



Third Quarter
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ECG

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fyi

GA's Energy Cities At Work

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Minimizing Risks For Industry Prospects

The economic development playing field is more competitive than ever. New corporate locations and expansions create jobs and expand and diversify the tax base. City councils, development authorities and utility leaders are finding ways to problem solve and eliminate risk for the prospect whom they hope will become a long-term partner.

"The antidote to risk is alignment and readiness," explains Janet Ady of Ady Advantage.

Alignment tells a prospect that everyone at the table is on the same page about incentives, timelines and the definition of business-friendly. It can be a most powerful tool for reassuring prospects about the constellation of business decisions they will make about an expansion or relocation. It does in fact help eliminate risk in the prospect's mind.

Alignment requires that you don't say we will make things run smoothly and then have permitting, ordinance and zoning regulations that "say" quite the opposite.

A second aspect of eliminating risk is community readiness. "Dirt is not a site," Janet explains. A community can use site ready designations such as GRAD, here in Georgia. Use GIS docu-

ments to provide visual illustrations of the parcel identifying utilities and transportation amenities. In the incentive package, know who among the stakeholders is offering each piece of the ante. Prospects want to hear firm benchmark dates whenever possible. "It will take 40 days to address this issue." A firm answer sends a decisive message rather than reporting a vague range of dates. Just never intentionally underestimate.

Readiness takes a variety of shapes and every step is a measure of commitment in the eyes of the prospect.

megatrend	implication
minimizing risk	alignment & readiness
increasing competitiveness	differentiation

Fort Valley Best Practice

"They were responsive to questions, delivered on time, and were willing to adapt to fit our needs."

Most communities in Georgia were supportive, but Peach County was at a different level."

Pure Flavor team about Fort Valley's bid for its \$105 million greenhouse operations.

for more information on Pure Flavor see page 4.



Janet Ady
Ady Advantage

ECG Communities Innovating

Georgia's Energy Cities At Work

ECG Bus Tour LaGrange, GA

August 29, 2017

A popular stop on ECG's bus tour on a warm summer day was LaGrange's Wild Leap Brewery. The brewery features historic brick and exposed structural steel elements. The grand opening was in September and Wild Leap boasts a Local Gold Blonde Ale, Chance India Pale Ale and Sunvale Raspberry Wheat Ale.



Monticello Tapped for DCA Initiative

Monticello was chosen among a group of community applicants for the Georgia Department of Community Affairs (DCA) pilot program, Community Assistance Team. A resource team from the department will assist Monticello-Jasper County. Last year, DCA announced the formation of these teams and encouraged communities to apply to serve as pilot projects. The focus will address the needs of the community. Housing, tourism, transportation, economic and downtown development are all on the table.

Organic Economic Development

"Economic growth in a rural area is much more likely to be organic," said Camila Knowles, former Commissioner of Georgia's Department of Community Affairs.

Legislative House Bill 73 gives cities the tools to encourage rural residents to take a chance and open that coffee shop or flower shop they've always dreamed of running.

ECG ED Summit

Save the Date

April 16 -18, 2018

April 29 - May 1, 2019

Locate South Georgia Leads

A 21-county South Georgia collaboration is on its second class of South Georgia economic development leadership trainees.

Daryl Ingram, ECG states, "LEADS is a dynamic leadership experience that empowers current and future leaders. Its regional participation aligns with today's need for regional foresight and collaboration."

Workforce Innovations

ECG Communities Innovating at Elementary and Secondary Levels

- **The city of Moultrie** was chosen one of 39 communities for Governor Deal's Tiny Grant Award. Moultrie's PackerX program focuses on science, technology, engineering, art, and mathematics (STEAM). Also in Moultrie Sunset Elementary will become a Medical STEM (Science, Technology, Engineering and Math) school and its kindergarten through fifth-grade students will visit a lab each week as part of the initiative. Sunset will be the only Medical STEM elementary school in the state.

"This is such a unique opportunity to be able to engage our students in science, math and technology instruction through a medical lens," Sunset Principal Josh Purvis said.

- **Kudos:** Congratulations to Camilla's Vicki Davis, who made the 2017 EdTech 20 List that ranks the top 20 Global EdTech Influencers. She is the creator of the Cool Cat Teacher Blog and is IT Administrator and Teacher at Westwood Schools. A current project, the global collaborative app project, MAD About Mattering, encourages students to create "apps that matter" for mobile devices in collaborative environments.

- **Workforce** was a hot topic at this year's GEDA conference and Albany introduced its workforce training program, The Industrial Operations Technician Technical Certificate of Credit. It is a two-semester program that is the result of a local manufacturers' collaboration and needs assessment for workforce training in Dougherty County.

