



GA's Energy Cities At Work

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Fourth Quarter
2017

A Journey of Redevelopment in Acworth

The romance of public parks, plaza, downtown living, places for recreation, entertainment and great dining – a truly livable, walkable city – is a redevelopment love story coming to life in the city of Acworth.

“This is a journey that our community is on. It is already 15 years in the making,” explains Mayor Tommy Allegood.

Acworth began the process with street improvements, strategic parking options, and a \$2 million initiative to silence the train traffic at all downtown railroad crossings.

Now, the community is a step closer to a long-awaited, 450-acre redevelopment project with new amenities, revamped homes, 140 acres of green space, downtown shops, and a unique pedestrian bridge to connect it all.

The efforts include a new \$11 million community center, an arts building converted from a historic downtown home, traffic reconfiguration to improve access and a \$1.2 million walking overpass.

The four-story pedestrian structure connects the city on both sides of the railroad tracks.

“There isn’t another overpass in the state of Georgia exactly like

this,” explains the Mayor.

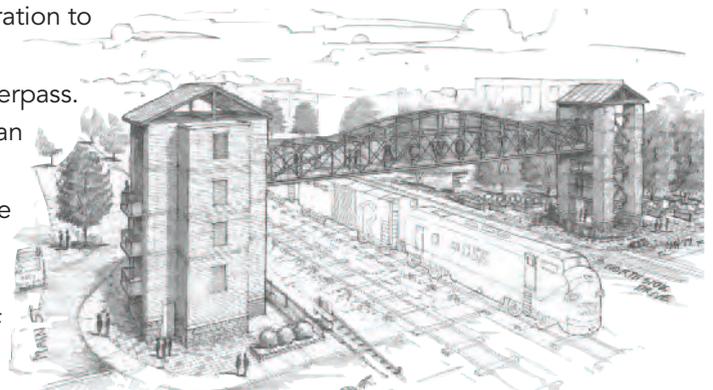
The overpass will be lighted at night and connected by two towers on either side of the rail tracks.

The city leadership estimates the complete project could cost as much as \$30 million over the next 10 years, a combination of public and private investment.

A public-private partnership is a redevelopment tool that typically reaps significant private investment when local governments make infrastructure improvements in the built environment.

In this case, the city’s contribution includes the construction of the pedestrian bridge, road improvements and a \$500,000 replica train depot at Main and Lemon streets that will house public restrooms and a new museum dedicated to telling the city’s history.

“We’re talking about a giant step for our redevelopment,” Allegood said.



The pedestrian bridge over the rail infrastructure

ECG Communities Innovating

Georgia's Energy Cities At Work

ECG ED Program Highlights

Alignment and Expectations of the Deal

Tom Croteau, Georgia Department of Economic Development

Motivating Private Investment through Comprehensive Planning

Brian Herrmann, City Planner - City of Thomasville

Marketing and Branding Your Community's Strength

Avalanche Consulting

Attracting Retail to Your Community

Retail Experts

Your Industrial Prospect Wants a New Building - What's Important

Patillo Construction

Your Downtown - Your Secret Weapon

Jason Broadwater, Author "Old Town, New World"

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who should attend:

utility professionals, elected/appointed officials, city managers, main street staff, urban planners, community and economic development professionals, department heads and development authority boards

Power of Connectivity - Georgia Public Web

"Over twenty-plus years ago there were leaders in Electric Cities of Georgia communities who had the vision to know broadband access was vital for rural Georgia. They got it. Today, some states are still trying to catch up," explains Georgia Public Web President, Eric Snell.

Snell is passionate about continuing the mission, deploying connectivity across Georgia. He won't be happy until all rural communities have access to at least 25 megabit-per-second service.

"There is a lot of innovation out there and it is a particularly good day to engage in conversations with suppliers who drive solutions and want GPW as the network off-ramp provider," say Snell.

GPW is a 3,455 mile fiber-optic system that provides connectivity to municipalities, government, and educational systems.

BlakelyNet a GPW partner, operating in the City of Blakely, was deployed in 2017. It is currently serving 140 customers with a 2018 goal of 500 local users.

"Before BlakelyNet, my household of five endured endless buffering for downloads. That is no longer the case," explains Mayor Anthony Howard. BlakelyNet is one more connectivity success in rural Georgia.

Options For Job Seekers

- Great Georgia Jobs focuses on Georgia jobs and the Georgians who have landed them. From entry into the film industry to obtaining a CDL to drive a big rig, the Great Georgia Jobs team introduces job-seekers to the resources and information to land a dream job. Guidance counselors, teachers and jobseekers may see the four episodes at <http://www.georgia.org/competitive-advantages/workforce-division/great-georgia-jobs>.
- Operationworkforce.com is an initiative to specifically support Georgia veterans in a job search, including connecting with employers and skill development. Hear more at the ECG Summit in April.

