CONCLUSION

Preparedness is the key to successful site development. Proper planning and involvement by the community and key stakeholders are needed to ensure a smooth process. All efforts should be based on a comprehensive community plan for economic development.

Communities need to think in terms of what they offer to potential customers, businesses who would have a reason to locate in the community. What they offer will be dictated by an assessment of the community and the potential site(s). A good assessment requires a complete understanding of current trends and business needs.

The communities who prepare the most to meet business needs will be the most successful at site development.