



ECG

electric cities of georgia

First Quarter  
**2015**

**Q1**  
**website**  
alert

check out  
Thomasville/Thomas County's  
high impact visuals

[www.developthomas.com](http://www.developthomas.com)



GA's Energy Cities At Work

Share the electronic version of fyi from our website  
[locationgeorgia.com](http://locationgeorgia.com).

### Creating schools for the 21st century workforce

**S**trengthening our public schools and ensuring every Georgia student has access to a quality school that will equip them with the skills and knowledge to compete in the 21st Century global economy has been a goal of mine since taking office.

Our College and Career Academy (CCA) Network has been a major step toward reaching that educational goal.

There are currently over 34 CCAs with 11 operating in ECG communities.

I commend the commitments of the ECG members and all the participating communities that have invested in the CCA program. Career Academies represent not simply a new educational opportunity for students – they represent an entirely new approach to educating our students. Rather than a 'one size fits all' education, CCAs offer a partnership between technical colleges, school districts and the business community.

Students find that the academies challenging, hands-on programs provide greater relevancy and value in today's workforce. This leads to higher graduation rates, immediate

employment opportunities, and greater access to college.

When we provide quality educational programs that directly lead to good paying jobs, kids will be fighting to get into school instead of fighting to get out.

To area businesses the specified student training is attractive, and communities prosper from a highly-trained local workforce.

I ask you to join me in our goal in developing a world class workforce that is ready to meet the challenge of a 21st Century economy.

The life-skills and employment training that students will gain at our College and Career Academies will make Georgia the most attractive state in the country to do business. That, my friends, is how we build a better Georgia.

**2020 Goal**  
all high school students to have access to CCA  
C. Cagle

**Casey Cagle**

Georgia  
Lt. Governor



See more academy info inside.

# May Bus Tour

EGC & MEAG Power



The spring bus tour showcases some manufacturing powerhouses. Northwest Georgia accounts for the most industrial employment in the state with 297,200 jobs in the region. Dalton industrial jobs rose 1.6% from 2013 to 2014, with 21,709 jobs. Norcross accounts for 18,414 manufacturing jobs.

source: 2015 Georgia Manufacturers Register

## Hug your manufacturers

its Manufacturing Appreciation Month

## Georgia has the fifth lowest manufacturing unionization rates in the U.S.

Georgia's John Zegers, Director, Center of Innovation for Manufacturing, anticipates 2015 will be a good year for manufacturing as reported in *Industry Week Magazine*. He outlines six key predictions for manufacturing for the year.

### #5 Increased investment in capital equipment

Improved bottom lines will drive replacement of aging legacy equipment and investment in new capital equipment that performs better, more efficiently and more reliably. Software will also assist in making current equipment more efficient.

► For all six predictions go to:

[www.industryweek.com/competitiveness/six-key-predictions-manufacturing-2015](http://www.industryweek.com/competitiveness/six-key-predictions-manufacturing-2015)

# Manufacturing

Georgia trending upward

The 2015 Georgia Manufacturers Register reports that Georgia now has more than 1,000 manufacturing companies who employ almost 500,000 Georgians – an increase from early 2013. Georgia manufacturers added 3,833 industrial jobs from May 2013 to May 2014.

Tom Dubin, president of the Evanston, IL-based publishing company notes, "The state's low business costs and top-notch infrastructure continue to draw investment and support industrial growth."

Two of the latest manufacturing announcements are in ECG communities, Dalton and LaFayette.

### IVC U.S. in Dalton

Luxury vinyl tile (LVT) is a hot ticket right now in the flooring industry and IVC U.S. of the Belgium-based IVC Group, is building a new \$80 million plant at its Dalton complex to produce the product. The investment will include new equipment and establish a state-of-the-art production environment for the LVT product line of planks and tile. The new line is an expansion of the existing 500,000 square foot facility.

IVC will administer Georgia's Quick Start, our state's top-ranked workforce training program, to train the 200 new employees who are to be hired over the next five years.

