



electric cities of georgia

Fourth Quarter
2014

Q4
website
alert

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GA's Energy Cities At Work

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International business, opportunities *without* borders

As foreign businesses expand into U.S. markets, they often find it to their advantage to have operations within our borders. Attracting that foreign direct investment (FDI) can be an integral part of your economic development strategy.

ECG communities can be very competitive with their proximity to efficient seaports, young and skilled workforce, and a low cost of doing business, including our desirable electric rates. With increased automation, competitive electricity prices are a major draw.

We know:

- International companies favor the Eastern U.S.
- FDI comes in nearly every industry but most concentrate in manufacturing and advanced industries.
- the top eight countries to bring operations to Georgia are: Ireland, Switzerland, Netherlands, Canada, France, England with Germany and Japan leading the group.

70% of projects have been FDI

"In the last two years, 70 percent of projects we have worked within

Georgia have been international," explains ECG's Lonnie Smallwood.

ECG and the state economic development professionals help with unique challenges related to FDI. Visas and negotiating the broader legal system may be a challenge. If language is a barrier, the GDEcD have professionals who can facilitate communication. FDI companies may need extra help traversing the local zoning and permitting processes.

"With 11 outposts around the world and the governor-led trade missions, our state economic developers do an expansive recruiting job. Opportunities for ECG cities are indeed without borders." concludes Smallwood.

Japan is first in job creation in FDI for Georgia

	International Biz by ECG county*	
	total	manufacturing
Bartow	29	18
Coweta	22	14
Dougherty	18	5
Cobb	301	73
Cherokee	28	10
Fulton	844	138
Gordon	14	11
Gwinnett	531	132
Jackson	25	15
Troup	24	17
Whitfield	37	16
all Ga counties	2,971 total	

*ECG counties with 10 or more international businesses

See more FDI inside.

Show Us What You've Got

ECG & MEAG Power Bus Tour



Chris Dempsey, with CBRE, shows the 255,600 sq. ft. Distribution Center available in Hogansville.

It is a good day when you get to show your wares to those who can help make a sale. On November 4 & 5, nine ECG communities welcomed their extended sales team to town.

West Georgia ECG communities took the opportunity to showcase their assets for landing new industry to members of the state economic development team and representatives from the Georgia Department of Community Affairs. It was also a chance to ask face-to-face questions of these professionals who are on the front line of business development.

The cities highlighted for the two-day tour were Fairburn, Grantville, Hogansville, West Point, LaGrange, Barnesville, Griffin, College Park and East Point. MEAG Power joined ECG in sponsoring the bus tour.

"...getting that first-hand visual is the best. The bus tour makes us leave the desk and phone for a short time."

David Dunagan
GDEcD, project manager

Georgia's total exports

Coweta Soars
job growth, 8.1%

Coweta County, including ECG cities Grantville and Newnan, experienced job growth of 8.1% between Q1 2013 and Q1 2014, exceeding the overall state average of 2.2% according to the University of West Georgia Center for Business and Economic Research.

Particularly impressive was Coweta's 10.4% growth rate in goods-producing jobs (manufacturing & construction). In addition, healthcare continues to play a key role in the local economy. Service sector jobs, which includes the healthcare sector, grew at 9.7%. The report noted that healthcare now accounts for 1 out of every 8 jobs in the community, adding 460 jobs in the period.

Major projects like Niagara Bottling, HealthSouth, Cancer Treatment Centers of America and Spancrete were cited in the research.

Coweta County Development Authority President Greg Wright reports, "We are delighted with the results of the study. These are the types of high paying jobs we are targeting and it is great to see the success."



surpassed \$37.5 billion in 2013.

Recent Kudos
newsmakers

Blackberry Patch's handmade, small batch fruit products received national attention when its syrups were named to Oprah's 2014 Favorite Things list. Blackberry Patch makes syrups and jams from blackberries, raspberries and blueberries. Blackberry Patch is at home in Thomasville.

Good workforce news. ECG cities 2014 high school graduation rates averaged 76.1%. The state average is 72.5%.

East Point's Sammy's Cheezecake, was recognized in October in *Atlanta* magazine. Samuel Smith Jr. got his start at Atlanta's Le Cordon Bleu and opened his storefront in 2011.

GDEcD was named the No. 1 "best in class" state-level economic development agency in the country, according to a new survey of U.S. corporate executives and location advisors. The announcement came at the International Economic Development Council (IEDC) Conference.

Foreign Direct Investment • International Biz

Beulieu Chooses Cartersville ECG helps with land use plan

When speed to market was important, Cartersville was ready. In a short seven months, the economic development team in Cartersville-Bartow County provided 167 acres with infrastructure in place for Belgium textile giant Beulieu.