New Opportunity



"Edge Development combines visionary thinking with application-based training. Individuals working together are the key to Georgia's success. It's your community – your advantage."

Governor Nathan Deal

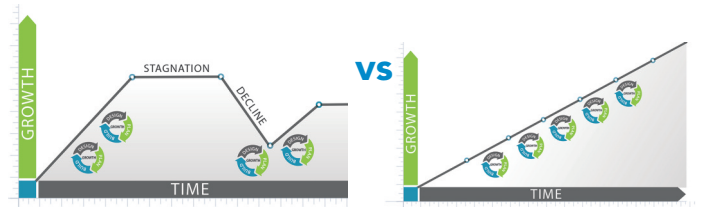
Coming 1st quarter 2018
One-year certificate program

For more information:
Edgedevelopment.org

Georgia's Energy Cities have a long history of success driven by strong leaders and an enduring commitment to economic well being. Edge Development is a community certificate program as unique as Georgia's Energy Cities. Designed exclusively for the board/elected officials and senior staff of communities with enterprise operations, Edge participants will gain a better understanding of the twenty-first century economic development model and generate a strategic plan that targets growth, protects revenue streams, increases return on investment, and more.

"The growth of a community is not an event. It is a continuous long-term process. Community leaders must be champions of a clear vision and maintain a consistent strategy that revolves around the idea of Design-Plan-Build. Without it, we risk a negative impact on growth."

Eric Wilson, Mayor of Forsyth



The Power of Partnership Edge Development is made possible through the partnership of Electric Cities of Georgia, the Municipal Electric Authority of Georgia and the Municipal Gas Authority of Georgia, along with the University of Georgia's Carl Vinson Institute of Government and Hometown Connections (a subsidiary of American Public Power Association).

Georgia's Wood Basket

Forestry is Georgia's second-largest industry after agriculture in terms of employment and wages and salaries, with more than 24.8 million acres of land providing 133,000 jobs and generating a \$32.2 billion economic impact. Of that 24.8 million acres, 24.4 million is timberland available for commercial use – more than any other state in the nation. The majority of which is owned by private non-industrial landowners. There are 151 wood processing mills in Georgia, including 12 pulp mills, 85 sawmills and 54 other mills. Equally impressive are the numbers that ensure Georgia's timber remains a sustainable industry. Georgia's commercial timberlands grow 19 million tons more wood each year than is harvested, resulting in growth exceeding removals by 38 percent. Information contact: Ember Bishop Bentley at ember@gfagrow.org.

Where is the timber industry innovation?

CLT - Cross Laminated Timber is an extremely strong structural product and promises new options in commercial applications. Three, five, seven or nine panels of 2x6 board are joined together into a beam. CLT is as strong as steel.

Wood pellets - In 2007, wood pellet plants were non-existent in Georgia. Today there are ten that create this wood product for export to countries who use them for energy. Adel sided Blue Sky Biomass in 2015. The company hired 100 people and makes pellets from forestry residuals.

Mill processing - When trees come in for cutting they are optically scanned and measured with lasers to provide the cutting equipment data on the optimal cuts, maximizing the quantity of wood product from each piece of timber.



Wood pellets are used for fuel largely in the European Union.

Thinking Strategically for the Future

Quantitative Impact of Retail to Your Community

Most community leaders are aware of the qualitative value of retail business for its ready access to goods and services for its residents and to the overall quality of life in a community. What is less intuitive, is the quantitative impacts of retail and commercial businesses.

Retail is a job creator and contributor to the economic engine. At the state level, retail accounts for one in four jobs and contributes approximately \$75.6 billion in Gross Domestic Product. At the local level, communities realize local sales tax, 3-4 percent in most counties, based on annual sales. Add to that, for ECG cities, commercial business provides a utility revenue stream as well. The visual shows an estimated combined revenue of utility and retail sales tax, using three percent sales tax.

Analytical Tool

ECG offers financial and economic analysis to assess any commercial project's long-term benefit to a community.

The Takeaway

A community can evaluate its incentive package, zoning and permitting advantages, and land use strategies based on specific economic data about the value of a retail enterprise, rather than a gut feel. This is valuable data for your long-term vision and comprehensive plans as well as short-term annual goals.



ECG Industry News

New Industries = New Superlatives

Four ECG communities garnered new industries in 2017 that cover the breadth of industries at which Georgia excels; agriculture, manufacturing, regional headquarters and distribution. All of them represent foreign direct investments in a new operation from our long-time partners Canada, Germany, and Japan. And these new industry additions are replete with superlatives for our communities.

