



electric cities of georgia

Third Quarter
2014

Q3
website
alert

check out
Sylvania/Screven County
interactive logistics map

screvencountydevelopmentauthority.com



GA's Energy Cities At Work

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Strong communities boost economic growth in Georgia

We have a lot to be proud of in the Peach State. Georgia boasts a top-ranked workforce, widely-recognized logistics infrastructure and pro-business environment. Because of this success, we've been named the No. 1 state for business by CNBC and Site Selection magazine. This ranking is a testament to the commitment and support from our economic development partners such as ECG, our elected officials, communities and the citizens of Georgia.

**In 3 years, we
have created
217,000 jobs.**
January, 2014

Job creation a priority

Job creation is one of my top priorities because job growth is essential to increasing quality of life and ensuring the economic vitality of our state. Our business climate and the strong collaboration between public and private sectors makes Georgia an ideal location to expand an existing industry, locate a business and raise a family.

Georgia's economic development success is based upon strong, established partnerships. ECG's active partnership with the Georgia Department of Economic Development,

Georgia Allies and other state agencies is imperative to the economic and community development efforts of our communities. I would like to personally thank ECG for providing service to the 52 communities it assists, as well as the efforts they make in maintaining Georgia's strong presence in the global marketplace.

Partners make a better Georgia

Thank you to our local economic development partners, city officials, elected officials, stakeholders and all of those who represent a Georgia community - your innovative leadership and commitment to attracting more high-quality jobs is helping make our state a better place to live and work.

Best Regards,
Governor Nathan Deal



Coming Soon...

to a boardroom near you

Sylvester • August 12



l to r: Daryl Ingram, ECG; Mill Graves, ECG; Sylvester Mayor Bill Yearta

There is no better happy ending than when a community lands a new prospect, launches a plan to bring a much-needed retailer or finds consensus among its stakeholders about a new business park. To spark your next great story, your ECG team offers a dossier of resources and tips.

Armed with retail and industrial expertise, market analysis reports, case studies, quantitative data as well as anecdotal information, ECG answers questions posed by your economic development team. To date, we have visited 14 ECG cities to discuss strategies and best practices. If you would like to schedule a visit, call us. We bring the big screen.

electric rates in ECG cities are 8.65% lower than the national average

& 4.35% lower than the state average.

2012 data

trade around the globe

30 countries

Douglas-Coffee County

70% of new development comes from existing business

source: GDEcD FY2014

Albany's Thrush Aircraft expanded an average of 35-45 percent per year for the past three years and grew from less than 50 employees in 2011 to 200 in 2014. Thrush sells 50 percent of its planes outside the U.S. and contributes \$5.75 billion to Georgia's annual aerospace product exports.

Thrush makes planes used in 80 countries in agriculture, forestry, and firefighting.

Since December 2012, **LaGrange** existing businesses account for over 610 new jobs & over \$250 MM in new investment.

Good Stuff Cheap

meet Ollie's Bargain Outlet

A new advertising promise, "Good Stuff Cheap," is resonating in Georgia and is moving across the Southeast. Harrisburg, Pennsylvania based Ollie's Bargain Outlet is well known in numerous eastern seaboard states but is new to staking its claim in Southern climes.

In a fairly quick timeline, early 2013 to late 2013, Ollie's executives decided the 962,000 square-foot Commerce 85 Distribution Center was the location for its Southeast Distribution Center. With a \$14 million investment, the facility is now serving Florida, Georgia, Tennessee and Alabama retail stores.

Ollie's sells anything from candy to bedding to DVDs to Tide and Ralph Lauren towels. A competitor with which Georgians are perhaps most familiar is close-out retailer Big Lots.

The facility began its life as a speculative building, a joint venture between the City of Commerce, Jackson County Industrial Development Authority and Rooker Development and Construction.

It was just a matter of time and a revived economy for this strategically located property to find its owner. The park is on the I-85 corridor and is accessible via SR-98 or US-441 interchanges.

"We are proud Ollie's chose Commerce for its distribution hub which also opens more opportunity for retail stores," explains Commerce Mayor Clark Hill.

Ollie's opened retail stores in four Georgia cities in spring 2014, one of which is ECG city Newnan.

Years in the Making

The Lakes at Green Valley

The Lakes at Green Valley
Griffin-Spalding Development Authority

The Lakes at Green Valley in Griffin has earned well-deserved press among Georgia business parks in 2014.