ECG ED Summit

Mark the Calendar

April 16 -18, 2018

Jekyll Island, GA

April 29 - May 1, 2019

!! We have developed a great agenda for the 2018 Summit. Our objectives each year are to provide relevant ready-to-use solutions and valuable content to a diverse audience. We firmly believe successful economic development programs take a village of knowledgeable leadership to reach full potential. !!

Daryl Ingram, ECG

ED Services for Prospects & You

A prospect looking for a data center-ready community can easily find one at our website Locationgeorgia.com. That is just one search option for community-related information on the site. Check out the re-designed website if you haven't already. It is visually inviting and user-friendly.

Make sure your community has up-to-date information with our office for the site.



Do you need help visualizing a concept? Our team can help with conceptual representations of new structures.

Bust A Myth Now

A 2015 study by The Manufacturing Institute and Deloitte revealed that only 37 percent of Americans would recommend that their child seek a career in manufacturing. For the sake of a needed manufacturing workforce, and for the benefits of those who fail to seek potentially rewarding manufacturing careers, this perception needs to change. Trade Five is one state initiative to help.

37%

Industry News

Japanese Manufacturer in Griffin, Again

Who: Rinnai American

Where: Griffin, Spalding County

\$ investment: 69 million new facility

Jobs: 150 initially with 300 over 10 years

Operations: production of an energy-efficient product line of tankless water heaters

Did you know? The facility is the fourth Japanese investment in the 450-acre Lakes of Green Valley in Griffin. The eco-friendly park is already home to Toppan, Otsuka Chemical and Marukan.

Japanese companies employ 30,000 Georgians, according to the Georgia Department of Economic Development.

Craft Breweries Growing in Georgia

The number of craft breweries in Georgia has grown from 21 in 2011 to 53 in 2016, an increase of more than 150 percent, according to a new report from Cushman & Wakefield. That ranks Georgia 29th in the nation; California leads with 623 breweries, followed by Colorado with 334 breweries. Expect more Georgia breweries as new legislation takes effect this year allowing breweries to sell their product directly to consumers for the first time. The new tax code provides two years of federal excise tax relief to American brewers and beer importers through the H.R. "Federal excise tax relief for brewers and beer importers will help small brewers," explains, Fortune Magazine, December 21, 2017. Other industry experts remain uncertain of its benefits for small breweries.

Georgia's Food Biz

Peanuts are in the news in South Georgia.

Golden Boy Foods, a division of Post Holdings in Fitzgerald has announced an expansion at this manufacturing location. Golden Boy Foods will be expanding their peanut roasting operations requiring an investment in the \$8 – \$10 million dollar range. The expansion requires an addition onto the existing manufacturing plant to accommodate a massive new roaster. The expansion is expected to be completed in mid-2018.

Crisp County's first China-based company, Farmax Merchandise, will create more than 20 jobs and invest \$5 million in a peanut oil processing facility. The community's inland port infrastructure was key to choosing Crisp County for Farmax supply chain efficiency. Farmax is a subsidiary of Qingdao Hwa-Nuts Foodstuff Co., Ltd.



A four-year outlook for major U.S. manufacturing industries finds food, chemicals, and aerospace are the industries with relatively strong growth outlooks through 2020.*

*The MAPI Foundation conducts research on the economic impact of manufacturing, including the implications of government policies and the success drivers that keep the industry competitive.

A future technology tool for crop production

At the University of Georgia, a team of researchers is developing a robotic system of all-terrain rovers and unmanned aerial drones that can quickly and accurately gather and analyze peanut crop data. This information is vital for scientists working to increase agricultural production. By mid-century, scientists estimate the world's population will reach 9.1 billion people, a 30 percent increase in a little more than 30 years. This population increase will demand that agriculture nearly double their current food production.



1st quarter 2018 launch
One-year certificate program

For more information:
Edgedevelopment.com

Is your team prepared for 21st Century economic development?

Is your strategic plan geared to ROI?

Is your utility strategically positioned for growth?

Is your EDGE clearly defined?

If your answer to any of these questions is 'no' or 'it could be better', then Edge Development training is for you. Edge Development is specifically designed for communities with enterprise operations. The training program provides an emphasis on education and strategy to improve quality of life through vision, planning and focused leadership. For answers contact Daryl Ingram, dingram@ecoga.org 770.563.0321 or Michelle Weekley, mweekley@ecoga.org 770.563.0345

Innovate on City Practices and Policy

Eliminate Obstacles

 The time and expense associated with an inefficient process is a huge headwind to economic development and investment. Simplify, streamline and expedite zoning, plan review, and permit issuance. Don't move the goal posts during the development process.

