



Third Quarter
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ECG

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fyi

GA's Energy Cities At Work

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Planning for future growth and fostering private investment

Newnan, in metro Atlanta, has become a desirable destination for businesses and homeowners. For its smart growth, it was named one of the ten top best Atlanta Suburbs for Young Professionals by Movoto Real Estate Services. Low unemployment levels, favorable cost of living, and percentage of population who have received a bachelor's degree were among the criteria for the distinction.

Newnan's growth has been phenomenal as indicated by its population numbers. Between 2000 and 2010 the city's population grew 103%, from 16,242 to 33,039 citizens. No other ECG community has experienced this level of growth in the same time period.

As the community began its comprehensive plan earlier this year, it clearly viewed the landscape with a new lens from its plan 10 years ago.

"Newnan's last plan was focused more on new development as the city was land rich," explains Mayor Keith Brady.

"While the 2016 plan also anticipates future growth, today it is more focused on redevelopment, preservation of our historic structures and promotion of mixed-use development in appropriate areas. This plan was not about large parcels of expansive land."

"We are particularly proud of how engaged the public was in this process," adds Mayor Brady.

Newnan hosted two public workshops plus offered an online survey that encouraged citizens to envision their future. Citizens were asked "what if..." in a variety of categories from parks and recreation to housing. During the workshops, participants covered the walls with maps and sticky notes with new ideas.

"One priority that surfaced throughout the process was a desire for the final plan to encourage private investment," explained Mayor Brady.

The city wants to minimize municipal red tape whenever it impedes a business friendly environment.

Enhancing existing infrastructure is critical to furthering that business-friendly environment and quality of life. New parking solutions and possible high-speed rail are envisioned.

The Department of Community Affairs has revised its comprehensive plan guidelines to empower each community to create a more customized document than in the past. Newnan was allowed to tailor this initiative specifically to its needs and vision. The new specifications add an element of flexibility that fosters crafting the best vision for the next 10 years.



Keith Brady
Mayor
City of Newnan

ECG Economic Development

Around the State

fiscal years 14•15•16

In all three years combined

1,628 jobs created

\$215,100,000 investment

in our member communities



2016 East Georgia ECG & MEAG Power Bus Tour

October 18-19 2016

Commerce, Mansfield, Monroe, Monticello,
Sandersville, Sylvania, Washington

ECG Bus Tours

16 **21** cities

"I look forward to this conference more than any other. ECG has a way of providing communities with hands-on guidance to better position ourselves for economic growth."

Shane Short, Executive Director - Development Authority of Walton County

"Don't just go after industry. Go after what industry wants; quality of life and amenities as well as incentives. They will find you."

Daryl Ingram, ECG Sr. Vice-President

Infrastructure

ports: inland and coastal

Two ECG communities and their industries have a new business partnership. Cordele Intermodal Services (CIS) in Crisp County, Georgia's first inland terminal, will partner with Kia Motors Manufacturing Georgia (KMMG), to transport twenty-foot equivalent unit (TEU) containers of auto parts for the West Point facility from the Port of Savannah.

"There is a direct cost savings to an importer such as Kia," said CIS President Jonathan Lafevers. "Furthermore, storage and handling fees are reduced or completely eliminated by utilizing us as the origin and destination location for the containers."

"A \$3 million investment in a seven-acre parcel at CIS is dedicated to this initiative," explains Grant Buckley with the Crisp County IDC. It is a public-private effort with the city, state and the development authority. At its full capacity CIS will handle 30,000 TEU containers for KMMG annually and save six million truck miles a year.

- The Savannah Port - an economic boost. The largest ship ever to dock in Savannah pulled into port in July. The ship capacity exceeds 10,000 TEU containers. The passage to Savannah port for larger vessels was made possible by the expanded Panama Canal locks.
- New port on the horizon: Georgia Ports Authority is partnering with South Carolina for a new port terminal at the states' joint coastal border. It is expected to open in 2030.



Mark Your Calendar

2017 Summit

April 12-14

Westin Jekyll Island

ECG ED Resources

[Graphs, Charts, and Tables](#)

When courting businesses and investors, you may only have a single opportunity to provide your story, the details of why your community is the best choice.

"In the business recruitment process, we see two major drivers, relationships and a compelling presentation of data," explains Daryl Ingram, Sr. Vice-President.

Relationships may sometimes be illusive, but well-presented community statistics, analyses, comparisons and basic demographics are within every city's fingertips. Contact Selma Dogic to assist you with data research and its presentation.

[Welcome Rebecca O'Neal, GIS Analyst](#)

Maps of potential sites that identify key infrastructure, such as proximity to utilities, rail and highways are all vital to a sales presentation. A picture can be worth a thousand words.

[Local Incentives - A Guide](#)

ECG ED staff has crafted a four page document that provides a snapshot for drafting incentive guidelines for your community. To receive a copy, call Michelle Holbrook at 770.661.2768.

Industry News

Made in the **USA**

The Standard Textiles plant in Thomaston partnered with Marriott Hotels to reach a made in the USA promise at its 3,000 locations. The Thomaston facility produces guestroom terry products made from 100% U.S.-grown cotton fiber.

Manufacturing **Surya**

Who: Surya, rug manufacturer

Where: Cartersville, Bartow County

\$ investment: 34 million; spring 2016 ribbon cutting

Jobs: 250

Operations: mega plant, almost 24 acres under roof

Did you know? Surya, a company based in India, is a manufacturer and distributor of rugs, pillows, wall decor, bedding, accent furniture and more. Total company revenues grew from \$2.7 million in 2005 to more than \$111 million in 2015.

In 1991, Georgia poultry plants were in the ninth year of record setting production with 867 million broilers. In 2015, the new record was 1.3 billion broilers.

