



ECG

electric cities of georgia

Second Quarter
2017



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Reducing Risks to Attract Foreign Direct Investment

While Foreign Direct Investment (FDI) is drawn to the American economy for its open markets and investment friendly climates, Georgia communities who want to attract those investors must reduce the risks for prospects and offer an alternative to some of their "at-home" issues of rising energy costs and wage rates, speed-to-market issues, and stiff regulatory environments.

"This is a 25-year decision for companies. Beyond the standard key location requirements, there is typically high-value on strong local leadership and governance stability," says Blair. Even on a fast-track visit, prospects sense if the team is not pulling the rope together.

"Leadership needs a common vision that a prospect can trust won't dissolve with interpersonal conflicts," explains FDI expert Jim Blair.

For those communities seeking FDI, I would encourage every community to invest in a five-year community assessment and strategic planning. You need a candid understanding of your strengths and weak-

nesses, how your community is positioned for speed-to-market and a means to promote yourself in a mean-

ingful way. Plus, do all of this with an eye for foreign direct investment opportunities. A single trip to a prospect country is most likely not a sufficient strategy.

Familiarize yourself with the business climate conditions abroad. An FDI investor may have a track record where land is at a premium; with strong land use regulations that create restraints impeding a speedy start-up. A simple promise of how fast infrastructure might be expedited won't satisfy a prospect. That prospect only has past experience by which to measure shovel-ready potential. Use your state certification program but don't stop there. You need to be sure you have solved every challenge for a prospect.

Understand the intercultural aspects of your FDI relationship. Germany, for example, is currently a top investor in Georgia. Its representatives tend to be interested in process technologies, engineering and quality. Be able to talk that talk.

Workforce training is a challenge for communities large and small. Training programs that look like apprenticeships, a training model German culture embraces, provides a comfort level and reduces an area of risk.

Attracting FDI is just one more layer to your long-term planning. It needs to be comprehensive and strategic.



Jim Blair
Navigator Consulting LLC

Employment of Americans by international companies grew from 6.3 million in 2008 to 6.6 million in 2014, with an average compensation of \$80,041.

Georgia ranks in the Top 10 for foreign-owned company employment with over 200,000 in 2014.

Source: BEA - US Dept. of Commerce

ECG Communities Front and Center

Georgia's Energy Cities At Work

ED Summit

April 12-14, 2017

Save the Date

April 16-18 2018

"The Economic Development Summit is the best economic development training I have received. The presenters share best practices in modern economic development that is easily understood. I always learn something new and I network with experts and peers."

Dorothy Hubbard **Mayor**
City of Albany



Autron Hayes, Sylvester



Mary Beth Bender,
Norcross



Lindsay Martin and Anna Hurt, GDEcD staff

ED Bus Tour

August 29-30, 2017

The summer Economic Development Bus Tour travels through west Georgia visiting eight ECG communities. State project managers join us as we visit College Park, East Point, Fairburn, Grantville, Hogansville, LaGrange, Newnan and West Point.

ECG Solutions



In The Press

...INGRAM SAYS, "QUALITY OF LIFE ATTRACTS NEW RESIDENTS, AND THAT, IN TURN, ATTRACTS NEW EMPLOYERS. IF YOU'VE GOT THE RIGHT KIND OF PEOPLE, COMPANIES ARE GOING TO FIND YOU."

Daryl Ingram, as quoted in 2017 *Area Development Magazine* about a workforce paradigm shift, jobs follow people.

We can help you fine-tune your competitive advantage through a menu of services. Our technical solutions, particularly, GIS and research tools, are among the most sought after by our communities.



commuter data, conceptual drawings, regional statistics

Workforce Innovations

Teachers on the Factory Floor

Scott Malone, President of the Development Authority of LaGrange explains, "By cultivating relationships between educators and industry partners, we can dispel workplace myths and provide career paths for our young people."

This is the mission of the week-long summer externship for teachers at local manufacturing plants. Twenty-four Troup County educators will spend time with six local industries to see operational processes, learn how technology advances productivity and dispel any misconceptions about the industrial workplace.

"This is not the manufacturing that I remember" stated one participant following the tour of Kia. "I'm blown away."

