

# Alabama and Louisiana Share "State of the Year"

Lake Charles, La., wins 10th consecutive "Small Market of the Year"

Dallas-Fort Worth, again, wins "Mega-Market of the Year"

Baton Rouge wins "Major Market of the Year" for the first time

Durham, N.C., wins "Mid-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 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.

We rank counties, MSAs and states based on a point system. 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 \$109 million, meaning 10 points are awarded for announcements meeting or exceeding that total, and five points for deals \$30 million to \$108.99 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 2019.

**SB&D State of the Year Winners  
1994-2020**

**2020 SB&D 100  
State Scores PPM\*\***

**2020 SB&D 100  
State Scores\***

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	Points (PPM)
Alabama	88.7
Louisiana	88.0
Kentucky	63.3
Mississippi	56.6
North Carolina	50.0
Tennessee	39.1
Arkansas	31.6
Georgia	29.9
Missouri	26.0
Oklahoma	22.5
South Carolina	21.0
Texas	17.5
West Virginia	14.7
Virginia	12.2
Florida	9.7

State	Projects	Points
North Carolina	69	525
Texas	59	525
Alabama	62	435
Louisiana	60	415
Georgia	47	320
Kentucky	34	285
Tennessee	46	270
Florida	26	215
Mississippi	25	170
Missouri	24	160
South Carolina	12	105
Virginia	12	105
Arkansas	14	95
Oklahoma	12	90
West Virginia	4	25

*\*\*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.*

*\*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

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



Don Pierson (above left) is Secretary of Louisiana Economic Development. Louisiana earned "Co-State of the Year" this year, its sixth, the second-most of any state in the South. Alabama earned its seventh "State of the Year," the most of any state in the South in the SB&D 100's 27-year history. Greg Canfield (far right), Secretary of Commerce at the Alabama Department of Commerce, attended SB&D's Southern Economic Development Roundtable.

**State Division**

With 62 projects, 435 points and the high state PPM score of 88.7, Alabama is one of the 2020 SB&D 100 "States of the Year." Alabama was also named "State of the Year" last year and was on a roll from 2003 to 2008, winning at least a share of "State of the Year" five out of six years. While automotive is struggling in the Southern Automotive Corridor a bit, you wouldn't know it in Alabama. Alabama landed 27 automotive projects in calendar year 2019 out of 65 that were announced in the Southern Automotive Corridor. The state's fourth auto assembly plant, Mazda Toyota, is under construction.

This year's "Co-State of the Year" is Louisiana with 60 projects, 415 points and a PPM score of 88.0. Typically, when scores are that close we name "Co-States of the Year," which we have done this year.

By virtue of their points per million residents, Kentucky, Mississippi and North Carolina earned "Honorable Mention" in the state category. It should be noted that North Carolina tied Texas with a total of 525 points. Texas has never relinquished the top score title in any of the 27 years of the SB&D 100. And it didn't this year. But it is the first time any state has tied Texas in point totals.

# TOP DEALS >>> HOT MARKETS



## Mega-Markets (2.5 million-plus-population)

Dallas-Fort Worth continues its surge in project activity, topping all mega-markets with 180 points, down from 235 points last year, 300 points in 2018 and 295 points in 2017.

Of the many markets in the Dallas-Fort Worth metro area, Plano, Texas, contributed the most points with 45 points. Plano has become a headquarter juggernaut, as have Irving, Frisco and others. Atlanta also had a good year with 170 points, followed by Charlotte (125 points) and Houston (90 points).

## Major Markets (750,000-2.5 million population)

New Orleans and Nashville tied for “Major Market of the Year” with 135 points last year, but instead of New Orleans, Baton Rouge is the king of major markets this year. Nashville tied or won “Major Market of the Year” for three straight years, but not this year. In 2019, there was no labor left in Nashville. Baton Rouge, with 190 points, was the clear winner this year. San Antonio, News Orleans and Kansas City earned “Honorable Mentions.” Special recognition goes to St. Tammany Parish (New Orleans market) and Ascension Parish (Baton Rouge market) with 45 points and 70 points respectively.

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

We have a new, first-time “Mid-Market of the Year” in Durham, N.C. Durham, home of Duke University, had an outstanding year. Huntsville, which is not new to leading mid-markets in the South, earned an honorable mention along with Montgomery, Ala., which had a great year. Chattanooga did well, too.



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

Lake Charles, La., and the Southwest Louisiana region has earned “Small Market of the Year” for the 10th consecutive year. LNG and the petrochemical industry have clustered around Lake Charles in numbers never seen in the South in a market that size. Tens of billions of dollars have been invested in Southwest Louisiana in those 10 years and the Lake Charles MSA has seen greater job growth than any market in America.