### Audia International Inc. in LaFayette

Pennsylvania based Audia International, Inc. is investing over \$50 million in a plastics manufacturing facility in LaFayette in the newly developed Walker County Business Park on U.S. 27. Audia specializes in the custom compounding and color solutions of plastic pellets. The facility will support Audia International's subsidiaries in the production of a variety of business and consumer products.

"Our search covered six states, and Walker County proved to be the best location for us," said Audia's representative, Todd Gummersbach. The facility will be operational late 2015.



## Cities Ask, ECG Answers

Daryl Ingram and his economic development team continue a networking junket to Georgia communities. In the first months of 2015, they have visited Calhoun, Fitzgerald, Fort Valley and Sandersville to talk shop with local economic development leadership. Good ideas always percolate. The City of Fitzgerald has also completed the first of six strategic planning sessions facilitated by the Carl Vinson Institute to explore growth options.

# Workforce...Workforce...Workforce

"Based on companies we talk to, workforce is a top concern."

Daryl Ingram, ECG



In recent history, manufacturing jobs moved from domestic locations to global markets, and much of the collective knowledge left with those jobs, with fewer people training in skilled manufacturing.

There has been a shift of emphasis

away from technical training.

Now, as more companies are on-shoring their manufacturing facilities because of energy costs and political uncertainty, companies are placing more importance on workforce, reprioritizing it as a top five factor in their site selection decision.

**What are states offering prospects?**

Most state training programs reimburse some cost of training new employees. Many jurisdictions offer cash grants to offset training costs and while cash

incentives sound like a great idea, compliance related to obtaining the funding may be overly burdensome.

The most successful and well-known training programs offered are those that allow for specialization. Georgia's Quick Start program is a great example.

For jurisdictions desiring to be part of a site selection conversation, an emphasis needs to be placed on keeping the costs of doing business low and strengthening the existing workforce.

**Minah Hall, Managing Director,  
True Partners Consulting LLC**

**Minah specializes in negotiating incentives for expanding/relocating companies.**

## What does a Georgia College and Career Academy (CCA) look like?

The answer to this question is simple yet varied because a CCA is a reflection of its community. Some models include multiple high schools within a single school district, some are across multiple school systems and for smaller communities it may be single high school. While the models may vary they all:

1. reflect local workforce needs; prepare students for careers as well as college
2. offer dual credit courses for high school and college
3. are a collaboration among a school system, local technical college, local industry and civic organizations
4. are run by CEOs
5. are chartered by the State Department of Education
6. have received a one time multi-million dollar facility grant from the CCA program.

### Industry Vision

“ It would be great if our local students could begin their welding education as high school sophomores. ”

### Result

Fifty-five students graduated in 2014 from Newnan's Central Educational Center with a high school and welding degree. Starting salary in Coweta County for welders averages \$21 an hour.

**CCA success**  
targeted student training

A young woman attends high school, CCA and works part-time. She graduates with a high school and criminal justice associate degree and is debt free. Next step: University of Georgia followed by law school.

A West Georgia Technical College student jump starts her certified nursing program with a certified nursing assistant certification in hand because of dual enrollment through LaGrange's fledgling CCA.

## more fresh workforce ideas

- The Fort Valley Workforce Development Center is a satellite center of Central Technical College. Partners Peach County Board of Commissioners and the Development Authority of Peach County will offer GED and skill specific training in its new facility.
- Our own energy industry is looking at workforce needs with a "Get Into Energy" initiative. For example, MAGIC\* Summer Camp is a free, one-week, day camp that offers high school girls the opportunity to learn about the construction industry.

For more info: [www.mentoringagirlinconstruction.com](http://www.mentoringagirlinconstruction.com)

# Community Development

Acworth uses firm to assess hotel options

Acworth is an old hand at extending hospitality, serving travelers with restaurants, shopping and lodging since the early 1900s. Acworth's Main Street was a segment of the Old Dixie Highway, the first paved highway which was built between 1915-1925 to traverse north and south from Miami, FL to the Canadian border. Motor courts and hotels prospered along the route until the completion of Interstate 75 in the 1970s prompted a shift in travel patterns.