Developed by community leaders from THINC Academy, Development Authority of LaGrange, Troup County Chamber of Commerce and in conjunction with the Troup County School System. Industry partners are: Duracell, Kia, Kimberly-Clark, Hyundai PowerTech, Interface and Milliken.

Manufacturing News

the impact of productivity per worker on the decline in manufacturing employment numbers

Had we kept 2000-levels of productivity and applied them to 2010-levels of production we would have required 20.9 million manufacturing workers. Instead we employed only 12.1 million.

The Myth and the Reality of Manufacturing in America
Ball State University, June 2015

Investing in an Innovation Culture

Shaw Industry Group's Create Centre in Cartersville is a \$24 million, 67,000 square-foot facility scheduled for completion in late 2017. The new Create Centre will provide space for the floor covering company's commercial division marketing, design and innovation team. The company believes the synergy will serve as a catalyst for innovation across Shaw's commercial division. The new Create Centre is also seen as a tool to the recruitment of new design professionals as the company continues to grow.

The architectural firm has designed the building with a wealth of natural light and open space to encourage interdepartmental teamwork and communication.

Advanced Technology Spurs Expansion

Who: Elixir Extrusions

Where: Douglas, Coffee County

\$ investment: 8 million expansion

Jobs: 100

Operations: aluminum extrusions and fabricated parts for applications such as door frames and structural components.

Did you know? The new 70,000 square-foot expansion will accommodate the integration of automated anodizing equipment. With this capacity and production line design, Elixir transitions to a fully integrated, extruder, fabricator and finisher.

In all disciplines:

If you think good design is expensive,
you should look at the cost of bad design.

Dr. Ralf Speth, CEO Jaguar

Small Business Champions

"With almost 98 percent of Georgia companies employing fewer than 100 people, small business has a tremendous impact on Georgia's economy,"

GDEcD Director of Entrepreneur and Small Business Mary Ellen McClanahan

McClanahan and her staff work across the state to create an enabling environment for entrepreneurs in Georgia and work closely with the six centers for innovation where fledgling ideas become start-ups. When it comes to financing, technology companies often find angel investors who are looking for fast growth and quick return on investment. For other traditional businesses there is a small business credit initiative that gives a boost to bank loan financing. Visit onegeorgia.org/programs/esb

Two Notable ECG Entrepreneurs

Entrepreneurs start companies for a myriad of reasons. They see a way to do things better; they are excellent storytellers with a belief in a product or service; and/or they are disciplinarians with an eye for precision, execution and control. Many times the entrepreneurial spirit is generational; as it is with our two stellar business successes below.

- Thomasville's Sweet Grass Dairy was honored as one of four 2017 Georgia Small Business Rock Stars from over 135 nominations. Sweet Grass Dairy is a 140-acre family-owned grass-fed, barn-free dairy with award winning hand-crafted cheeses. The Cheese Shop is online as well as a retail space and creative pub in the heart of downtown. Jessica and Jeremy Little are entrepreneurs who are passionate about sustainable agriculture and humanely-raised animals.

- In his years in Fitzgerald, Allen Conger has sparked four enterprises and hundreds of jobs. He built a peanut butter processing plant, American Blanching Company and sold it to Post Holdings in 2014. He nurtures a fire log plant, Envirolog, the largest recycler of waxed cardboard in the country, and later launched a bundled firewood company, Choice Woods. Most recently, his son Allen Conger Jr. has taken the reins of Protein Plus, with a line of energy drinks along with a product line of peanut flour and oils.

CHECK OUT Cherokee County's incubator, The Circuit, a co-work space and coffee shop to cultivate innovation and entrepreneurship. The space features dedicated offices, dedicated desks/workspaces and high speed wifi. freshstartcherokee.com

Bringing Public & Private Together

Two Case Studies

Developing a City Center - Sandy Springs, GA

"This public-private partnership (P3) program emphasized a development trend in suburban cities, that traditionally lack walkable gathering places, similar to a downtown," explains P3 committee co-chair and ECG staff, Mill Graves.



"The City Center project creates a nucleus for the community hosting a mix of uses. The strategic placement of retail in the development program ensures the project will engage with the surrounding streets and draws consumers in for a unique experience," reports Graves.

City Center is a true public-private venture. The city, through cash and bonds, purchased a 14-acre underperforming big box site and partnered with two developers to implement the multi-family, retail, civic, and open space concepts.

