



End-of-Year  
2019



# fyi

## GA's Energy Cities At Work

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### Crafted Libations - A Draw in ECG Cities

From brewpubs and breweries to a cidery, thirty ECG communities have leveraged the 2017 Senate Bill 85 to their communities' benefit. The initiatives spark downtowns, revitalize abandoned historic buildings, encourage private investment and foster partnerships with local farmers and chefs.

The crafters concoct menu lineups from pale to dark brews, create taproom ambiance and source exacting ingredients for creative drinks.

Albany's Pretoria Fields Collective is the only brewery in Georgia to grow its own ingredients, organic barley, wheat, rye and hops. The taproom was originally planned to locate at the farm but Albany invested in and attracted the family-held brewery to downtown on Pine Avenue.

Owners have named their brew establishments for historic lore such as

Drowned Valley Brewery in Cartersville for the flooding of Lake Allatoona in the 1940s and the Freight and Rail Brewing Company in Calhoun captures the imagination and independence of Georgia's railroad and the world of craft brewing.

A \$10,000 grant to Calhoun's Downtown Development Authority and the Freight and Rail Brewing Company fueled the project.

A bird's eye view of the economic impact of the brewing industry in Georgia illustrates the power of thought leaders and elected officials at the state level, nimble state economic development agencies, the ingenuity of local leaders and local ordinances, and the courage of neighborhood entrepreneurs. It is an example of how a start-up industry can skyrocket when all parties see the vision.

Of the 66 establishments noted below, almost half are in ECG communities. Numbers are fluid as new breweries open across Georgia.

### POSITIVE COMMUNITY IMPACT



**Two Energy Cities Complete the EDGE Certification**



(l to r) ECG Daryl Ingram, Mayor Dr. Nancy Dennard, ECG Michelle Weekley



(l to r) Judy McCorkle, Mayor Jimmy Andrews, Henry Watts, Dave Larson, Robert Eubanks, Wayne Poole, Jayson Johnston

- ECG
  - MEAG Power
  - Municipal Gas Authority of Georgia
- sponsor the EDGE initiative.

- Certified EDGE Cities achievements:
- staff and council members’ graduate a practitioner and board training program, respectively.
  - a comprehensive measurable community strategic plan as a final project
  - Camilla is in the final phase, creating a strategic plan

**Customer-Centric Strategy Key to Success**

“Our city’s employment opportunities took a giant leap with this deal,” said Palmetto Mayor J. Clark Boddie in regard to PVH Corp., a lifestyle brand, that chose the City of Palmetto for the location of its warehouse distribution center.

The ECG team assisted the City of Palmetto in creating the right solution for a unique set of PVH Corp. needs. A customer-centric approach includes helping customers easily navigate the details of the deal, invites community inclusion, delivers the personal proverbial extra mile and offers rate competitiveness and innovation. A team intent on serving the customer knows where a prospect is along the purchase path and how to remove obstacles while building trust and creating value.

Case in point - ECG customer-centric partnerships:

- The City of Palmetto, a small Fulton County hamlet, earned a covetable customer with a unique proposal amidst more predictable transactional opportunities.\* PVH Corp., a fashion company, with a \$77 million investment and 500 plus jobs along with its electric load is a Palmetto success earned with a value-based strategy for the customer.
- The City of Sandersville recently worked with a 10-year plus existing industrial customer to craft an innovative opportunity that rewards operational growth going forward. Other existing customers may likely follow.

Smart enterprises, including city utility departments and economic development teams, seek partnerships rather than transactional agreements most every time.

\* Customers that meet certain criteria may choose their power supplier.

ECG’s alignment of efforts allows our communities to take advantage of technical expertise and collaborative depth. ECG’s Economic and Community Development know-how combined with the ECG’s Engineering and Analytical Services’ utility rate design offer a compelling synergy for success.



**ECG Bus Tour**  
August 11-12, 2020



**2020 ECG ED Summit**  
**April 27 - April 29**  
**Westin Jekyll Island**

# Workforce

## Greatness Lives Here

An East Point Automotive Training Center that uses auto repair to mentor at risk and formally incarcerated youth received a nod from corporate giant Mercedes-Benz in its documentary *Greatness Lives Here*. The documentary recognizes those making a difference in the lives of under-served youth. Mercedes-Benz looks to the center for future applicants.

## Two School-to-Work Programs

Matching new graduates to an engaged workplace with a fail-safe pre-work program is succeeding. It may be a development authority, a chamber of commerce, or a technical college working in concert with a local school system and local industry.

Evoqua Water Technologies in Thomasville had a celebratory signing day for Issac King, a Bishop Hall graduate on his hire date. King had to be vetted in interview sessions and graduated from a chamber-inspired boot camp to ensure he would succeed at Evoqua Water Technologies.

LaGrange offers industry tours and student-industry interviews. Job offers follow. LaGrange plans soft skill training for the next round in 2020.



**Over 80 percent of ECG communities invest in workforce development through college and career academies.**

ECG communities Fitzgerald and Commerce completed the certification requirements for a hometown academy in 2019. These communities join other communities who demonstrate leadership in providing all students with educational programs that lead directly to a career.