Acworth today is taking a more strategic approach to locating a hotel within its city limits.

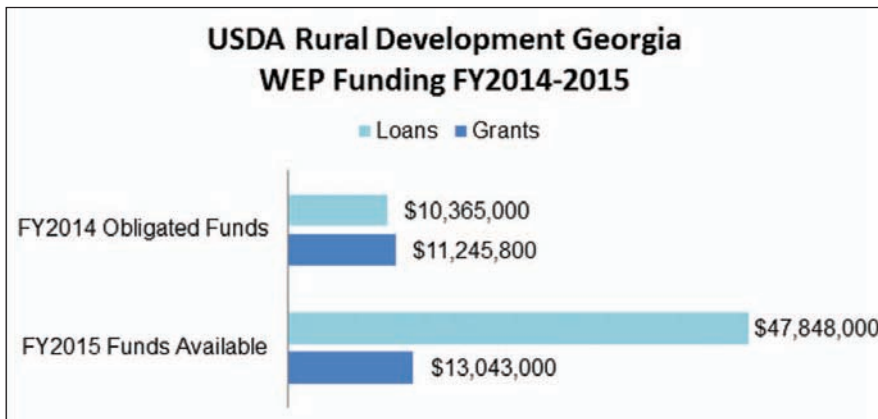
"Hotels are considered an important economic component to any community. The assessment of where and what hotel model requires an evaluation of the economic benefits of the initial investment both in the short-term and over the long-term," explains ECG retail expert Mill Graves.

Acworth opted to engage a professional firm to do a hotel study for the community. The final 120-page document addresses many things including direct impact (projected revenues), projected taxes related to a hotel's operations and the economic effects generated when employees consume goods and services in the community.

This type of market analysis may also mitigate costs for the incoming developer. Typically feasibility studies can cost a developer upwards of \$20-30,000 and are a critical part of the developer's due diligence in the beginning stages of the development process and initial pro forma. Communities interested in recruiting hotel prospects can reduce some of the barriers to hotel development by completing similar market analyses.

## \$5MM Investment USDA loan & grant in Hogansville

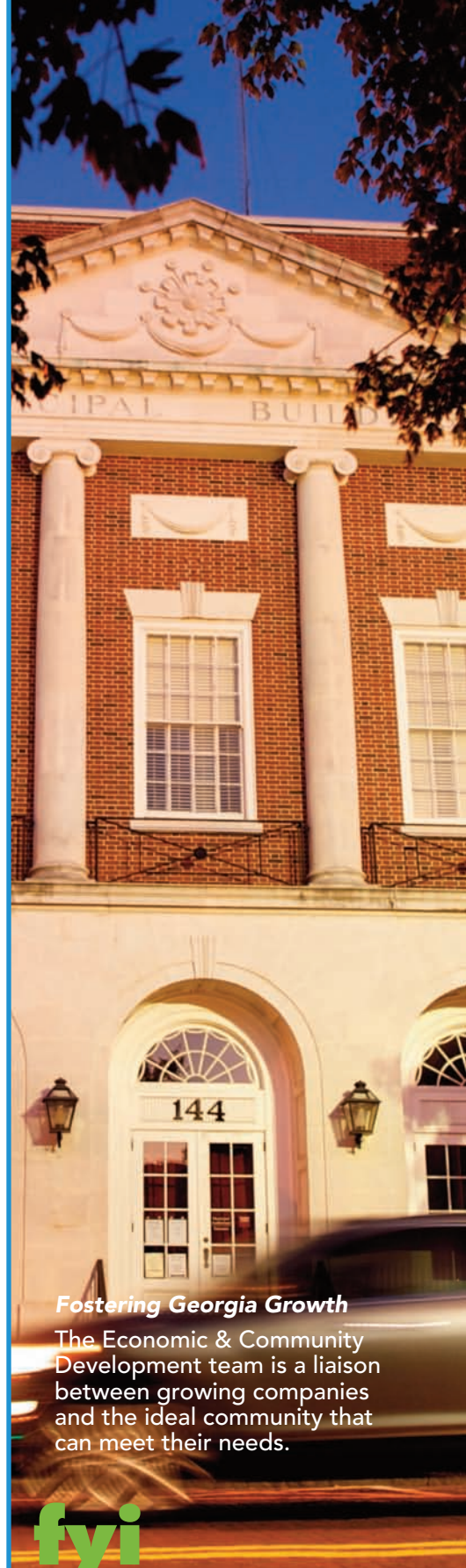
The City of Hogansville will soon begin construction of significant sewerage system upgrades, made possible with more than \$5 million in loan and grant Water and Environmental Programs (WEP) funding. Upgrades include improvements to the treatment system, expansion of the treatment capacity