The acreage was available through a deal with an existing industry, Anheuser-Busch who had a 1000-acre surplus property. With the help of ECG GIS Analyst Rob Newton, ECG mapped a master plan of parcels, maximizing road access and existing infrastructure. It was a winning initiative.

The Beulieu International Group, B.I.G. USA, manufacturing campus will design and produce 47 million square yards of cushion vinyl for commercial and residential application.

► Honoring cultural differences is an important component of courting an international prospect.

Things They Might Not Understand observations about our culture

- Addressing your boss with an abbreviated variation of his or her first name.
- People don't walk places. They go everywhere by a car.
- Each state has a lot of autonomy.
- Doing business too fast or too slow. "Time is money" is not a standard business practice in all cultures and/or Southern politeness in negotiations may be interpreted as vague, indirect or evasive.
- Return purchase policies and free drink refills.
- We don't carry cash.
- The role of religion and public prayer is stronger here than in other Western nations.

\$385 million
foreign direct investments

Recent International Biz ECG communities

Cartersville Beulieu (Belgium) Flooring 350 jobs \$200,000,000 investment	Norcross PowerStow (Denmark) Luggage Conveyor Systems 25 jobs \$5,000,000 investment
Griffin Toppan (Japan) Plastic Film 80 jobs \$100,000,000 investment	Sylvania SV Pittie (India) Cotton Yarn 250 jobs \$70,000,000 investment
Otsuka (Japan) Chemical 32 jobs \$18,000,000 investment	Thomasville Oilon (Finland) Low-Emission Burners 50 jobs \$10,000,000 investment

Power Stow in Norcross opportunity zone incentives

Denmark-based Power Stow opened its headquarters in Norcross in January. Located at 6175 Northbelt Parkway, the company's 20,000-square foot Norcross facility will house sales and after-market support services, as well as the manufacturing of Power Stow's patented Rollertrack baggage conveyor system.

"Our opportunity zone designation will provide a \$3,500 tax credit per job. That becomes significant with 25-30 jobs," explains Rusty Warner, Norcross economic developer. ECG's Lonnie Smallwood and GDECD's Nico Wijnberg assisted in the project.



Inland Port

Cordele-Crisp County is home to a 40-acre intermodal facility to provide rail access to the 200-mile route to Georgia ports. Convenient to I-75, trucks can drop and pick up goods destined for world markets. It is a boon to Georgia's logistics industry and port growth.

The inland port mitigates truck traffic at the ports and is a cost savings to trucking operations enabling shorter hauls. With a potential growth in cargo shipments due to the deepening of the Savannah Harbor, Cordele Intermodal Services is poised to play a large role in the Georgia Ports Authority's future.

Cordele Intermodal Services is provided by Heart of Georgia Railroad with access to CSX and Norfolk Southern in the region.

Fitness Centers

new retail anchors

Big-box retailers and grocery stores have long been among the most sought after anchors for shopping centers. But that is changing, as developers look to large gyms and fitness centers to help draw a stream of regular customers.

Retailers are also trending toward mobile phones to reach customers before they even get in the store. Mobile apps remind customers where they are parked, provide shopping directories, direct them to bathrooms and alert them to discounts.

Learning market trends and the opportunity to rub elbows with national retailers and developers brought representatives from 15 ECG communities to Atlanta in October for the International Council of Shopping Centers Conference.

"Our cities were able to network with experts and explore what retail options might fit their communities" reports Mill Graves, ECG's retail specialist, who accompanied the ECG group to the Atlanta conference.

ICSC Southeast Conference

Attendees:

Acworth Cairo Camilla College Park Commerce Douglas East Point Fairburn
Jackson LaGrange Monroe Quitman Thomasville Moultrie Griffin