"ECG communities, with substantial infrastructure in place, have incredible opportunity to reposition their city centers for more walkable public spaces and engaging retail experiences," concluded Graves.

The seminar took place June 22. This ICSC P3 Retail program is a forum for the public and private sector to network and discuss development issues and mutually desired retail projects. Mill represents the public sector on the planning committee.

Developing Mixed-Use in East Point

In 2015, the city of East Point initiated the East Point Real Estate Investment & Development Forum in order to, on a regular basis, bring real estate developers to network with the city's economic development team. The initiative paid off.

The Woda Group soon after became a partner in a mixed-use project, consisting of retail and residential apartments in the downtown district. The city and developer partnered to achieve financial assistance from the Department of Community Affairs.

The city's downtown architectural overlay ordinance provided some design guidance which ultimately saved the Woda Group time and money.

"The economic development team kept the process very smooth and helped address any questions before they became challenges," states Denis Blackburne, Senior Vice President, the Woda Group, Inc.

Mallalieu Pointe is a development with 67 rental units and 3,500 square feet of commercial/retail space. Completion is scheduled for December 2017.

From the Capitol

- The governor signed a bill in May that allows beer and liquor manufacturers to sell their products directly to the consumer at the manufacturing plant. In Georgia, the craft brew movement is underway and promises jobs and new dollars in local economies.
- The Rural Jobs Bill is meant to provide access to capital for rural businesses, the lack of which is a major roadblock for those looking to expand or launch a new enterprise. The bill creates a \$100 million revolving loan fund for agribusiness and other rural employers in counties with less than 50,000 residents. Tax credits are offered for four years to insurance companies, corporations and other investors who buy into the program. The bill is in effect July 1.



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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Not on the mail list? Request your copy at info@locationgeorgia.com or download an electronic version at the locationgeorgia.com website.

Product Watch

available land & buildings

Cartersville/Bartow County Busch Commerce Center

- Size: 1,050 acres
- Largest tract: 25 acres
- One mile from Interstate 75
- Savannah Port 300 miles

Melinda Lemmon
locationofchoice.com
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East Point/Fulton County Creekside Distribution Center

- Size: 538,500 sf warehouse space
- Ceiling Heights: 32' minimum
- Trailer Storage: 85 trailer locations
- Dock High Doors: 88 (9'x10') dock doors and 2 drive-in doors (12' x14') accessed by 16' wide concrete ramps

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ECG Selfie



Cartersville-Bartow County Dept. of Economic Development

(l-r) Operations Manager, Lori Dowdy; Kennesaw University Intern, Tucker West; Executive Director, Melinda Lemmon; Project Manager, Chris Thomas.

Just The Facts-New Research Tool

USAFacts is a new project from former Microsoft CEO Steve Ballmer aimed at presenting government data to Americans in a way that's open, nonpartisan and easy to understand. The website organizes 30 years of data from more than 70 local, state and federal government agencies into a centralized hub showing how the government makes and spends money. usafacts.org

Citrus May Be Georgia's New Industry

A collaboration of multiple partners in Mitchell County came to fruition on Thursday with the launch of the MitCo Grow project, along with the expectation that the project will help make citrus a leading industry in Georgia.



One hundred citrus trees were planted in a grove located next to the Mitchell County UGA Cooperative Extension office in Camilla.

"For the past few years, citrus fruits have become more popular because farmers and homeowners are finding success growing these in South Georgia," University of Georgia scientist Wayne Hanna said.

Georgia's citrus industry has found viable commercial potential in a small, easy-to-peel fruit called the Satsuma.

Satsumas are the most cold-hardy mandarin available, and that is important in order to grow citrus in Georgia.

Georgia's citrus growers are actively working to develop markets for the crop they will harvest later this year.

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► The city of West Point received a 2017 Live, Work, Play City Award presented by the Georgia Municipal Association. There were nine cities honored in three population categories. West Point was one of three in the small city category. Judges praised the winning cities for their success in advancing job creation, providing housing offerings and creating recreational amenities.

fyi

GA's Energy Cities At Work

**Kia Motors
Manufacturing America
City of West Point**

- \$1.1 billion launch in 2009
- creation of almost 15,000 jobs
- May 2017, the 1,000,000th Sorento rolled off the line