After all, being the first eco-park in the state, it is focused on sustainability in construction and one-third of the park will remain uncut and natural. Add to that, two premier companies are making Green Valley their home.

This success has been years in the making explains David Luckie, Executive Director of the Griffin-Spalding Development Authority.

“Our biggest lesson learned has been to remain flexible through the entire process and to keep listening to our stakeholders.”

“We began in 2008 with a fledgling idea to create a green environment for business with LEED certified construction. We knew we wanted to set ourselves apart with a unique offering. Yet, we also knew we had to remain competitive and not price our park out of the market.”

Ultimately, the development authority engaged Georgia Tech for assistance in crafting a unique set of construction certification guidelines for the park. The guidelines identify a potential 60-point green checklist



The Lakes at Green Valley offers 12 industrial sites. The concept also boasts 30 acres of green space, a hotel, conference center and mixed-use opportunities.

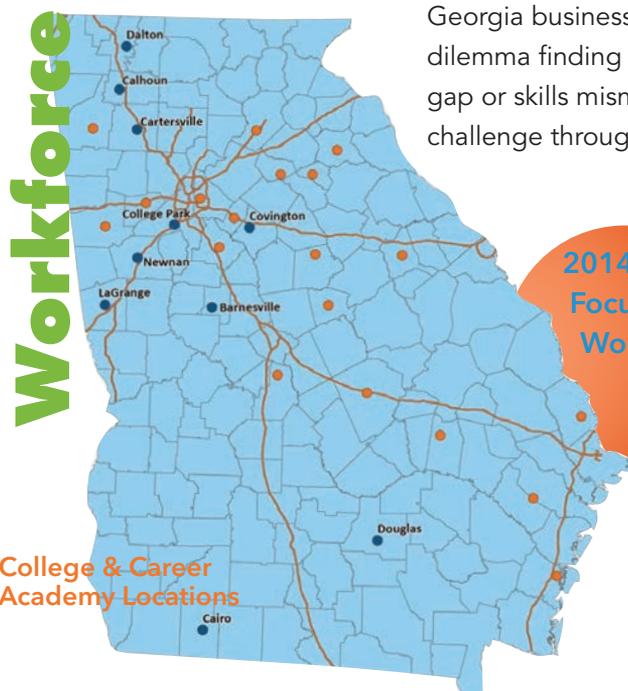
and tenants receive incentives to achieve certain benchmarks.

The vision for the park grew to include acres of green space, recreational opportunities, a walking trail, a hotel and mixed-use residential commercial space.

In May 2014, seven years later, the vision paid off. The first company to embrace the concept was Japan manufacturer Otsuka Chemical Co. Ltd, a maker of titanate friction materials for car brake pads. The Georgia operation, Otsuka Chemical America, Inc., is a manufacturing facility and the company’s U.S. headquarters. Otsuka was a target of Governor Deal’s Asia trade mission in 2013.

Close on their heels, Japan’s Toppan Printing Company, chose The Lakes at Green Valley in June 2014 and will produce a transparent barrier film, a unique packaging solution for food, medical and electronic applications.

Companies in the park receive partial property tax relief for 10 years and additional years for any environmental costs. The park is funded in part by a 2008 Special Purpose Local Option Sales Tax.



Georgia businesses are facing a serious dilemma finding skilled workers. A skills gap or skills mismatch is a community challenge throughout Georgia.

Governor’s High Demand Career Initiative

13 statewide meetings with industry leaders & workforce providers

Two in ECG cities
Dalton - April 21
Albany - October 8

Creation of GDEcD Workforce Division

(formerly Governor’s Office of Workforce Development)

“Aligning workforce efforts with the economic realities of what businesses need.”

Lt. Governor’s Business & Education Summit

Conyers - November 13
Covington - November 14

Expansion of GA College & Career Academies

10 of the 29 academies are in ECG cities. Cairo is the newest.

\$10 MM annually to support new college & career academies.

Downtown

retail case study in Monroe



A business dream turned into a retail trifecta for entrepreneur Alexis Brown. The location was perfect, the need identified and a supplier turned into a welcomed business mentor. After months of renovation, the Cotton Café opened in June in downtown Monroe.

"I had the perfect space in downtown for a coffee shop," explains Downtown Director Sadie Krawczyk, "and ECG's Mill Graves helped Alexis and I put the pieces together."

