Alabama Wins State of the Year
Lake Charles, Louisiana, Wins Ninth Consecutive Small Market of the Year

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 that meet or exceed 200 jobs and/or $30 million in investment, and highlight market peer groups that 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 400 jobs — the number of jobs for the 100th largest project — so all announcements made of 400 jobs or more earned 10 points. Five points are given for announcements of 200 to 399 jobs. This year’s Investment 100 threshold is $125 million, meaning 10 points are awarded for announcements meeting or exceeding that total, and five points for deals $30 million to $124.99 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.

Recognizing outstanding economic development performances in the South for calendar year 2018.
**State Division**

With 55 projects (including Mazda Toyota’s new assembly plant in Huntsville), 380 points and the high state PPM score of 79.7, Alabama is the 2019 SB&D 100 “State of the Year.” Alabama was on a roll from 2003 to 2008, winning at least a share of “State of the Year” five out of six years, so it’s been more than 10 years since Alabama sat at the top. In addition to the $1.6 billion, 4,000-job Mazda Toyota deal, Alabama also landed a $750 million Facebook data center and the new Mercedes-Benz battery plant with its $268 million price tag. While automotive is struggling in the Southern Automotive Corridor, you wouldn’t know it in Alabama. The state’s fourth auto assembly plant is under construction and Mercedes-Benz just finished one expansion as has Hyundai.

By virtue of their points per million residents, Louisiana, Kentucky, South Carolina and Mississippi earned “Honorable Mention” in the state category. Virginia earned an “Honorable Mention” for its solid year, but mostly because it captured the largest project in the South’s history — Amazon’s HQ2 and its 25,000 jobs.

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**State Divisions**

<table>
<thead>
<tr>
<th>State</th>
<th>Projects</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas</td>
<td>98</td>
<td>710</td>
</tr>
<tr>
<td>North Carolina</td>
<td>63</td>
<td>425</td>
</tr>
<tr>
<td>Alabama</td>
<td>55</td>
<td>380</td>
</tr>
<tr>
<td>Louisiana</td>
<td>50</td>
<td>345</td>
</tr>
<tr>
<td>Tennessee</td>
<td>49</td>
<td>315</td>
</tr>
<tr>
<td>Kentucky</td>
<td>47</td>
<td>315</td>
</tr>
<tr>
<td>Georgia</td>
<td>49</td>
<td>305</td>
</tr>
<tr>
<td>Virginia</td>
<td>38</td>
<td>275</td>
</tr>
<tr>
<td>South Carolina</td>
<td>42</td>
<td>260</td>
</tr>
<tr>
<td>Florida</td>
<td>35</td>
<td>215</td>
</tr>
<tr>
<td>Mississippi</td>
<td>19</td>
<td>145</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>23</td>
<td>120</td>
</tr>
<tr>
<td>Missouri</td>
<td>14</td>
<td>95</td>
</tr>
<tr>
<td>Arkansas</td>
<td>8</td>
<td>60</td>
</tr>
<tr>
<td>West Virginia</td>
<td>4</td>
<td>30</td>
</tr>
</tbody>
</table>

*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*

<table>
<thead>
<tr>
<th>State</th>
<th>Points (PPM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>79.7</td>
</tr>
<tr>
<td>Louisiana</td>
<td>73.4</td>
</tr>
<tr>
<td>Kentucky</td>
<td>70.0</td>
</tr>
<tr>
<td>South Carolina</td>
<td>50.1</td>
</tr>
<tr>
<td>Mississippi</td>
<td>50.0</td>
</tr>
<tr>
<td>Tennessee</td>
<td>46.3</td>
</tr>
<tr>
<td>North Carolina</td>
<td>40.8</td>
</tr>
<tr>
<td>Virginia</td>
<td>32.4</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>30.7</td>
</tr>
<tr>
<td>Georgia</td>
<td>29.0</td>
</tr>
<tr>
<td>Texas</td>
<td>24.7</td>
</tr>
<tr>
<td>Arkansas</td>
<td>23.3</td>
</tr>
<tr>
<td>West Virginia</td>
<td>16.6</td>
</tr>
<tr>
<td>Missouri</td>
<td>15.6</td>
</tr>
<tr>
<td>Florida</td>
<td>10.1</td>
</tr>
</tbody>
</table>

