



AMAZON HQ2

You are the CEO of Amazon and [amazon.com](https://www.amazon.com). Your search for the site for its second headquarters is now playing out mostly behind closed doors. To find the perfect location, Amazon is inviting cities and regional economic development organizations in North America to submit a proposal. You will be evaluating prospective metro areas on eight specific criteria:

1. **Site/building.** It would like the site to be within 30 miles of a population center and within 45 minutes of an international airport. It prefers metro areas with more than 1 million people.
2. **Capital and operating costs.** Amazon is prioritizing “stable and business-friendly regulations and tax structure” in its considerations. The company is seeking out incentives from state and local governments “to offset initial capital outlay and ongoing operational costs.
3. **Incentives.** The company is asking applicants to outline the specific types of incentives they could offer, such as tax credits and relocation grants, as well calculations on the amount of total incentives that could be provided.
4. **Labor force.** The company is prioritizing sites with a “strong university system.” It’s asked cities to provide a list of universities and community colleges with “relevant degrees” plus the number of students to graduate with those degrees over the past three years.
5. **Logistics.** Amazon wants on-site access to mass transit—train, subway, or bus. The company is also asking applicants to identify “all transit options, including bike lanes and pedestrian access” for the proposed site and to rank traffic congestion during peak commuting hours.
6. **Time to operations.** To begin construction as soon as possible, Amazon wants an outline of the permitting process and approximate timetable ahead of “Phase 1” of the building process—the first 500,000 to 1 million sq ft, for an investment of \$300 million to \$600 million.
7. **Cultural community fit.** Amazon cares about “culture fit.” It defines this as a diverse population, strong higher-education system, and local government that is “eager and willing to work with the company.”
8. **Community/quality of life.** The new headquarters should be in a place where people want to live. Amazon is interested in daily living and recreational opportunities for people in each proposed metro area. It is also requesting information about housing prices and availability, general cost of living, and crime statistics.

Here is the Data to help with your decision - https://mediamaps.esri.com/AmazonHQ2_USFinalists/index.html



Which city will you choose?

1. City you picked _____ Population _____ Median Household Income _____

Median House Value _____ Commute of 1 hour or more _____ % with College Degrees _____

Currently Developed Land _____ Population Growth _____
2. Does the city you picked offer proposed changes to the tax incentive program?
3. Is the town asking for anything in return, like for Amazon to hire locally or source local materials?
4. Explain how the city offers a good transportation system.
5. What are the strengths of the city you picked and of their quality of life?
6. Does the bid discuss the non-material benefits of the town, like the number of recent college graduates?
7. What is the cultural-community fit of the city?