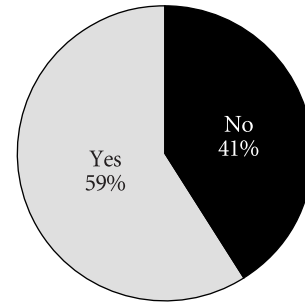


And The Survey Says . . .

Industrial Development Survey Provides Useful Information

Industrial development is very important to the overall vitality of a community. Many cities and villages are actively implementing Industrial Development programs. To learn from these experiences, Vierbicher Associates, Inc. conducted a survey of over 400 communities to obtain information regarding current issues and effective strategies being used. Following are the results from the 80 survey responses received.

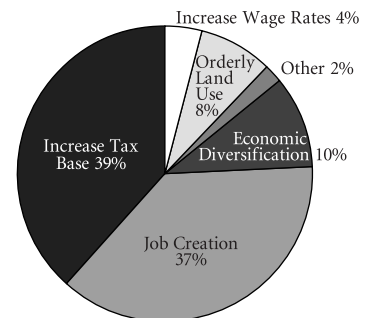
Does your community have an active Industrial Development program?



“TIF Leads Way as Development Tool”

An analysis of the survey responses showed TIF to be both popular and effective as an industrial development tool. Of the communities having an active industrial development program, 91 percent are using TIF. These communities also gave TIF the highest effectiveness rating of any industrial development tool. This reinforces that TIF should be the foundation for industrial development programs.

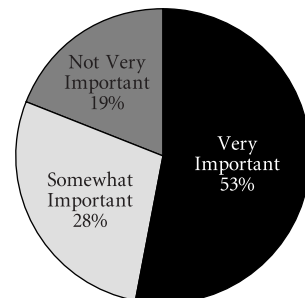
What is the primary goal of your Industrial Development program?



“So What About The Age of the Internet?”

Research shows that currently 80 percent of all site searches start on the Internet. That is estimated to increase to 90 percent in 2003. An analysis of the survey responses showed that web sites are not perceived to be a significant industrial development tool. Of the communities having an active industrial development program, only 64 percent are using a web site. The survey also showed that web sites were rated below average as an effective industrial development tool. In the future, communities will need to increase their visibility on the Internet through effectively designed web sites.

How important is Industrial Development in your community?



“The Top Ten Industrial Development Tools”

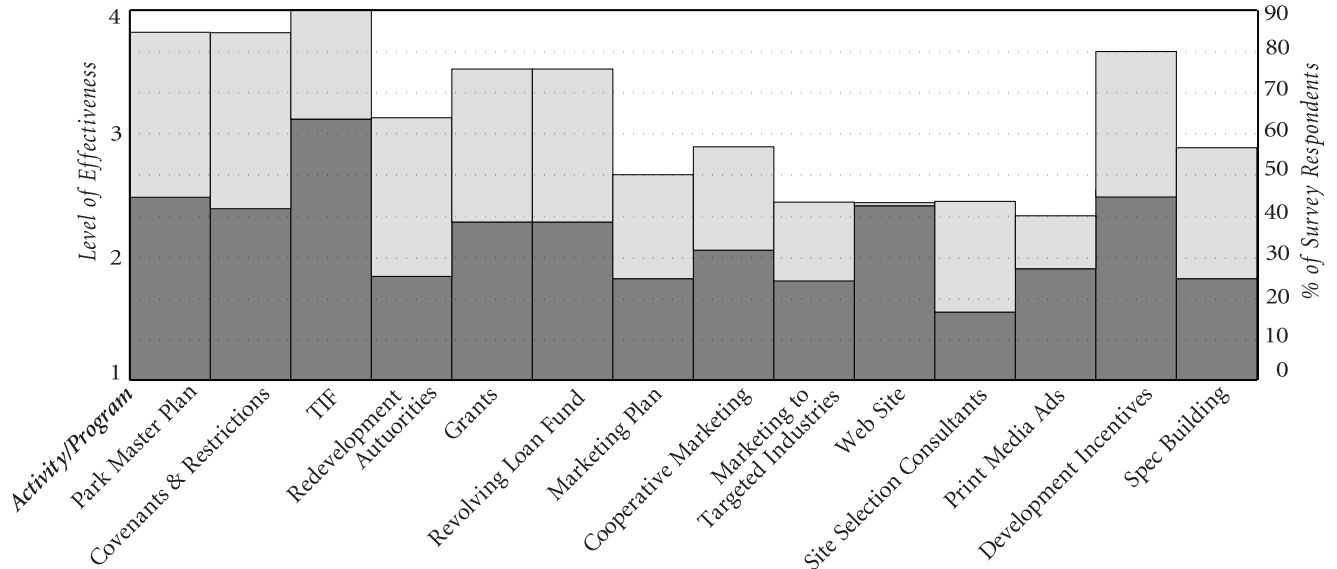
The following top ten industrial development tools were determined by factoring both the rank by use and the rank by perceived effectiveness.

1. Tax Incremental Financing
2. Development Incentives
3. Covenants and Restrictions
4. Park Master Plans
5. Grants
6. Revolving Loan Funds
7. Web Site
8. Cooperative Marketing
9. Redevelopment Authorities
10. Spec Buildings

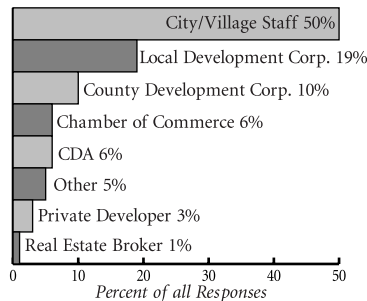


“Use Vs. Perceived Effectiveness Of Activities Used To Develop And Market Industrial Parks”

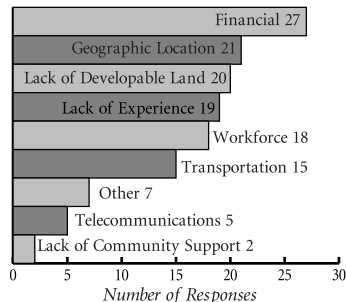
Respondents were asked to rank the effectiveness of the activity/program listed across the bottom of the chart. Those who responded rated the level of effectiveness of each activity/program (1 Poor to 5 Good). The results are communicated on this chart, along with the percent of respondents who use that particular activity/program.



What organization takes the lead for Industrial Development in your community?



What barriers exist which deter Industrial Development in your community? (Data represents actual number of responses)



“Spec Buildings”

The use of spec buildings should be an effective component of an industrial development program. Research shows 75 percent of all prospects are looking for existing buildings and 45 percent locate in existing buildings. An analysis of the survey responses showed that 43 percent of communities having an active industrial development program utilized spec buildings. The survey also showed that spec buildings were rated average as an effective industrial tool.

Vierbicher Can Help!

Vierbicher Associates, Inc. offers significant industrial development experience. We have assisted with:

- ▼ 50 Industrial/Business Parks
- ▼ Over 70 Tax Increment Districts
- ▼ 100 Business Deals
- ▼ Creation of over 5,000 jobs

We can assist with all aspects of your program from initial planning, recruitment, funding assistance and engineering.

For more information on industrial development, please contact:

Gary W. Becker, 800-261-3898, gbec@vierbicher.com or
David J. Pawlisch, 800-261-6468, dpaw@vierbicher.com

Click on www.vierbicher.com to learn more about our firm!

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