\$2MM Investment Moultrie Downtown



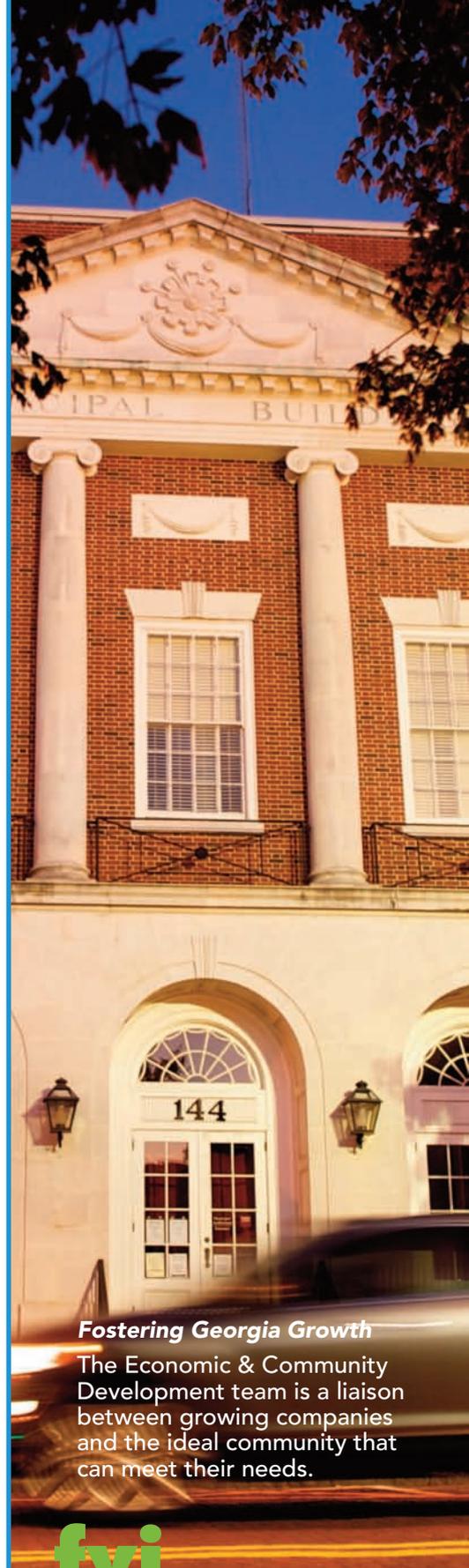
Hal Carter of Hal Carter Construction Company is often the lifeline that community leaders call to save a downtown historic building. Such was the case for the Colquitt Motor Company building in Moultrie. The demolition notice was posted on the door.

Now the 104 year-old structure will be ready June 2015 with six residential lofts above office space. The space includes 10 foot ceilings, exposed steel trusses, brick walls and chalk boards, which are remnants of a 1911 Business College on the upper floor.

Two more downtown investments include restaurant newcomer The Square and an expansion of a local favorite, The Blue Sky Grill. The Blue Sky operation grew from 5,000 to 30,000 square feet, including an event center.

"This is great activity in our downtown," explains Amy Johnson, Main Street Director. "I have learned things don't happen overnight. It may take years to find that perfect merchant. If I go through 20 no's and find one yes that one yes can change things for a downtown."

The three projects represent a \$2 million dollar public/private investment in downtown Moultrie.



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



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Product Watch

available land & buildings

Douglas/Coffee County Spec Building - Douglas

Customizable manufacturing/distribution facility owned by local development authority

Size: 70,000 sq ft (expandable to 100,000 sq ft); sits on 10 acres

Office space: up to 5,000 sq ft

maximum ceiling height: 30 ft

maximum ceiling height: 26 ft

- All utilities at site
- Floor ready for six-inch slab
- Four-lane highway access to interstates and seaports



Food Processing Building - Sylvania

For Sale

Modern, move-in ready facility that meets all standard USDA requirements

Size: 35,000 sq ft

Office Space: 600 sq ft

maximum ceiling height: 20 ft

maximum ceiling height: 14 ft

Adjacent to an industrial park



ECG Selfie

Albany-Dougherty EDC



l to r: Suzanne McKinney, Justin Strickland, Barbara Rivera-Holmes

ECG city **Albany** submitted our first *fyi* selfie.

Albany recently awarded Thrush Aircraft \$200,000 from the city's Deal-Closing Fund. The fund was created from a refund from Albany's wholesale power supplier, MEAG Power, who had held money in trust for the city.

Be the next selfie. Capture a plant manager or staff at work. Send to mholbrook@ecoga.org.

ECG CEO

John Giles, ECG President and CEO, joined Governor Deal in October for a tour of **Fort Valley's** Blue Bird manufacturing facility. The bus manufacturer presented the state Department of Corrections five custom-made vehicles for inmate transportation.

"It is an impressive facility. This 1,600-person workforce produces 10,000 buses annually, gas and propane fueled options," explains Giles.

Branding or Marketing? which is it

Cities have the opportunity to create a brand just as Nike and Apple do. To create a brand you must take the time to figure out who you are, identify your assets and define it to the world. Branding is the expression of a truth or value of an organization or city. Consider a few differences between branding and marketing.

Branding is:
strategic
pull, not push
makes loyal customers

Marketing is:
tactical
promotion, push
unearths and activates buyers

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► It's 6:45, October 16, 2014, ABC Evening News airs its *Made In America* feature and this evening it is all about Peter Pan Peanut Butter, made only in ECG city **Sylvester**. David Means, the plant's peanut operations manager, said 100% of the peanuts used are from Georgia and 98% of the nuts came from farms within a 100-mile radius of the plant.



GA's Energy Cities At Work

Suniva

solar modules and cells

Suniva in Norcross

- Launch 2008
- Manufacturer of silicon solar cells and high power solar modules
- 2014 G.L.O.B.E. Award Winner for exports to Mexico and Japan