



Mid-Year  
**2018**

**ECG**

electric cities of georgia



GA's Energy Cities At Work

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### Placemaking and work in the new economy

Jason Broadwater, consultant, author, and industry expert suggests there is a paradigm shift underway in how communities practice successful economic development. With innumerable nuances in this new way of thinking, among the most critical is a fresh view of the interplay between workers, workplace and placemaking.

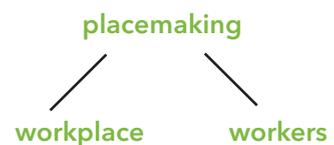
Workforce development initiatives, particularly for future generations, operate within a different model. In Broadwater's concept, employees adopt the role of consumers in the worker-workplace relationship. It's mostly inverse to the current relationship. Employees are "choosing" rather than being chosen.

The current workforce is aging and retiring and millennials tend to choose work, not a job, and even may want a fulfilling life that may not be money driven. There is nothing productive in millennial bashing for owning a different world view. Rather, employers need to discover how to be attractive and innovative for these workers.

Employers need to consider an initial hook or lure to attract workers and then create the "2-sided stickiness" to keep the relationship going forward. Entice the "consumer" and then

inspire loyalty. Does that sound like an innovative workplace?

Youth may not be choosing manufacturing opportunities because they "can't see the job." On the contrary, we see the work of a nurse; that we can observe. If an employer applies our new model, a hook from a manufacturer might be an apprenticeship initiative. Build your talent. Be creative. Make an investment that pays off in people.



A third element for successful economic development is placemaking and it is a hugely popular concept with planners and urban designers. When a community invests in services and amenities, it helps create a sense of place, a desirable place to work and live. Amenities recruit talented people, as well as entice those already at home to stay.

A provocative thought - Will your community consider - that economic development at its core is *really* mostly about quality of life?

Broadwater's book, *Old Town, New World*, describes what a successful city looks like in the new economy.



**Jason Broadwater**  
RevenFlo  
ED Summit 2018 presenter

# ECG LOCATION GEORGIA

helping bring growth to Georgia

## 2018 Economic Development Summit

19 Sponsors • 36 ECG Cities • 3 Gas Cities • 188 Attendees



### Next Year

April 30 – May 1, 2019

The Westin Jekyll Island & Convention Center

“The summit assured me we were on the right track with our downtown revitalization. It was an “aha” moment to know shopping center developers want to emulate us, a unique retail in a small town storefront atmosphere!

Community energy is contagious. Following the announcement of the city plan, private investors bought downtown buildings for rehab, three so far.”

**Jeana Hyde**

City of Mansfield, City Clerk

## Rural Zone - Cool to be Rural

ECG partners, The Georgia Department of Community Affairs, along with the Georgia Department of Economic Development (GDEcD), are working to establish up to ten rural zones each year. A rural zone gets tax credits and investment incentives to provide new local opportunities. Congratulations Commerce and Fitzgerald! They were the first ECG cities to earn the designation. The next round will be chosen in August, 2018.

**tap in**  
what's trending

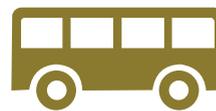
Massachusetts has the most educated millennials, 51%. In Georgia, college graduates represent 30-40% of the group.

millennials

## A Chronicler of Cities

“... I always saw Anthony Bourdain as a chronicler of cities... Bourdain used food as his lens to explore and unveil the intersection of human creativity, authenticity and community.”

City Lab, Richard Florida, June 8, 2018  
a tribute to a celebrity chef who knew cities best



People to meet:  
ECG staff  
GDEcD staff  
City leaders

## ECG Bus Tour

August 30 & 31, 2018

Participants visit movers and shakers in the cities of Norcross, LaFayette, Calhoun, Cartersville, and Acworth.

“I loved it that my sessions were geared solely for elected officials. It is so powerful to see how a council may build goals, and drive a plan working together. I like that I can communicate about our electric operations in regard to economic development.”

