

TOP DEALS AND HOT MARKETS

GEORGIA WINS ITS FIRST STATE OF THE YEAR

If you look at previous state of the year winners in this section, you rarely see Texas, Florida, Georgia and other high population states win. Why? Because we judge states on a per capita or points per million residents basis. The small population states have a distinct advantage because we divide points earned into their populations.

Even with its large population, Georgia took the honors this year with a score of 60 points per million residents. With 455 points, Atlanta had its best year ever and by a long margin. But, Atlanta had help from Jackson County and Henry County, Ga.

ATLANTA BLOWS AWAY DALLAS-FORT WORTH

For the last decade, Dallas-Fort Worth has earned Mega-Market of the Year every year but two. Northern Virginia took one and so did Atlanta. Charlotte, because of its increase in population over the last five years, has entered the mega-market division and has done well every year. Orlando has also recently joined mega-market ranks because of its population increases the last three years. But this year was all about Atlanta. Midtown Atlanta is a deal-making machine. Note the “Special Individual Recognitions” in Henry County, Ga., and Irving, Texas.

CONTINUED

States*

State of the Year	Points	PPM
Georgia	640 points	60 PPM*
Honorable Mention		
Louisiana	250 points	54 PPM
Mississippi	155 points	53 PPM
South Carolina	250 points	49 PPM

*States in the South in each SB&D 100 are judged based on deals per million populations, or PPM (per capita). Source: SB&D.

Mega-Markets

(2.5 million-plus-population)

Mega-Market of the Year
Atlanta 455 points

Honorable Mention

Dallas-Fort Worth	255 points
Charlotte	125 points
Houston	105 points

Others: Northern Virginia - 70 points;
Tampa Bay - 45 points; Orlando - 35 points;
South Florida - 20 points; St Louis - 15 points.

Special recognition in the mega-market category:
Henry County, Ga. - 45 points (Atlanta market);
Irving, Texas - 45 points (DFW market);
Fairfax, Va. - 40 points (Northern Virginia market).

SB&D State of the Year Winners 1994-2021

2021	Georgia
2020	Alabama and Louisiana
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

2021 SB&D 100 State Scores PPM**

State	Points (PPM)
Georgia	60
Louisiana	54
Mississippi	53
South Carolina	49
North Carolina	47
Kentucky	43
Tennessee	41
Alabama	40
West Virginia	36
Virginia	34
Texas	26
Arkansas	25
Florida	17
Oklahoma	17
Missouri	11

**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

2021 SB&D 100 State Scores*

State	Points
Texas	775
Georgia	640
North Carolina	485
Florida	365
Virginia	295
Tennessee	285
Louisiana	250
South Carolina	250
Alabama	200
Kentucky	195
Mississippi	155
Oklahoma	85
Arkansas	75
West Virginia	65
Missouri	65

*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

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 359 jobs — the number of jobs for the 100th largest project — so all announcements made of 359 jobs or more earned 10 points. Five points are given for announcements of 200 to 358 jobs. This year's Investment 100 threshold is \$109 million, meaning 10 points are awarded for announcements meeting or exceeding that total, and five points for deals \$30 million to \$109 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 cities are based on points only.

Spot 100

After some sub-par years (most likely because its labor force has been depleted since 2015), Austin, one of the South's most dominant tech markets, earned "Major Market of the Year" for 2021. Baton Rouge, Nashville and New Orleans earning "Honorable Mentions" are pretty standard fare just about every year. Columbia, S.C., and El Paso also did well. Note the "Special Individual Recognitions" in Ascension Parish, La.

Durham's life sciences industry is on fire, driving that market to "Mid-Market of the Year" for the second consecutive year.

For the first time in 10 years, Lake Charles, La., with its incredible petrochemical and LNG industry, has not won "Small Market of the Year." The entire recognized market category, like Jackson County, Ga.; Henry County,



Ga.; and Pitt County, N.C.; did well this year.

There were some excellent performances in the rural market division. Hampton County, S.C.; Corinth, Miss.; Hendry County, Fla.; and Guyman, Okla., all turned huge deals. . . maybe the largest in their histories. 🍀

Henry County, Ga., located in the Atlanta MSA, has diversified its economy from long being a distribution powerhouse. Henry County earned a "Special Individual Recognition" for its success in calendar year 2020. Pictured is the groundbreaking of a \$103 million expansion of Ken's Foods.

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Major Markets (750,000-2.499 million populations)

Major Market of the Year
Austin 125 points

Honorable Mention
Baton Rouge 120 points
Nashville 105 points
New Orleans 85 points

Others: Columbia, S.C. - 55 points; El Paso - 55 points; Charleston-North Charleston, S.C. - 50; Greenville, S.C. - 50 points; Richmond - 50 points; Raleigh-Cary - 45 points; Oklahoma City - 40 points; Louisville - 35 points.

Special individual recognition in the major market category: Ascension Parish, La. - 50 points (Baton Rouge market); Henrico County, Va. - 40 points (Richmond market).

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

Mid-Market of the Year
Durham, N.C. 75 points

Honorable Mention
Henrico County, Va. 40 points
Richland County, S.C. 35 points
Waco, Texas 35 points

Others: Jefferson Parish, La. - 25 points; Huntsville, Ala. - 25 points.

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

Small Market of the Year (tie)
Jackson County, Ga. 50 points
Ascension Parish, La. 50 points

Honorable Mention
Henry County, Ga. 45 points
Pitt County, N.C. 45 points
Tuscaloosa County, Ala. 40 points

Others: Lafayette Parish, La. - 30 points; Olive Branch, Miss. - 30 points; Rockingham County, N.C. - 25 points; Jonesboro, Ark. - 25 points; Alamance County, N.C. - 25 points; Auburn, Ala. - 20 points; Madison County, Ky. - 20 points.

Rural Markets (Less than 50,000 populations)

Rural Market of the Year
Hampton County, S.C. 30 points

Honorable Mention
Corinth, Miss. 20 points
Point Comfort, Texas 20 points
Hendry County, Fla. 20 points
Guyman, Okla. 20 points

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