"Intuitively we knew we needed a gathering spot downtown, somewhere to surf the Internet, hold a small meeting and drink coffee. Mill provided hard data that in this specialty food service category, consumer spending was going outside our trade area. There was potential revenue for a shop to capture."

Graves further identified Athens-based Jittery Joe's as a possible coffee partner for Brown. "Bob Googe of Jittery Joe's has been fantastic in suggesting the right business model, the appropriate equipment, providing tips and training staff," explains Alexis.

Along the way Alexis learned how to traverse health department hurdles, how to interview staff and to resist the desire to rush your opening. "Be really ready, day one," she suggests.

Brown opened Cotton Café in June 2014 with a small advertising budget. She uses Facebook for most of her promotion. "I spend time everyday updating my Facebook page with text entries and pictures of our latest desserts and coffee specials. I had 1200 likes in a short time," explains Alexis.

In High Cotton

September is the time to gin cotton in Georgia

\$2.5 billion

The ginned cotton fiber is called lint and is pressed into dense bales weighing 480 pounds. Lint is only part of the story; the seed is sold for oil and feed for livestock. Georgia cotton production is supported by an infrastructure that includes: ginning, warehousing, transportation, input supply firms, machinery and equipment sales and financing.

Cotton's total economic contribution in 2011 was \$2.5 billion and over 15,400 jobs.

Of the top 10 cotton producers in 2012, 7 are ECG communities (counties).

Colquitt ➤ *the #2 Georgia producer*

Crisp **Mitchell**

Decatur **Worth**

Brooks **Thomas**

in•high•cotton:

well off, especially in terms of happiness or wealth (from the notion of a well developed high cotton crop)

Agriculture is Georgia's #1 industry



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

land & buildings

CSX Select Site in LaGrange 1 of only 2 in Georgia

A portion of the Callaway South Industrial Park site, near Pegasus Parkway and Interstate 85, is a CSX Select Site. To receive the Select Site designation, the location must meet a rigorous list of criteria including infrastructure and utility availability, appropriate zoning permits, rail serviceability, proximity of highways or interstates, and pass environmental reviews.



Carter Distribution Center for sale or lease - Hogansville

Formerly a distribution facility
Size: 255,600 sq ft
Office space: 5,900 sq ft
Maximum ceiling height: 25 ft
Minimum ceiling height: 20 ft
Masonry construction
21 acres



The Zeb draws FSU film school

The Zebulon Theatre, also known by the locals as The Zeb, a downtown Cairo anchor since 1936 is now a favorite of the Florida State University Film School in Tallahassee, FL this Q3 2014. Student crews and actors enjoy the Cairo locale for months to produce a 12-minute film for a class assignment.

For the locals, the beloved movie house was the target of a community fundraising to buy a \$70,000 digital projector to ensure The Zeb remains a downtown attraction for moviegoers.

In June, 26 commercial films and television shows were in production throughout Georgia.

Send Us Your Selfie

We would like to see your economic development selfie. Gather your staff or catch your industry plant manager. Be as creative as you like. We will post one each issue. Name the individuals and 1 ED factoid about your selfie. Send to mholbrook@ecoga.org.

Data Mining just ask us

The ECG staff can help you answer development questions.

- How much do your citizens spend a year on groceries? Or spend for dining out?
- Where do the workers in your community live?
- What census block groups are projected to grow the most?
- How much new retail space can your community support?

Likes & More embracing social media

Economic development professionals use every avenue to tell their story, including social media and youtube. Check out Albany-Dougherty Economic Development Commission's [facebook.com/choosealbany](https://www.facebook.com/choosealbany) and [youtube.com/choosealbany](https://www.youtube.com/choosealbany).

A fun fact: The very persuasive Albany video was shot with the video function on a smart phone. Their "We are Albany" video won top honors at the 2014 AVA Awards.

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► It's 1:00 in the afternoon and Chef Mario Batali of ABC's *The Chew* cuts to a Walmart commercial for Lane Orchards, a Fort Valley grower of peaches and pecans. Marketing Director Wendy Barton says, "I could never purchase that level of advertising." Lane is reaching extensive consumer exposure through Walmart's locally grown supplier campaign.

fyi

GA's Energy Cities at Work

Sweet Grass Dairies

handcrafted artisanal cheeses

Thomasville

- 41 employees
- Wholesale to 38 states
- Online retail sales to 48 states
- 2013 Outstanding Specialty Food Retailer
- Thomasville Tomme & Georgia Gouda, 2 top sellers