from 0.65 mgd to 1.5 mgd, and conversion of the effluent disposal from land application system to a direct discharge system.

The WEP provides loans, grants and loan guarantees for drinking water, sanitary sewer, solid waste and storm drainage facilities in rural areas and cities and towns of 10,000 or less.

This program is just one initiative from the USDA. Its Rural Development program offers loans, grants and loan guarantees to support essential services such as housing, economic development, health care, first responder services and equipment, and water, electric and communications infrastructure.



### Fostering Georgia Growth

The Economic & Community Development team is a liaison between growing companies and the ideal community that can meet their needs.



### Contacts

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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 land & buildings

## Calhoun/Gordon County Industrial Building

Well suited for manufacturing with attached warehousing

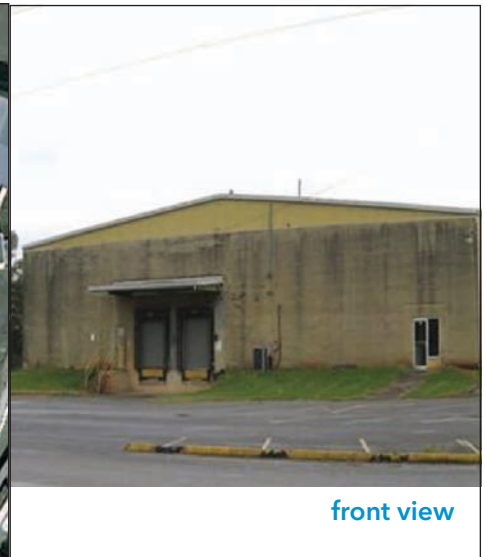
Size: 268,000 sq ft; sits on 19.5 acres

Office space: 8,000 sq ft

Maximum ceiling height: 35 ft

Minimum ceiling height: 22 ft

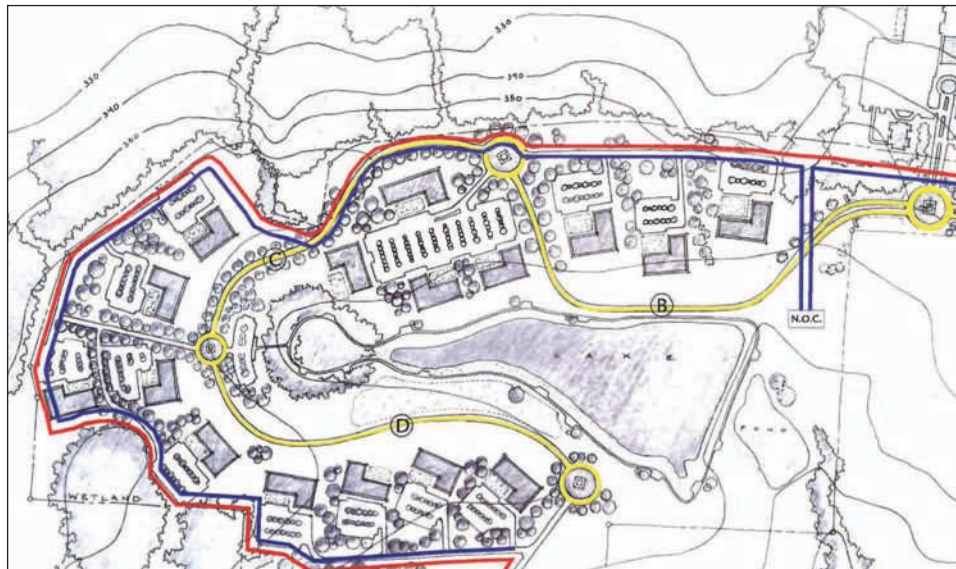
- Bays 65 ft x 25 ft
- All utilities
- Access to I-75



