Linking Urban Strategies & Project:
The Investor Perspective
Which factors guide investor assessments of individual cities?
Key Factors

1. Demographics

2. Physical Infrastructure
   a) Transportation
      - accessibility & linkage
      - internal circulation
   b) Logistics

3. Educational Infrastructure

4. Political Stability
   a) Tax & regulatory logic and history

5. Business Incentives

All very important – AND then …..
What is the Plan?

A. What is the future vision?

B. Is it based on priorities already in practice?

C. Is it well-considered, strategic, and realistic?
The Plan: Urban / Regional Strategy

A. Is it a plan for growth or consolidation?

B. What are the strategic assets of the city? (ex. educational, cultural, medical)

C. What are the key priorities of the city? Do these address, longer term as well as, near term needs?

D. Within the local/regional/national budget is there a capital budget to support longer term investment? Or alternatively, are there mechanisms (ex. TIF) to create the means for such financing?
The Project:
where does it fit, within key continua?

A. Economic
B. Physical
C. Social