruyi	800	\$410

HONORABLE MENTION

GREENUP COUNTY, KY.

20 Points

Notable Greenup County Deals:

Company	Jobs	Investment*
Braidy Industries	550	\$1,300

Other rural market scores: Chambers County, Ala. 15; Hartwell, Ga. 15; Hawesville, Ky. 15; Frankfort, Ky. 15.