Jackie Palazola, Calhoun City Council

# EDGE

In the inaugural year of the Edge Development opportunity, thirty-eight leaders of utility enterprise communities are mastering the tools to create a competitive edge and a blue print for success. Elected officials, city managers and department heads such as public safety/works, planning and zoning, utilities, main street and city clerks, are creating a vision for local economic prosperity. Every city function is a part of a team process for economic development progress. As communities complete the comprehensive training they earn industry designations.

Find your community's edge. Commit to excellence. Registration for 2019 classes open in the fall on a first-come basis. See more details on the designation, including testimonials, at [edgedevelopment.org](http://edgedevelopment.org). For details - Michelle Weekley at [mweekley@ecoga.org](mailto:mweekley@ecoga.org) or 770.563.0435.

## 2018 training

18 staff

20 elected officials

Edge Development is made possible through the partnership of Electric Cities of Georgia (ECG), the Municipal Electric Authority of Georgia (MEAG Power) and the Municipal Gas Authority of Georgia (The Gas Authority), along with the University of Georgia's Carl Vinson Institute of Government (CVIIOG) and Hometown Connections (a subsidiary of American Public Power Association).

## 2018 Small Business Rock Star

South Life Supply Co. of Thomasville drew the attention of the Georgia Department of Economic Development (GDEcD), Georgia Economic Development Association and a panel of judges with its born-in-a-barn origin story.

"They started in a barn recycling bullets and shotgun shells for jewelry and now they are a fully integrated business," said Mary

Ellen McClanahan, GDEcD, Small Business.

The company's 2018 recognition as a Small Business Rock Star follows on the heels of fellow townie Sweet Grass Dairy's 2017 designation. Small Business Rock Stars, an annual competition, honors five small businesses. Thomasville is the first community of its size to have two successive winners.

Since South Life's 2012 debut, owners Heather and Kelley Abbott found quick success in the wholesale market, drawing customers in every state with jewelry and leather goods, including 83 Bass Pro Shops.

Their sights are now set on positioning their downtown Thomasville storefront as an experience-based retail environment. In an upstairs design studio, customers work directly with artisans to customize goods ranging from leather bags and jewelry to alligator skin wallets and snake skin belts. The company uses an average of 70 cowhides a month and are vigilant for quality suppliers to meet production needs.

## Spongecell Technology Makes Promotion Personal

The GDEcD marketing group, with a partner tourism foundation, launched a Spongecell campaign in July 2017. The three-month long lead generation program promoted areas in the state with cutting edge technology referred to as dynamic/personalized video content. Based on browsing history/search interests, an online user was served personalized video content on Georgia destinations. The Spongecell Partner Video Program resulted in over 7,000 impressions and \$1 million in lodging revenue.

**tap in**  
what's trending  
come home

St. Clair, Michigan is offering \$15,000 toward student loans for millennials to come back home rather than choosing another city. Local businesses and organizations helped fund the Come Home Award to reverse brain-drain. Ohio, Indiana and Iowa have a similar program.

CBS News May 31, 2018

In a related move, our GA legislature looked at language to offer tax breaks to those choosing to live and work in a rural county. The concept did not make the cut at the close of session.

**tap in**  
what's trending

blogging

In 2016, Orbit Media noted that the length of an average blog post had risen to 1,054 words (up from 887 in 2015). Longer blogs - those measuring 1,500+ words - tend to get more social media attention.

Blogmutter, January 9, 2018

## Step Up Social Media

Washington and Wilkes County are expanding its recreational tourism and heritage tourism efforts to include nearby Georgia rivers. Social media is ready-made for tourism marketing.

Elizabeth Elliott, Mainstreet Director reports:

- Polls on Facebook are an effective means to gauge community interests. Wednesdays on Wheels became Summer Skate Nights when 83 percent of the community came back in support of moving the popular event to Monday nights.
- Social media isn't just a way to get information out; it's a two-way street, a way to crowdsource feedback.

## Building Talent

**Coweta Works** – Newnan and Coweta County stakeholders are in lockstep when grooming talent. Existing industry, higher education providers, school systems, and non-profits collaborate on building local workforce initiatives.

Nearly 2,000 eighth-graders at the Central Educational Center, explored six "career worlds" during the two-day Coweta Works' Career Expo. Everything was interactive; no talking heads and no lectures. For the older grades, 10th graders are first eligible for industry apprenticeships in manufacturing careers.

