



Executive Brief

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Southern
Region

Leadership

Existing
Industry

Downtown

Quality
of Life

Education

Infrastructure

Labor

Land

Buildings

Something New For Georgia

There is something new about this Executive Brief newsletter.

The mission and editorial direction have not changed. And it still comes to you courtesy of the Location Georgia staff who market our state to new and expanding companies.

What *is* new is that Executive Brief now sails under a new flagship - ECG.

ECG is a restructured and retooled service organization. ECG is a bold business concept that brings together over 25 years of economic development and marketing experience with 30 years of know-how in city-owned utility operations.

MEAG Power's Location Georgia, Distribution Services and Marketing Services joined ranks to bring depth and

expertise in a variety of customized services.

"The synergy of the group is very promising," explains Daryl Ingram ECG Vice President of Economic & Community Development.

"ECG became official July 1, 2009. ECG communities run multi-million dollar utility enterprises and have strong interests in growing revenue through economic development and business retention. Infrastructure is so critical to economic progress. They really go hand-in-hand."

Location Georgia's staff will continue their mission of meeting the needs of statewide economic development, the interests of prospective companies who seek location assistance, and

Something New in Georgia, Continued from page 1

support the prosperity of the participant communities of ECG.

There is a common sales strategy between global marketing at the state level and local marketing at the community level. Bottom line, there are buyers and sellers and the communities provide the product.

Local governments continue to embrace their responsibility of creating an environment for private investment.

"We are going to support them to do exactly that," explains Ingram.

"We are excited about several new initiatives and added resources," adds Ingram.

"Our 2009 community needs assessment identified a consistent message that in addition to industrial development there is a need for retail and commercial development. We also heard clearly the necessity for customized resources and the introduction of best practices."

Community Solutions Group

ECG's new Community Solutions Group will offer two initiatives. The Leadership Academy will offer customized training, best practices and strategic facilitation to community leaders and staff.

The Technical Solutions area will offer customized research, improved marketing options while utilizing the Geographic Information System to better illustrate community assets and products for prospects. Professional, accurate and aesthetic presentations of properties and sites is essential in the economic development process.

The new and foreseeable economy will offer new opportunities and challenges for Georgia's communities.

ECG is retooling and creating internal synergies to better support its partnership with the state of Georgia and its communities.

Gearing Up For Retail

Sylvania adds staff

The city of Sylvania has hired a person to focus exclusively on retail business and recruitment to complement the efforts of industrial development throughout the county.

Locate South Georgia

Working Regionally

South Georgia has always understood the value of working together, with strong joint development authorities and a four-city authority that launched CNS broadband as examples.

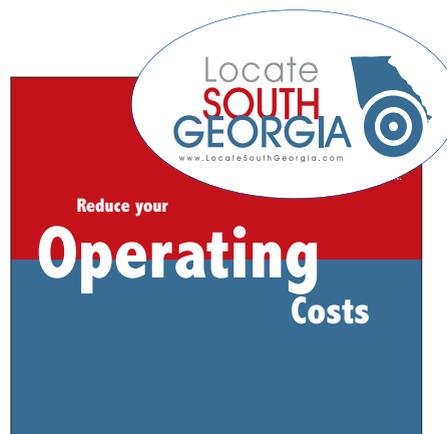
Now, twelve South Georgia cities are taking a regional approach to marketing their product.

The communities are sharing the cost of a website and direct mail campaigns to attract business to South Georgia. The current campaign will culminate with a breakfast in Tallahassee for prospects that could relocate to South Georgia.

LocateSouthGeorgia.com

The communities are:

Cordele
Albany
Cairo
Blakely
Sylvester
Fitzgerald
Douglas
Camilla
Moultrie
Adel
Thomasville
Quitman



direct mail post card sent to prospects

The Leader In Me

Leadership program for Grady County schools

The Cairo-Grady County Chamber of Commerce anted up \$40,000 for a leadership program based on Stephen Covey's "The 7 Habits of Highly Effective People." Teachers received a three-day training program from a Covey employee. They started the program with kindergarten students. The program in other communities has a success record of increasing academic achievement and reducing discipline referrals.

TJEKT Buys Timken

Sylvania Community Hopeful

Japanese auto parts manufacturer purchased Timken Company's needle roller bearings operations for \$300 million.

Timken had downsized from 550 employees to 315. Community officials are hopeful the sale will be a shot in the arm for jobs and growth.

TJEKT expects to take advantage of the role needle bearings will play in automotive trends toward fuel efficiency and emission standards.

Nationwide, 10,000 retail stores may close by year end, according to Grant Thornton LLP's Corporate & Restructuring Services.

10,000

They say buyers are choosing clicks over bricks. Online sales are suffering less than in-store sales.