Agriculture Niche **Custom Ag Formulators, Inc.**

Custom Ag Formulators in Adel is a national and international provider of agricultural products. The 10-acre Adel site manufactures both liquid and dry formulations with capabilities for private labeling on an existing product line and custom formulations to meet a market's specific requirement and demand.

The Adel facility is logistically ideal. The location supports same- or next-day shipping to U.S. customers on the East Coast and in the Midwest. A second plant is located in Fresno, California.



Custom Ag Formulators produces agricultural products, such as nutrients, bio stimulants and organic options.

Productivity? according to the *Harvard Business Review*, email takes up 23 percent of the average employee's workday and, collectively, we send more than 108 billion emails a day in the United States.

Workforce developments

- Lt. Governor Casey Cagle named Calhoun City Schools the Georgia Charter System of the Year. Calhoun City Schools utilizes the flexibility of its charter status to redefine the classroom where space and time constraints no longer inhibit students' learning environments.

Of Georgia's 180 school systems, 40 have been approved as Charter Systems by the State Board of Education.

The Georgia Department of Economic Development's Workforce division launched a new brand, WorkSource Georgia, this summer. The statewide brand reflects a consolidation of initiatives to more effectively connect job seekers with careers in the state's leading industries. Go to georgia.org under workforce division to find the career center nearest you. The initiative streamlines and modernizes former federal job-training programs so that workers can access the right training, immediately.



- The College and Career Academy in Douglas at the Wiregrass Technical College invested in an additional 15,000 square feet to serve its student body, including those in dual enrollment. Wiregrass has campuses in four South Georgia communities.
- The Fitzgerald community engaged its young people in a program to fill a skills gap. Local industries need skilled welders. The concept places students with industries, job training at Wiregrass Technical College and full employment on completion of school requirements.

Downtown

Something Brewing in Calhoun



- On Tuesday you can get Costa Rican Tarruzu and Friday Chocolate Macadamia. The Calhoun Coffee Company is one of three new culinary establishments in Calhoun downtown. Wall Street Grille and Wing Me Up round out the trifecta. A fourth downtown newcomer, Owen Security Solutions, has chosen the renovated 1950s Ford dealership building for its Calhoun operations.
- A 30-second Calhoun tourism video garnered 15,000 exposures on Facebook.

Three Must-Know Retail Trends

1. Smart phones are the leading consumer touch point for retailers.
2. Expect an uptick in shopping app options and usage.
3. Watch for more in-store devices that wirelessly beam promotions to consumer's hand-held devices.

Americans spent more at restaurants and bars than in grocery stores in 2015, a first since the Census Bureau began tracking data in 1992

ECG Joins Private Sector Developers on Industry Panel

Mill Graves, co-chair of P3 Retail, joins regional retail developers in exploring innovative public/private partnerships at the November ICSC conference. Mill and the panel help answer how-to questions for partnering in the retail market. Tax incentives and redevelopment zones are among the topics.



P3 Retail Proposition-Promoting Public/Private Partnerships, 1:30-2:30 pm, Wed. November 2, Cobb Galleria Centre, ICSC Southeast Conference & Deal Making.

Sandersville celebrated its 60th annual Kaolin Festival this year

Incentives for Private Investment in Downtown

Norcross steps up to support downtown economic growth with an aggressive matching incentive financing concept. The Norcross Downtown Development Authority (DDA) offers the downtown merchants an incentive loan program. The loan is a matching initiative based on investment capital raised with certain qualifying criteria and is limited to \$25,000 for any one business. The applicant:

- Must be an existing business, operating in Norcross for at least 18 months.
- Must demonstrate past community involvement and establish why the proposed business is a catalyst for downtown business vitality.
- Must present a written business plan showing how the funds will be used.
- Must present cash flow projections showing revenue and cost impact, and how the loan will be repaid.
- The loan is a matching program; therefore, the business owner must contribute additional funds or secure outside investor capital to be considered for the program.
- The maximum amount of the loan for any individual business is \$25,000.



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

Cartersville/Bartow County Cassville-White Logistics Park

- Size: 769,460 sq ft, proposed
- Cross-dock design
- 180 trailer spaces
- 129 dock doors
- 36' clear height
- 37 miles proximity to a Norfolk Southern Intermodal facility



Moultrie/Colquitt County Citizens Business Park

- Size: 146 acres total, two parcels - 66 acres and 80 acres
- Located within Moultrie city limits
- GRAD designated site
- park entrance US 319 and GA 133



ECG Selfie



Strong Town Strength Test

Strongtowns.org wants to know.

- Does your city government spend no more than 10 percent of its locally-generated revenue on debt service?
- Before building or accepting new infrastructure, does the local government clearly identify how future generations will afford to maintain it?

For the remaining eight questions to test your city go to strongtowns.org.

Present Yourself

The Douglas/Coffee County Chamber of Commerce and Economic Development staff caught some Facebook attention with a creative expression of their talents that showcased their inviting workspace to greet and serve business.

Left to right: Lisa Hodge, Mesha Davis, Tammy Meeks, Andrea Taylor, Mackenzie Bennett and Ashley Yaunches.



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▶ According to the 2016 Georgia Manufacturing Survey released in July, manufacturers report an upturn in profitability over the 2014 report. Georgia manufacturers' profits increased between 2014 and 2016 by 13% on average. See the full results at gms-ei2.org. The report is provided by Georgia Tech's Enterprise Innovation Institute.



GA's Energy Cities At Work

Big Tex Trailers in Crisp County

- trailer manufacturer and sales
- 135 employees
- 300,000 sq. ft. manufacturing space
- serves Eastern U.S. market