**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**

**SB&D State of the Year Winners 1994-2019**

- 2019: Alabama
- 2018: Kentucky
- 2017: South Carolina
- 2016: Tennessee
- 2015: Kentucky
- 2014: Louisiana and Texas
- 2013: Louisiana and Texas
- 2012: North Carolina
- 2011: Louisiana
- 2010: Louisiana and Tennessee
- 2009: Louisiana and Tennessee
- 2008: Alabama
- 2007: Louisiana
- 2006: Alabama and North Carolina
- 2005: Alabama and North Carolina
- 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

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

In June 2018, Facebook announced plans to build a $750 million data center in Huntsville, Ala., that will create 100 high-paying jobs.
Mega-Markets (2.5 million-plus-population)

Dallas-Fort Worth continues its surge in project activity, topping all mega-markets with population of 2.5 million-plus, with 235 points. That is down from Dallas-Fort Worth's 300 points in 2018 and 295 points in 2017, but still, no market in the South is announcing more deals than DFW. For the third consecutive year, Dallas-Fort Worth outpointed eight states in the South.

Of the many markets making the Dallas-Fort Worth metro area, Irving, Texas, contributed the most points with 60. Irving has become a headquarters juggernaut, as have Plano, Frisco and others. Charlotte, Northern Virginia and Atlanta made up the top mega-markets, however, Atlanta dropped 135 points from last year.

Major Markets (750,000-2.5 million population)

New Orleans and Nashville tied for “Major Market of the Year” with 135 points. It’s the third consecutive year that Nashville has either tied or won “Major Market of the Year.” Baton Rouge, Austin and Louisville saw decent years as well and earned “Honorable Mentions.” Austin was positively assisted by neighboring San Marcos, which is part of the Austin MSA. Deals in San Marcos accounted for 40 of Austin’s 105 points.

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

Charleston, S.C., continues its deal surge for another year. In just 10 years, Charleston has landed the Boeing 787 plant, the Mercedes-Benz Van facility and the Volvo plant. Huntsville, which captured Mazda Toyota and Facebook (the two largest Alabama projects this year), had an outstanding year, as did Mobile, Durham and Spartanburg.

Small Markets (50,000-249,999 population)

Well, they did it again. Lake Charles, La., and the Southwest Louisiana region has earned “Small Market of the Year” for the ninth consecutive year. No market in the South has earned its peer’s highest ranking more than nine consecutive times. (Dallas-Fort Worth has earned six consecutive “Mega-Market of the Year” twice in 25 years.) The Lake Charles region has been a nationwide leader in the petrochemical and LNG industries for years, however, this latest run is unprecedented. Tens of billions of dollars have been invested in Southwest Louisiana in those nine years and the Lake Charles MSA has seen greater job growth than any market in America. The fracking frenzy has certainly benefited Southwest Louisiana’s economy in a grand way.

Lake Charles was followed by economic development small market legends — Tupelo, Miss.; Columbus, Miss.; and Tuscaloosa, Ala. Also earning an “Honorable Mention” in the small market division was Jackson County, Ga.

Rural Markets (Less than 50,000 population)

Troy, Ala., a market that we have recognized two or three times in 25 years, helped Alabama win “State of the Year,” Henry County, Va., which we have named “Small Market of the Year” numerous times, earned an “Honorable Mention,” along with Marshall County, Miss.; Wickliffe, Ky.; and Covington County, Ala.

CONTINUED
Alabama won its sixth “State of the Year” in 25 years and its first since 2008 with an outstanding performance in calendar year 2018. Pictured is Alabama Commerce Secretary Greg Canfield at SB&D’s Southern Economic Development Roundtable. Virginia captured the largest project in the South’s history with Amazon’s HQ2 and its 25,000 jobs. Pictured is Stephen Moret, CEO of the Virginia Economic Development Partnership, at SB&D’s Southern Economic Development Roundtable@WaterColor.

<table>
<thead>
<tr>
<th>STATE OF THE YEAR</th>
<th>HONORABLE MENTION</th>
<th>HONORABLE MENTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA 380 Points, 79.7 PPM (1st)</td>
<td>KENTUCKY 315 Points, 70.0 PPM (3rd)</td>
<td>MISSISSIPPI 145 Points, 50.0 PPM (5th)</td>
</tr>
<tr>
<td>Notable Alabama Deals:</td>
<td>Notable Kentucky Deals:</td>
<td>Notable Mississippi Deals:</td>
</tr>
<tr>
<td>Company</td>
<td>Jobs Investment*</td>
<td>Company</td>
</tr>
<tr>
<td>Mazda Toyota 4,000</td>
<td>$1,600</td>
<td>GE Appliance Park 400</td>
</tr>
<tr>
<td>Facebook 100</td>
<td>$750</td>
<td>Global Win 500</td>
</tr>
<tr>
<td>Mercedes Benz 0</td>
<td>$495</td>
<td>Century Aluminum 250</td>
</tr>
<tr>
<td>Mercedez Benz 325</td>
<td>$268</td>
<td>Independent Stave 220</td>
</tr>
<tr>
<td>Amazon 1,500</td>
<td>$325</td>
<td>HONORABLE MENTION</td>
</tr>
<tr>
<td>Airbus 432</td>
<td>$264</td>
<td>Notable South Carolina Deals:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Company</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ServiceMac 1,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>W International 600</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Keurig Dr Pepper 500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Becton, Dickinson N/A</td>
</tr>
</tbody>
</table>