850 megawatt coal-fired Plant Washington, in Washington County near Sandersville, received draft permits from the Georgia EPD. The \$2 billion investment in a new power plant will create jobs and a new source of affordable energy for business.

Companies Selling Coast to Coast

Flowers Foods -Thomasville

In spite of tough economic times, Flowers Foods reported second quarter sales increased 13.6 percent. With market expansions in 2008 that includes San Diego, CA, Flowers Foods is now selling bread coast to coast. Their bakery foods are available to 50 percent of the U.S. population in 27 states and reached 29 million new consumers in 2008.

In January, for the fifth time, Flowers Foods made the Forbes Platinum 400 Best Big Companies list. Out of 17 contenders with names like Archer Daniels, Kraft Foods and Campbell Soup, Flowers Foods was named best managed in the Food, Drink and Tobacco category.

Bread does hold a charmed position in a recession. Bread is the #1 profit category in a supermarket with a 99 percent household penetration. Nature's Own is Flowers Foods flagship brand.

Another well-known Georgia producer, **Bluebird Corporation in Fort Valley**, reported in May that the company received a record number of orders in March



2009 and has opened up previously unscheduled production capacity to meet demand.

Bluebird began the expansion of the 28 acre, 350,000 square-foot Dan River Textile facility to accommodate metal fabrication for school bus parts. Bluebird hired 120 people and anticipate another 100. Dan River closed in 2003.

“While some competitors are announcing production cuts, we’re adding a shift at our LaFayette facility,” explains President Greg Bennett.

Bluebird sold its recreational coach business in 2007 to focus on the school bus industry.

Local Efforts To Support Main Street



SAVING THE BRICK & MORTARS
OUR NATION IS BUILT ON

the350project.net

Economic times spawn buy-local initiatives

South Georgia businesses in Sandersville, Sylvania, Thomasville and Washington have launched support for a buy-local program named the 3/50 project. The project leaders suggest you pick three independent business concerns in town and each month spend a total of \$50 among the three.

The 3/50 project materials explain the value of saving local retailers. For every \$100 spent in a locally owned independent store, \$68 returns to the community in taxes, payroll and other expenditures.

A June 30th *Wall Street Journal* article quotes Douglas Bachtel, a demographer at the University of Georgia in Athens about 3/50.

“Hopefully, it's not just a fad but will continue to pick up,” said Mr. Bachtel, also a professor of housing and consumer economics. “Educating a local population on the importance of buying locally is a long-learning process.”

The 3/50 Project was created by Cinda Baxter of Minneapolis, Minnesota.

Buy-local campaigns recognize the value of all retail to a community and simply suggest a balance of support between chain retail and independent.



Special Focus

Baby Boomers

Inland Port in Cordele

First quarter of 2010, Cordele anticipates its first shipment from the Cordele Inland Port.

Benefits of the inland port include: (1) reduction in container truck congestion at the Savannah deepwater port (2) increased throughput at the port without increasing

truck traffic (3) reduction in highway truck miles and subsequent reduction in highway maintenance costs (4) increased economic development activity in rural areas.

Georgia Central and Heart of Georgia will provide the connection to the Port of Savannah.

Moving Trailers To Market



Logistics businesses, such as Big Tex Trailers and Redneck Trailer Supplies recently cashed in on the value of Georgia's transportation network. Interstate 75 remains a strong draw for distribution organizations and was pivotal in their recent expansion decisions.

Big Tex Trailer Manufacturing, headquartered in Mount Pleasant, Texas, has begun operating its sales and distribution operations facility on a fifty-acre campus near I-75 in Cordele. They purchased the former Cavalier Manufactured Home facilities, one 42,000 square-foot building for distribution and retail and 136,000 square-foot facility for manufacturing.

"Cordele's local Tech School is right down the street from our facility. For them to train people for us is very appealing," explains Michael Pittman, Vice President of Operations East Coast for Big Tex Trailers. Pittman is interested in labor since he has 130 jobs to fill for the new manufacturing and distribution center in Cordele.

Big Tex plans to be manufacturing trailers by April 2010.

"We are tremendously excited about Redneck Trailer Supplies choosing Peach County for its newest warehouse location," said Charles Sims, executive director of the Peach County Development Authority. "Its facility, the former Plymart building, is strategically located on Interstate 75."

Missouri-based Redneck Trailer Supplies plans to locate a \$5 million distribution center near Fort Valley, creating 10 jobs. The 17,000 square-foot facility in North Peach Industrial Park will distribute parts to trailer manufacturers and dealers around the Southeast. Big Tex is one of the manufacturers they supply.

Two recent economic development projects are targeting the aging baby boomers.