- 1st** Pure Flavor in Fort Valley - The \$105 million capital investment by Pure Flavor is its first company-owned vegetable greenhouse outside of Canada.
- Top** Linde in Adel - The air separation plant by industrial gas maker, Linde of Germany, tops the chart of capital investment for Cook County. The plant is a \$40 million investment, largest ever for Adel.
- 1st** Lidl in Cartersville - The \$100 million investment in a distribution center for the German-grocer retailer is its first in GA. It will also be its Southern-most U.S.regional headquarters.
- 1st** Rinnai in Griffin - Tankless water heater giant, Rinnai, of Japan chose Griffin for its first U.S. manufacturing facility to serve its popular U.S. market.



Fostering Georgia Growth

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



Daryl Ingram.....770.563.0321
dingram@ecoga.org

Michelle Holbrook.....770.661.2768
mholbrook@ecoga.org

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

Community Spotlight

a third-quarter fyi feature

Fitzgerald/BenHill County

- City Population: 9,000
- County Population: 17,243
- Median Household Income: \$25,203
- Industrial Employer Roster: 26

Fitzgerald is a key stop on the CSX mainline that ties Georgia ports to markets throughout the Southeast.

“In 2017, Fitzgerald’s businesses have \$10M of capital improvements underway and another \$9M pending.”

Jason Dunn, Economic Developer



Ben Hill County stakeholders break ground on the new Mana facility.



It was an innovative idea that built the community of Fitzgerald in 1895, a colony of veterans, both the Blue and the Gray from America’s Civil War shaped its beginnings. That culture for innovation has held fast in this community.

Fitzgerald’s entrepreneurial and innovative spirit is particularly strong in its value-added agriculture businesses. The Allen Conger family continues to create jobs and grow with the bounty of Ben Hill peanut crops. A Conger early launch, Golden Boy Foods/American Blanching, now employs 450 people. A new business enterprise Protein Plus, peanut based energy drinks, is expanding operations with additional space and equipment. To serve its Southern markets, Polar Beverage, a Massachusetts-based seltzer drink company, is anticipating substantial growth at its Fitzgerald facility. Fitzgerald’s plentiful natural underground aquifer is an asset for Polar Beverage.

This fall, Mana Nutrition, a world leader in the fight against malnutrition and a producer of therapeutic foods broke ground on a new 50,000 square foot, \$3.5 million distribution warehouse at its Fitzgerald campus. Mana’s ready to use peanut-based food products are shipped all over the globe and are credited with saving over 1,000,000 children from starvation. Entrepreneur, Mark Moore, has big ideas for feeding the world and he is doing it all right in South Georgia.

New Faces

We would like to welcome the newcomers within the ECG communities as well as the new faces at the Georgia Department of Economic Development (GDEcD).

Barnesville

Kathy Oxford, Executive Director - Barnesville/Lamar County Industrial Development Authority

Sandersville

Jayson Johnston, Executive Director - Washington County Development Authority

GDEcD Partners

Hank Evans, Project Manager

Logistics, Energy, Agribusiness & Food Team

Sunny Anderson, Project Manager

Laura Pemberton, Project Manager

Randall Toussaint, Project Manager

Life Sciences, Corporate Solutions, Digital Entertainment and Information Technology Team

William Atkinson, Project Manager

International Projects Team

Hogansville Inspiration

Hogansville, population 3,139, is a small town located in Troup County between Atlanta and Columbus with architecturally significant properties, including the outdoor amphitheater, train depot and the Royal Theater, all lovingly renovated. Its fall Hummingbird Festival has been a draw for tourists and artists since the ’80s.

Now, community energy is percolating around an initiative to further support entrepreneurs, creativity, connectivity and economic growth. The collaboration inspired artisan metalworker, Mitch Kernodle, to bring his metal workshop and talent to Hogansville. Collaborations are pretty certain with other local makers in the community such as furniture maker, Jake Ayers of the Arrowhead Trading Company. Check out the latest creative energy at pioneergeorgia.com.



INSPIRE. CREATE. EXPLORE.

ECG
Economic & Community Development
75 Fifth Street NW
Suite 850
Atlanta, Georgia 30308

► CNBC gave a shout out to Anheuser Busch in Cartersville for switching beer production lines to canned water to help Hurricane Harvey storm victims. 155,000 cans of water were sent by the truckload to Texas.



GA's Energy Cities At Work

Centek Industries City of Thomasville

- leading manufacturer of fiberglass wet marine exhaust systems
- domestic and international markets
- 70% of work is custom design