Making changes to comply with one department one week only to find out you're out of compliance with another department the following week is costly and frustrating. Cut the bureaucratic tape.



Allocate a single point of contact or development 'conciierge' at the city to communicate requirements, fees, information, process, timelines, etc with the authority to be flexible.



Make your online presence of existing zoning, future land use, and capital improvement plans easy to view for development partners.

As with industrial prospects, commercial developers are researching your online presence before they ever engage face-to-face. Show your innovation to attract innovation.



Creative and flexible zoning requirements encourage new investment and fosters public-private partnerships. Investment is driven by market demands; have options in different areas of the city. *Floating Zones* for planned unit developments or *Form Based* zoning districts that incorporate redevelopment corridors

allow greater flexibility in use and development standards, such as setbacks, density, landscape and parking requirements. *Incentive Zoning* is another tool that permits developers the option to implement a project scale not permitted under existing zoning in exchange for a community benefit not otherwise required (i.e. open space, sidewalk, etc.).

Park Connects Campus and City Center

Oh the stories Summers Field Park could tell. This green space in Barnesville has for over 100 years engaged locals, tourists and college students. Originally called the Barnesville Circus Grounds, the area was host to the spectacular Young Buffalo Wild West Wonder Show which featured sharpshooter, Annie Oakley. In 1938, President Franklin Roosevelt held ceremonies on these grounds that "threw the switch" to symbolically light up rural America. His foresight was the beginning of the rural electric membership cooperatives (EMCs). EMCs joined city-owned and private sector providers in serving Georgia citizens electricity. Later, early Gordon College military cadets and athletes paraded and competed on this turf adjacent to the campus until 1972.

Summers Field Park now has new life. It features paved walking trails, a waterfall feature with a man-made creek bed, beautiful landscaping and an open field for recreation. A covered pavilion may be rented for parties. Perhaps its best feature is the connectivity it affords students and residents in this small community. Gordon College is an integral facet of Barnesville's culture, economics and quality of life. Now, traveling between the two is more beautiful and inviting.



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

Cedar Creek Corporate Park Spec Building

- 25 +/- total acres
- Just off GA Highway 300
- 2.5 miles from Interstate 75
- Jobs tax credit: \$1750 per new job
- 100,000 square feet
- 50' Bay spacing
- Tilt-up insulated concrete panels

Contact:
Grant Buckley, Executive Director
Cordele-Crisp IDC
229-273-9570
gcbuckley@crispidc.com



Hardman Orchard

- 440 acres
- Rail Access: Norfolk Southern
- Direct I-85 Access

Contact:
Jim Shaw
President, Jackson Co Chamber of Commerce
706.387.0300
jshaw@jacksoncountyga.com



Douglas Leaders

The City of Douglas leadership was acknowledged and celebrated by fellow economic developers with awards.

The Georgia Economic Developers Association honored ECG community leader JoAnne Lewis of the City of Douglas with the Rip Wiley Award for Professional Excellence for her longevity and noteworthy track record for business recruitment in Coffee County. Lewis is retired and serving her community with programs for women.

GEDA's Volunteer of the Year Award also went to a resident of Douglas-Coffee County: Luke Morgan, the economic development authority's recently retired chair.

A November op-ed in the *Wall Street Journal* gave kudos to Georgia State University, which "takes Pell Grant-eligible kids and graduates them at double the rate of everyone else. The kids are coming out of school faster and with significantly less debt ... and they have good jobs – relevant jobs to industry."

Commerce Farm to Table Dinner

Natalie Thomas, Main Street Manager in Commerce, had a vision for her community to come together to support local farmers as well as healthy lifestyles.

Local farmers come to downtown Commerce each Saturday to sell their fresh produce to its citizens. Parking was precarious and inclement weather deterred produce sales without a covered roof.

Enter an innovative Natalie and health-minded Northridge Medical Center to host a Farm to Table Community Dinner.

The dinner featured items from Bouchard Farms, Jaemor Farms, Harris Meats and Katie and David's. Tickets were \$50 a person for a November 2017 event. Sixty tickets sold. The community dinner was successful and cleared \$2000.

"With a second dinner as successful as the first, we should have a pole barn for our Saturday markets very soon," explains Thomas.



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► City of Thomasville, cheese entrepreneurs, Sweet Grass Dairy and the bed and breakfast, The Paxton House, are featured in the January 8, 2018 Food and Wine Magazine article entitled, *I Went Looking for Cheese, and Found One of the Best Small Food Towns in the Country Right Now*. Food and Wine Magazine has a circulation of over 900,000.

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**Maule Air, Inc.
City of Moultrie**

- B.D. Maule chose Moultrie in 1968
- four models crafted today
- manufactured for land or sea

