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## Community and Economic Development in North Carolina and Beyond Blog: A View into the Black Box of Industrial Recruitment

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Article: <https://ced.sog.unc.edu/a-view-into-the-black-box-of-industrial-recruitment/>

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The process of recruiting business and industry, generally, is not well understood by individuals who are not directly involved in that activity. The more specific site selection process that companies use to locate a new facility is even more mysterious to external observers. A recent article published in *Public Management* written by two seasoned economic development experts in North Carolina sheds some light on the inner workings of business recruitment and site selection. The article is written from the vantage point of a community trying to secure a new industrial project. In the article, Pat Mitchell and Chuck Abernathy draw on their experience serving in the *dual roles of county manager and economic development director*, to take us inside the process. The article illustrates the complexity, potential for conflict, and inherent tensions involved in recruiting industry, and addresses key issues such as:

- The need to educate elected officials upfront about the process of economic development
- Why confidentiality is required
- What is important and who is involved at different stages of the site selection process
- The importance of effective communication throughout the process