And for the fourth time during those 10 years, Bowling Green, Ky., has placed second to Lake Charles, earning an honorable mention. Also earning honorable mentions were Sanford-Lee County, N.C., and Orange County, N.C.

## Rural Markets (Less than 50,000 population)

Iberville Parish, La., earned “Rural Market of the Year” going away. It was followed by St. James and St. Charles Parishes and all three landed impressive petrochemical deals. Mississippi County, Ark., and its two big steel deals earned an honorable mention as did Ballard County, Ky.

**TOP LEFT PHOTO:** The Baton Rouge Area Chamber, or BRAC, earned its second “Major Market of the Year” in the 2020 SB&D 100. Pictured are selected staff at BRAC: (TOP ROW) Adelina Lepine, Chandra Williams, Rachel Pierson Delamain. (MIDDLE ROW) Russell Richardson, Jayson Newell, Andrew Fitzgerald. (BOTTOM ROW) Donnie Miller.

**BOTTOM LEFT PHOTO:** Montgomery, Ala., earned an “Honorable Mention” in the mid-market category. Pictured are selected members of the Montgomery Area Chamber of Commerce: Jessica Horsley, Charlie Bass, Amy Richardson, Ellen McNair, Rachel Madore, Shelby Stringfellow, Charisse Stokes. **TOP RIGHT PHOTO:** In an amazing achievement, the SWLA Economic Development Alliance based in Lake Charles, La., earned its 10th consecutive “Small Market of the Year” in 2020. No market in any category has achieved that. Pictured on the right is George Swift, CEO of the SWLA EDA with SB&D owner Michael Randle.

**BOTTOM RIGHT PHOTO:** Mississippi County, Ark., earned an “Honorable Mention” in the rural market division. Pictured are Clif Chitwood (right), the head of economic development in Mississippi County at SEDR7@WaterColor with educator extraordinaire, Dr. Glen Fenter, who is also from Arkansas. Mississippi County is one of the largest in the U.S. in steel production.



## STATE OF THE YEAR

### ALABAMA

435 points, 88.7 PPM (1st)

Notable Alabama Deals:

Company	Jobs	Investment
Hyundai	200	\$410 million
Toyota	450	\$288 million
Facebook	50	\$750 million

### LOUISIANA

415 points, 88.0 PPM (2nd)

Notable Louisiana Deals:

Company	Jobs	Investment
Venture Global	N/A	\$4.2 billion
Lake Charles Methanol	N/A	\$4.2 billion
Medline	464	N/A

HONORABLE MENTION

### KENTUCKY

285 points, 63.3 PPM (3rd)

Notable Kentucky Deals:

Company	Jobs	Investment
Amazon	2,000	\$1.5 billion
Phoenix Paper	500	\$200 million
UPS	1,000	N/A

HONORABLE MENTION

### MISSISSIPPI

170 points, 56.6 PPM (4th)

Notable Mississippi Deals:

Company	Jobs	Investment
Baxter	100	\$100 million
Amazon	500	\$100 million
Medline	450	\$46 million

HONORABLE MENTION

### NORTH CAROLINA

525 points, 50.0 PPM (5th)

Notable North Carolina Deals:

Company	Jobs	Investment
Chewy	1,200	\$55 million
Lowe's	1,612	\$153 million
Microsoft	500	\$47 million

## MEGA-MARKETS

(2.5 million-plus population)

### DALLAS-FORT WORTH

180 Points

Notable Dallas-Fort Worth Deals:

Company	Jobs	Investment*
Uber	3,000	\$75 million
AW Texas	900	\$400 million
Texas Instruments	488	\$3.1 billion

HONORABLE MENTION

### ATLANTA

170 points

Notable Atlanta Deals:

Company	Jobs	Investment
OS International	1,000	\$15 million
Amazon	1,000	\$237 million
Invesco	500	\$70 million

HONORABLE MENTION

### CHARLOTTE

125 points

Notable Charlotte Deals:

Company	Jobs	Investment
ATI Allvac	20	\$140 million
Chime Solutions	1,000	\$7 million
Microsoft	430	\$23 million

HONORABLE MENTION

### HOUSTON

90 points

Notable Houston Deals:

Company	Jobs	Investment
Ford Motor	500	\$3 million
ExxonMobil	25	\$205 million
Hailing Copper	250	\$165 million

*Special Recognition: Plano, Texas 45 points*

*Others: Tampa Bay 45; St Louis 40; Orlando 35; South Florida 35; Northern Virginia 30.*

## MAJOR MARKETS

(750,000-2.49 million population)

### BATON ROUGE

190 points

Notable Baton Rouge Deals:

Company	Jobs	Investment
Methanex III	N/A	\$1.3 billion
BASF	N/A	\$803 million
PCS Nitrogen	N/A	\$530 million

HONORABLE MENTION

### SAN ANTONIO

125 points

Notable San Antonio Deals:

Company	Jobs	Investment
Toyota	391	N/A
FGF Brands	600	\$129 million
Navistar	430	\$250 million

HONORABLE MENTION

### NEW ORLEANS

110 points

Notable New Orleans Deals:

Company	Jobs	Investment
Medline	464	\$53 million
Ampirical	400	N/A
Valero	N/A	\$400 million

HONORABLE MENTION

### KANSAS CITY

90 points

Notable Kansas City Deals:

Company	Jobs	Investment
Waddell & Reed	1,039	\$89 million
USDA	567	\$45 million
Smart Beverage	325	\$45 million

*Special Recognition: Ascension Parish (Baton Rouge market) and St Tammany Parish, La. - 45 points (New Orleans market)*

*Others: Memphis 75; Louisville 70; Nashville 65; Oklahoma City 50; Raleigh 50; Birmingham 45; Austin 30; Charleston 30; Greensboro 30; Richmond 25.*

## MID-MARKETS

(250,000-749,999 population)

MID-MARKET OF THE YEAR

### DURHAM, N.C.

150 points

Notable Durham Deals:

Company	Jobs	Investment
Cree	420	\$500 million
Merck	391	\$650 million
Q Squared	749	\$84 million

HONORABLE MENTION

### HUNTSVILLE, ALA.

145 points

Notable Huntsville Deals:

Company	Jobs	Investment
Facebook	50	\$750 million
Toyota	450	\$288 million
DaikyoNishikawa	391	\$111 million

HONORABLE MENTION

### MONTGOMERY, ALA.

50 points

Notable Montgomery Deals:

Company	Jobs	Investment
Hyundai	200	\$410 million
Hyundai	0	\$292 million
Lightsource BP	2	\$124 million

HONORABLE MENTION

### CHATTANOOGA, TENN.

50 points

Notable Chattanooga Deals:

Company	Jobs	Investment
Volkswagen	1,000	\$800 million
Gestamp	95	\$40 million
Arrive Logistics	500	\$3 million

Others: Little Rock, Ark. 35; DeSoto County, Miss. 35; Lexington, Ky. 30; Savannah, Ga. 25; Lafayette, La. 25.

## SMALL MARKETS

(100,000-249,999 population)

SMALL MARKET OF THE YEAR

### LAKE CHARLES, LA.

45 points

Notable Lake Charles Deals:

Company	Jobs	Investment
Lake Charles Methanol	200	\$4.2 billion
Venture Global	N/A	\$4.2 billion
Big Lake Fuels	N/A	\$1.2 billion

HONORABLE MENTION

### BOWLING GREEN, KY.

35 points

Notable Bowling Green Deals:

Company	Jobs	Investment
General Motors	400	N/A
Georgia-Pacific	50	\$100 million
Henkel	60	\$130 million

HONORABLE MENTION

### SANFORD-LEE COUNTY, N.C.

35 points

Notable Sanford-Lee County Deals:

Company	Jobs	Investment
Bharat Forge	460	\$170 million
Pfizer	300	\$500 million

HONORABLE MENTION

### ORANGE COUNTY, N.C.

35 points

Notable Orange County Deals:

Company	Jobs	Investment
ABB	403	\$39 million
Well Dot	400	\$3 million
Medline	250	\$65 million

Others: Henry County/Martinsville 15; Sealy, Texas - 15; Camden, Ark. - 15; Sinton, Texas -15.

## RURAL MARKETS

(Fewer than 50,000 population)

RURAL MARKET OF THE YEAR

### IBERVILLE PARISH, LA.

50 points

Notable Iberville Parish Deals:

Company	Jobs	Investment
PCS Nitrogen	N/A	\$430 million
Flopam (SNF)	N/A	\$375 million
Dow Chemical	N/A	\$128 million

HONORABLE MENTION

### ST. JAMES PARISH, LA.

30 points

Notable St. James Parish Deals:

Company	Jobs	Investment
Formosa Plastics	1,200	N/A
Praxair	N/A	\$247 million
Louisiana Methanol	N/A	\$2.2 billion

HONORABLE MENTION

### ST. CHARLES PARISH, LA.

25 points

Notable St. Charles Parish Deals:

Company	Jobs	Investment
Valero	N/A	\$1.1 billion
Valero	N/A	\$400 million
Union Carbide	N/A	\$61 million

HONORABLE MENTION

### MISSISSIPPI COUNTY, ARK.

25 points

Notable Mississippi County Deals:

Company	Jobs	Investment
Nucor Steel	200	\$240 million
Nucor Steel	35	\$140 million
Nucor-Yamato	200	\$13 million

HONORABLE MENTION

### WICKLIFFE/BALLARD COUNTY, KY.

20 points

Notable Ballard County Deals:

Company	Jobs	Investment
Phoenix Paper	500	\$200 million