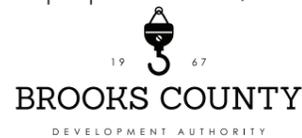
**Douglas** – Francis and Diane Lott took a very personal approach to workforce development in 2014 with the creation of a Georgia Tech Promise Scholarship Program. Any graduating Coffee County students who meet eligibility criteria and maintain the required GPA will receive a fully-funded four-year degree debt-free. Parents or guardians must not earn more than \$33,300 annually. Fall 2018, 15 students are Georgia Tech bound and headed for their futures.



# Biz Profiles – Industry Insights – Leaders at Work – City Initiatives – Expert Data

## Aviagen

**Who:** Aviagen  
**Where:** Quitman, Brooks County  
**\$ investment:** 18 million  
**Jobs:** 100  
**Operations:** broiler breeder  
**Did you know?** This is Aviagen's 8th hatchery. Aviagen employs 3,900 people worldwide; based in Huntsville, AL.



"We cannot imagine a more suitable project for the first tenant in the Brooks County Industrial Park than Aviagen. The company combines our rich agribusiness heritage with a leadership in science and food production," said Chairman Buddy Holwell, Brooks County Development Authority.



For the first time in history, healthcare has surpassed manufacturing and retail, the most significant job engines of the 20th century, to become the largest source of jobs in the U.S.

The Atlantic Magazine, January 9, 2018

## Moultrie Lands Osteopathic College

Growing up in rural Kentucky, Colquitt Regional Medical Center CEO Jim Matney watched his town struggle as manufacturing plants closed their doors and workers scrambled for jobs. A forward-thinking city official looked towards education to transform the local economy. It worked. The town opened a college and saw the double benefit of high-paying jobs and a more educated citizenry.

The concept of the education sector as an economic driver stuck with Matney. When he floated the idea of bringing a medical school to Moultrie, many were dubious.

His crazy dream comes to fruition when the Philadelphia College of Osteopathic Medicine (PCOM) opens its doors to a class of 55 medical students in August 2019. The 75,000 square-foot building is under construction on a scenic 31-acre campus.

**Regional impact:** Five area independent hospitals collaborated to develop a residency program and bring the medical school to South Georgia. PCOM will have economic, health, and education implications with a pipeline of regional medical education for K-12 school programs and partnerships with regional universities.

Recruiting and retaining physicians has been a challenge in rural Georgia, but according to President Darrell Moore, Colquitt County Development Authority, "If you can train them here, they will stay here." Residency programs have proven successful in keeping physicians in a community.

Nationwide, schools of osteopathic medicine have found a niche in filling the gap in physician shortages in under-served areas. DOs have similar training and residency requirements as allopathic (MD) doctors. A second Philadelphia College of Osteopathic Medicine is in Suwanee Georgia. DO graduates trend toward similar salaries with MDs but carry less debt on average.



## Rural Lake Blackshear Finds a Broadband Champion

Plentiful, reliable high-speed Internet remains a challenge in rural areas around our state. Case in point: Homeowners at Lake Blackshear in Crisp County. At least until entrepreneur Greg Turton began running fiber for his private use. Turton was tired of family insistence that he get off the Internet so they might get on.

While talking to Turton you absorb his energy and fearless approach to a business and technology challenge. He learns the business as he progresses. He is undaunted in a very capital intensive marketplace. Some might summon the phrase often attributed to a sports daredevil, "Please. Don't try this at home."

At the same time, Turton is measured in his operational decisions and quality of service. He is dedicated to the customer roster that depends on him. Early on, inquisitive neighbors observing the upturned dirt asked if he can run to a few more homes. Poor connectivity was rampant. Following hours of relentless YouTube episodes, incessant research and assuring a start-up cadre of customers, Turton launched Southern FiberWorx.

Turton speaks well of his partnership with Crisp County Power Commission that provides Southern FiberWorx dark fiber when mutually beneficial. The partnership helps "reach" Turton's customers who are across difficult terrain or infrastructure-dense areas. Today, residential and business customers number 400 plus.