*Investment in millions
Irving, Texas, helped Dallas-Fort Worth win another mega-market title. Pictured are members of the Irving Economic Development Partnership, including Erica Mulder, VP of Communications & Governmental Affairs; Joe Chapa, VP of International Affairs & Sister Cities; Beth A. Bowman, President & CEO; Kyle Touchstone, VP of Economic Development; Chris O’Brien, Director of Economic Development - BRE; Joe Lopez, Manager of International Affairs & Sister Cities.

In most years, individual markets inside large MSAs go unnoticed for their contributions of large job generating projects. Here are three markets in Northern Virginia, Dallas-Fort Worth and Austin that stood out in project activity.

**ARLINGTON COUNTY, VA.**
- Company: Amazon, Jobs: 25,000, Investment: $2,500
- Company: Accenture, Jobs: 500, Investment: $1.6

**SAN MARCOS, TEXAS**
- Company: Urban Mining, Jobs: 542, Investment: $25
- Company: Katerra, Jobs: 542, Investment: $1

**IRVING, TEXAS**
- Company: Cognizant, Jobs: 1,090, Investment: $8
- Company: Reece Supply, Jobs: 800, Investment: $12
- Company: Gartner, Jobs: 800, Investment: $5
- Company: Mercury Operating, Jobs: 800, Investment: $2.8

*Investment in millions*
MEGA-MARKETS
(2.5 million-plus population)

DALLAS-FORT WORTH
235 Points

Notable Dallas-Fort Worth Deals:

<table>
<thead>
<tr>
<th>Company</th>
<th>Jobs</th>
<th>Investment*</th>
</tr>
</thead>
<tbody>
<tr>
<td>AmerisourceBergen</td>
<td>1,000</td>
<td>$20</td>
</tr>
<tr>
<td>Paycom</td>
<td>1,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Reece Supply</td>
<td>800</td>
<td>$12</td>
</tr>
<tr>
<td>Gartner</td>
<td>800</td>
<td>$5</td>
</tr>
</tbody>
</table>

HONORABLE MENTION

CHARLOTTE
155 Points

Notable Charlotte Deals

<table>
<thead>
<tr>
<th>Company</th>
<th>Jobs</th>
<th>Investment*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honeywell</td>
<td>750</td>
<td>$248 million</td>
</tr>
<tr>
<td>Amazon</td>
<td>1,500</td>
<td>$200 million</td>
</tr>
<tr>
<td>AvidXchange</td>
<td>1,229</td>
<td>$41 million</td>
</tr>
</tbody>
</table>

HONORABLE MENTION

NORTHERN VIRGINIA
140 Points

Notable Northern Virginia Deals:

<table>
<thead>
<tr>
<th>Company</th>
<th>Jobs</th>
<th>Investment*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>25,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Micron Technology</td>
<td>1,100</td>
<td>$3,000</td>
</tr>
<tr>
<td>Appian Corporation</td>
<td>600</td>
<td>$28</td>
</tr>
</tbody>
</table>

HONORABLE MENTION

ATLANTA
100 Points

Notable Atlanta Deals:

<table>
<thead>
<tr>
<th>Company</th>
<th>Jobs</th>
<th>Investment*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norfolk Southern</td>
<td>850</td>
<td>$575</td>
</tr>
<tr>
<td>Blackrock</td>
<td>1,000</td>
<td>$42</td>
</tr>
<tr>
<td>Inspire Brands</td>
<td>1,120</td>
<td>$32</td>
</tr>
</tbody>
</table>

* Investment in millions

While Atlanta earned an Honorable Mention in the mega-market division with 100 points this year, that total is 130 points below their score last year...a sure sign of a slowdown.
(TOP) More than any other submarket, San Marcos helped Austin to a great year. Pictured are members of the Greater San Marcos Partnership. (l to r) Laurie Hartz, Jacob Combs, Marissa Cooney, Chris Duran, Adriana Cruz, Jason Giulietti, Giselle Myers, John Ellis.