Magnolia Manor is a 100-bed healthcare facility with supportive care suites for those needing long-term care and transitional care suites for those needing rehabilitation care.

This is a model UHS-Pruitt Corporation has successfully developed in three other Southern communities including Athens, GA. These facilities have therapy departments, pool, spa and Starbucks coffee shops.

Senior Life Insurance company, which is based in Thomasville, is building a new 40,000 square-foot corporate headquarters and creating 200 jobs over a three-year period.

The product is just as it is named, an insurance product for seniors.

The \$7 million project has received a \$350,000 grant from the Georgia Department of Economic Development and \$25,000 from Thomasville Team 2000, a public/private partnership.

In addition to Thomasville and Albany sites, Senior Life has 10 other offices.

With satellite offices, Senior Life will take advantage of the telecom infrastructure in Thomasville.

Buildings and Parks



View available Georgia buildings at www.LocationGeorgia.com. For more information call Candice Crossfield at 770-563-0003.

Brooks County - Quitman and Brooks County have earned the Georgia Ready for Accelerated Development (GRAD) designation for its Industrial Park. This designation, one earned by only a handful in the state, indicates the park has done due diligence and is market ready. Due diligence includes completed surveys such as topographical, geotechnical, and environmental (phase I), and investigations for cultural resources and endangered species.

Thomasville - "Through our Payroll Development Authority we have a binder on 300 acres on 319 North; we offered \$2 million for the property," explains Steve Sykes, Thomasville City Manager. The community is excited to end a "drought" on available land for new industry. The county will rezone the property and begin the environmental requirements. A regional impact study will be conducted on the property.

Sylvester - "We closed the sale on 204 acres August 28," reports Mike Garvey of the Worth County Economic Development Authority. "It is a great location. Two right turns and you are 15 minutes from I-75," he adds. The property has rail access and the municipal utility infrastructure is already accessible.

"It is a great step for our community's competitiveness."



Aerial view of Sylvester's proposed industrial park

Possibilities At the Hand Building

The Joint Development Authority of Mitchell County and the city of Pelham have 12,000 square feet of space renovated for office or retail tenants in downtown Pelham.

The Hand Trading Company was built in 1916 by J.L. Hand.

The 100,000 square-foot building was a regional trade center. The four-story building is patterned after the Marshall Field building in Chicago, Illinois and has many unique details including a ceiling painted by an Italian artisan.

Military zone designation a development incentive

In Albany, The Department of Community Affairs (DCA) designated as military zones Census tracts 1, 101 and 107, which are adjacent to Marine Corps Logistics Base-Albany. The zone designation makes eligible to any business, regardless of its nature, creating at least two new jobs, a \$3,500 per job tax credit for five years as long as the jobs are maintained.

The Albany-Dougherty Industrial Park is in Census tract 101.

"It helps the area be more competitive for a host of businesses that may be looking to work with the military base," says Ted Clem, president of the Albany-Dougherty Economic Development Commission.



Architectural detail of the Hand Building

Make A Note

• Brooks, Cook, Grady and Dougherty counties have received the Governor's Work Force Ready designation. These communities are building the skilled workforce that employers rely on to succeed and grow. Only 19 counties have achieved this recognition.

• Did you know? Georgia became a national trailblazer this year, when the state allowed individuals to deduct 100 percent of their health insurance premiums from their state income taxes. Previously, only businesses could deduct the cost of health insurance.

ECG is a not-for-profit organization providing services to community-owned utilities and their local economic development professionals.

Contacts

Keith Bass
President of ECG

Daryl Ingram
Vice President, Economic & Community Development

Michelle Cooper
Manager, Business Development

Walt Farrell
Business Development

Michelle Holbrook
Manager, Marketing Services

Sharyn Finney
Market Research Analyst

Case Robertson
GIS Coordinator

Candice Crossfield
Executive Assistant



770.563.1234
kbass@ecoga.org

770.563.0321
dingram@locationgeorgia.com

770.563.0435
mcooper@locationgeorgia.com

770.563.0319
wfarrell@locationgeorgia.com

770.661.2768
mholbrook@locationgeorgia.com

770.661.2806
sfinney@locationgeorgia.com

770.563.0028
crobertson@locationgeorgia.com

770.661.2876
ccrossfield@locationgeorgia.com

Location Georgia offers statewide economic development services to expanding businesses. We also provide communities economic development support in aerial photography, advertising support, strategic planning facilitation and various other services.

ECG
Economic Development
75 Fifth Street NW
Suite 850
Atlanta, Georgia 30308

For an electronic copy of
this newsletter contact
ccrossfields@ecoga.org.

Newsletter designed by
Underwood & Co.
Debra Underwood
229.221.9335