## Fitzgerald/Ben Hill - Millenium Technology Pointe

A 218-acre technology park adjacent to Wiregrass Georgia Technical College accomodating up to 16 sites

MTP features a SONET Ring containing 144 strands of fiber for continuous technology services for industrial prospects.



## ECG Selfie

Thomaston-Upton County IDA



l to r: Bruce Wilson, American Process Company; Kyle Fletcher, IDA

If it is a new idea for American Process, a maker of biomass products, it most likely begins at the Thomaston research facility. One of the latest new products, nanocellulose, is a material that has twice the strength of carbon fiber and eight times the strength of steel by weight. It has potential for plastics in automotive parts.

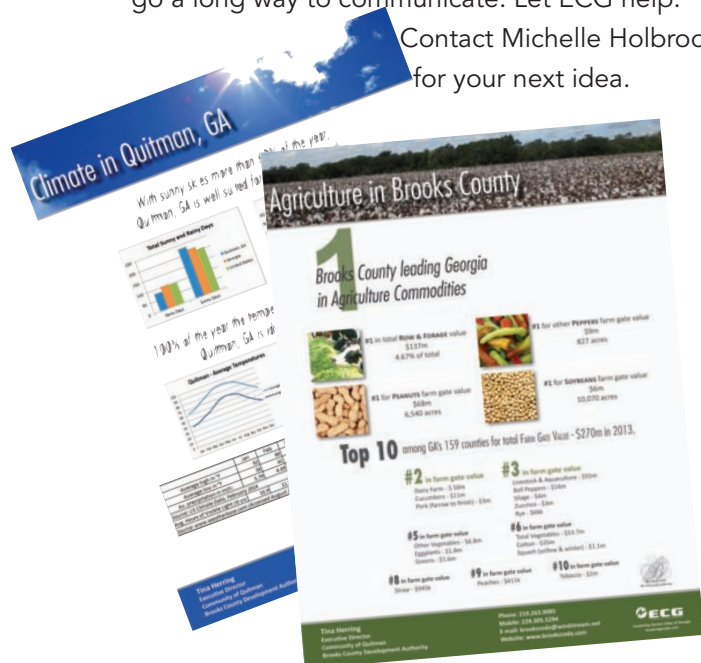
Be the next selfie. Capture a plant manager or staff and send to mholbrook@ecoga.org.

## ECG Service

marketing materials

Got a good story but need a little help making your point? Good visuals and well-placed type can go a long way to communicate. Let ECG help.

Contact Michelle Holbrook for your next idea.



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▶ Join the 5th Annual Golf Tournament on May 13, 2015, at the Georgia Club to support workforce development for the energy industry through the Georgia Energy and Industrial Construction Consortium programs. Lt. Governor Casey Cagle is the honorary chair. A twosome starts at \$250. Contact Suzanne Powell for more information: 770.519.1676.

**fyi**

GA's Energy Cities At Work

## Trulock choke tubes

for the firearms industry

### Trulock in Whigham

- Launched in 1982
- Manufacturer of 3000 chokes
- Sells in 50 states & 10 foreign markets
- Available in Pink & Zombie Green as well as Black
- State-of-the-art CNC machining