(CENTER) Louisville Mayor Greg Fischer and the Louisville Forward team celebrate a recent economic development win.

(LOWER) Baton Rouge captured an “Honorable Mention” in the major market division. Pictured are members of the Baton Rouge Area Chamber. SVP of Business Development Russell Richardson, Director of Business Development Donnie Miller, Director of Business Retention and Expansion Chandra Williams, Director of Business Development Rachel Pierson, Senior Director of Business Intelligence Andrew Fitzgerald.

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### MAJOR MARKETS
(750,000-2.49 million population)

### CO-MAJOR MARKET OF THE YEAR

**NEW ORLEANS**

135 Points

Notable New Orleans Deals:

<table>
<thead>
<tr>
<th>Company</th>
<th>Jobs</th>
<th>Investment*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venture Global</td>
<td>300</td>
<td>$8,500</td>
</tr>
<tr>
<td>Accruent</td>
<td>350</td>
<td>N/A</td>
</tr>
<tr>
<td>Tallgrass Energy</td>
<td>N/A</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

### CO-MAJOR MARKET OF THE YEAR

**NASHVILLE**

135 Points

Notable Nashville Deals:

<table>
<thead>
<tr>
<th>Company</th>
<th>Jobs</th>
<th>Investment:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>5,000</td>
<td>$623</td>
</tr>
<tr>
<td>AllianceBernstein</td>
<td>1,050</td>
<td>$71</td>
</tr>
<tr>
<td>Asurion</td>
<td>400</td>
<td>$288</td>
</tr>
</tbody>
</table>
An innovative hub with an urban edge, this multi-use Park which features premier office space along with luxurious housing and first-class shopping, allows entrepreneurs and residents the ability to work and thrive in a spirit of collaboration.

HONORABLE MENTION

BATON ROUGE
125 Points
Notable Baton Rouge Deals:
Company | Jobs | Investment*
---|---|---
Methanex Fortier | N/A | $1,600
Exxon Mobil | N/A | $410
Exxon Mobil | N/A | $400

HONORABLE MENTION

AUSTIN
105 Points
Notable Austin Deals:
Company | Jobs | Investment*
---|---|---
Apple | 4,000 | $400
Oracle | 1,000 | N/A
Urban Mining | 542 | $25

HONORABLE MENTION

LOUISVILLE
85 Points
Notable Louisville Deals:
Company | Jobs | Investment*
---|---|---
GE Appliance Park | 400 | $200
Chewy | 300 | $7
Santa Rosa Systems | 300 | $21

* Investment in millions
The text contains a table listing the MSRED program, which is focused on mid-markets and small markets. The table includes details on notable deals in various cities across the United States, such as Charleston, Lake Charles, Huntsville, Tupelo, Jackson County, Columbus, Tuscaloosa County, and Spartanburg. Each entry includes information on the company, number of jobs, and investment amount.
Strategically located, economically solid and surrounded by Gulf waters, South Texas brings together more opportunity than ever for businesses across the globe. See all that South Texas can offer your business at ccredc.com.

RURAL MARKETS
(Fewer than 50,000 population)

RURAL MARKET OF THE YEAR

TROY, ALA
25 Points

Notable Troy, Ala. Deals:
Company
Lockheed Martin
Rex Lumber
Kimber Mfg

Jobs
60
110
336

Investment* $130 $110 $38

HONORABLE MENTION
HENRY COUNTY, VA.
20 Points

Notable Henry County Deals:
Company
Monogram Snacks
Press Glass

Jobs
300
212

Investment* $30 $43

HONORABLE MENTION
MARSHALL COUNTY, MISS.
20 Points

Notable Marshall County Deals:
Company
Cooper Tire
Amazon

Jobs
98
850

Investment* $50 $45

HONORABLE MENTION
WICKLiffe, KY.
20 Points

Notable Wickliffe Deals:
Company
Global Win

Jobs
500

Investment* $150

HONORABLE MENTION
COVINGTON COUNTY, ALA
20 Points

Notable Covington County Deals:
Company
Shaw Industries
DynCorp Aviation

Jobs
0
60

Investment* $250 $152

*Investment in millions

Southwest Louisiana, specifically Lake Charles, earned its ninth straight “Small Market of the Year,” an unprecedented honor. Job growth in Lake Charles leads the country among all markets. Pictured is George Swift, CEO of the Southwest Louisiana Economic Development Alliance, with SB&D's Matthew Randle.