As our state legislature looks at ways for all Georgians to have reliable, sufficient Internet access, this is a success story of a small start-up doing just that.

## tool box

best practice

placemaking

## No, It's Not a Frisbee

### Challenge

Sandersville Youth Leadership Class identified a need for more recreational options for young people.

### Concept

- Repurpose a parcel of identified "unusable property"
- Seek a Disc Golf Course design expert
- Invest \$15,000 to create a Disc Golf Course
- Include a Pro Shop with specialty discs and gear
- Include a revenue generating component
- Develop official sport association affiliation to help promotion
- Launch an Annual Tournament
- Registration fees cover payout for winners

### Results

- Local youth and millennials love it
- Tournament professionals' attendance rose from 25 the first year to 80 the following year
- Tournaments foster regional tourism and spending with retail food and lodging establishments

### Future

- Continue to increase event activities and attendees
- Adapt difficulty level to keep the course fresh and entice professionals annually

## 80% Voted Yes to Freeport

"With the rise of Amazon and other online shopping platforms, the number of e-commerce fulfillment centers is growing," explains Development Authority Executive Director Dorie Bacon. "With our strategic location near the Port of Savannah, Sylvania and Screven County are well suited for these centers that promise to create employment, tax revenue and investment."

The voters and our local chamber were incredibly supportive in raising awareness and creating an environment to get the voters' participation. Sylvania is the fifth community to adopt this additional freeport exemption classification and the first ECG community. Bryan, Butts, Fulton and Putnam are the first four.

## A River Runs Through It



Waterfront development concept for West Point

West Point like many Georgia cities was founded along a waterway. For decades, textile concerns along the Chattahoochee banks in West Point were key to its economy. In more recent history, city facilities were tucked along its banks. Now, the leadership is looking at its river resources with a new eye.

"The decision to move public works from the riverbanks, creating retail and greenspace, is the kind of forward thinking our leaders exhibit," says Ed Moon, City Manager.

West Point developed a master revitalization plan. The city first repurposed the Fire Station pavilion, put in a water pad, and carved out green space. Local Economic Developer, Meghan Duke, engaged ECG staff to create a visual of a potential build out for the next phase. The 12 acres will likely become mixed use; residential, office space and retail.

**The players:** West Point Development Authority and City of West Point Forward Fund. A \$500,000 fund purchased the remaining property.

**Next step:** Duke anticipates West Point will be in the second round of designees in the Rural Zone Application process. The Department of Community Affairs deadline is August 2018.

## New USDA Website for Fresh Ideas

Assistant to the Secretary for Rural Development Anne Hazlett unveiled in the spring a new interactive webpage to identify best practices for building rural prosperity.

"Rural communities need forward-thinking strategies to build strong, resilient futures," Hazlett said. "USDA's Rural Development Innovation Center is focused on identifying unique opportunities, pioneering new, creative solutions to tough challenges, and making Rural Development's programs easier to understand, use and access."

Secretary of Agriculture Sonny Perdue created the Rural Development Innovation Center.

[www.usda.gov/topics/rural/rural-development-innovation-center](http://www.usda.gov/topics/rural/rural-development-innovation-center)

## \$3.4 million to Blakely



The United States Department of Agriculture (USDA) partners with Blakely in the construction of a new 12,000 square-foot public safety facility that will house the fire station, EMS operations and government services offices. The existing fire station on Magnolia Street will be demolished. A year from now Blakely will serve essential services from its safer and more modern facility.

## What to Consider in Preparing an RFP

Scott Poag, Dir. Business Development, W&A Engineering

Consider:

- You want the highest and best use for the property
- Explain what infrastructure is available
- Identify the skill sets of the community
- Know existing hurdles such as wetland issues, etc.
- Use your comprehensive plan as a guide
- Developers like to see the city has skin in the game
- Know your timeline
- Help the developer mitigate his or her risk

## Partnership Formed For Prospect

When your prospect desires property traversing two counties and has nine parties involved including brokers, site locators and others, it serves the prospect well to build a joint development authority, a single entity with which to collaborate. So did Spalding and Butts Counties for the prospect and retailer, Dollar General.

**The result:** An \$80 million distribution center strategically located near Interstate 75. The grand opening of the 1.2 million square-foot facility was in May for the 535 employees and the public.

Dollar General's mission is to serve others. "We think our customers are best served when we keep it real and keep it simple."



Fostering Georgia Growth

ECG's Office of Economic & Community Development is a liaison between growing companies and the ideal community that can meet their needs.

**fyi**  
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Not on the mail list? Request your copy at [info@locationgeorgia.com](mailto:info@locationgeorgia.com) or download an electronic version at the [locationgeorgia.com](http://locationgeorgia.com) website.

# Product Watch

available buildings & land

**755 Coweta Industrial Parkway  
Newnan, Georgia**



- 33+ Acres
- 300,000 Square Feet
- Tilt-up Concrete Construction
- 71 Truck Trailer Spaces
- Up to 56 Dock Doors
- Just off I-85

Contact:  
Trae Westmoreland, President  
Coweta County Development Authority  
770.304.1777  
twestmoreland@coweta.ga.us

**Former Dollar General  
Ellaville, Georgia**



- Close to Downtown
- 7,739 Square Feet
- \$2.95 per sq. ft.
- S. Broad St. 5,040 VPD
- 15 mile radius population – 41,125

Contact:  
Michael Cahill, ECG  
404.384.3421  
mcahill@locationgeorgia.com

**Walker County Business Park  
Lafayette, Georgia**



- Master Planned Industrial Park
- 300+ Available Acres
- Rail Access Available
- 4-Lane Access to I-75
- Unlimited fiber optic connectivity
- Phase I and II Environmental

Contact:  
Robert Wardlaw, Executive Director  
Walker County Development Authority  
706.638.1437  
wardlaw@walkercountyga.gov

**Lone Oak Road  
Hogansville, Georgia**



- 58 Acres adjacent to I-85 and Meriwether Industrial Park
- Commercial and Industrial Mixed-Use Opportunity
- Offers electricity, city water, sewer and natural gas

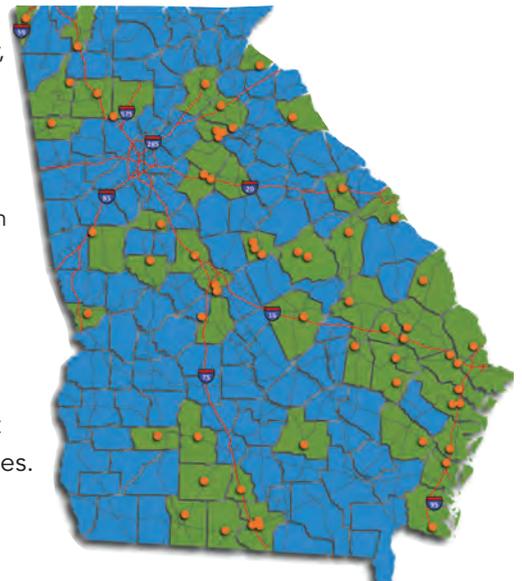
Contact:  
Mill Graves, ECG  
404.719.9773  
mgraves@locationgeorgia.com

**BUILDINGS  
SITES**

## GRAD Sites Statewide

The orange dots represent Georgia Ready Accelerated Development (GRAD) sites in Georgia. There are 60 plus with 20 in ECG communities.

<https://www.locationgeorgia.com/site-selection/grad-certified-sites/>



ECG  
Office of Economic & Community Development  
75 Fifth Street NW  
Suite 850  
Atlanta, Georgia 30308

► “We couldn’t be happier to have such an outstanding company like Facebook as one of our community corporate partners,” said Shane Short, of the Development Authority of Walton County. Facebook’s data centers are among the most advanced, energy-efficient facilities in the world. Stanton Springs, a four-county industrial park owned by the Joint Development Authority of Walton, Jasper, Morgan and Newton Counties, is home for Facebook.



## GA's Energy Cities At Work

### City of Newnan

#### Yamaha Motor Manufacturing Corporation of America

- golf carts, water vehicles, ATVs
- 1997 1st ATV Bear Tracker rolled off the assembly line