## Catbird Seat in the Aerotropolis Footprint

Aerotropolis. It is the region in proximity to one of the busiest airports in the world, Hartsfield-Jackson Atlanta International Airport. It encompasses two counties and 10 cities, three of which are College Park, East Point, and Palmetto, and a fourth, Fairburn is on the perimeter. These are ECG communities who may be in the catbird seat for growth and innovation through this branding and marketing initiative.

The Aerotropolis Alliance is a public-private partnership that leverages Atlanta's greatest asset, the airport. The large supply of land and close proximity to Hartsfield-Jackson Atlanta International Airport is coupled with immediate access to a large population center. The partners of the Alliance are positioned to play a major role in shaping the face of the supply chain sector. PVH Corp., the parent company of brands such as Tommy Hilfiger, Calvin Klein and Van Huesen, after a multi-year and multi-state site selection process, chose Palmetto for a highly automated distribution center.

While Aerotropolis offers supply logistics as a core market, the Aerotropolis Blueprint proposes data centers, incubators, restaurant clusters, tourism theme parks and more. The City of College Park's master plan for a mixed-use development, Airport City, is a part of the Blueprint vision. Visit the Blueprint at [aeroatl.org/blueprint/](http://aeroatl.org/blueprint/).

## What's Trending

**The Georgia Department of Education announced in September that the state graduation rate rose again in 2018, to 81.6% from 80.6% in 2017. Since 2012, the state's graduation rate has increased by 12 percentage points.**

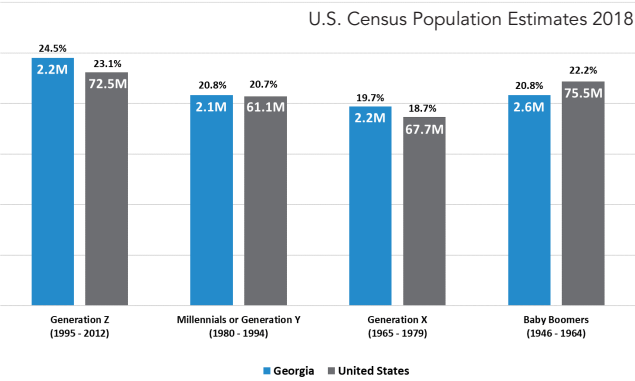
Large U.S. cities lost tens of thousands of millennial and younger Gen X residents last year, according to Census figures released in September.

Millennials Continue to Leave Big City, Wall Street Journal

Many Gen Zers are now entering the workforce. Gen Z employees will prioritize salary over everything else, unlike the trend with millennials.

visioncritical.com Gen z statistics

## Georgia Stats on Generations



Baby Boomers are the only generation whose birth years are explicitly defined by the U.S. Census Bureau, those born between 1946 and 1964. For the rest of the generations, birth year cutoffs may vary slightly according to source. These are Pew Research Center generational definitions.

**"Generational demographics can have a dramatic impact on the character of a city."**

**Chris Clark, Georgia Chamber of Commerce**



# Biz Profiles — Industry Insights — Leaders at Work — City Initiatives — Expert Data

## Rural is Cool

“One of the great things about the rural zone incentive portfolio is it allows for part-time job credits under certain criteria. That is huge for small business owners just getting started,” explains Commerce Main Street Manager Natalie Thomas as she discussed the upcoming 1818 Brewery opening in her city.

Rural Zones represent a critical move to bolster small downtowns by the General Assembly and state economic development agencies. The establishment of up to ten zones per year enable businesses and investors to obtain a portfolio of incentives.

In its short tenure, eight ECG communities have already met qualifications for creating opportunity.

“The excitement for rural Georgia is a pledge we are seeing from Governor Brian Kemp, the General Assembly, the Georgia Chamber of Commerce and the state economic development team. It’s a personal win for many ECG communities,” explains ECG executive, Daryl Ingram.

## Top Spot - Griffin

Georgia is regarded as the center of Japanese industry in the Southeast and the Lakes at Green Valley in Griffin has solidified its spot as a preferred location for Japanese investors. The Lakes at Green Valley, the state’s first and only “eco” park, attracts environmentally conscious industries. It’s companies build to green construction solutions. The Japanese firms in Griffin:

**Otsuka Chemical Co.**, friction materials      **Rinnai**, tankless water heaters  
**Toppan USA**, barrier films      **Sumika**, polymer compounds  
**Marukan**, rice vinegar      **Hoshizaki**, ice equipment  
**Caterpillar/Perkins Shibaura Engines**, joint venture/engine construction

**flash!** On December 26th, Mitsui Kinzoku Die-Casting Technology America, Inc. (MKDA), a Japanese-based manufacturer announced a plant in Griffin.

*see details below*

## Remarkable Year of Wins

### Camilla

Tyson Foods has expanded its existing facility, creating 100 new jobs with an investment of \$34.2 million. The 35,000 square foot expansion, includes construction of a new “mega line.”

### Cairo

Nivel Parts & Manufacturing, North America’s largest independent provider of golf cart aftermarket parts and accessories, will create more than 50 jobs and invest in the existing facility.

### Cartersville

Chick-fil-A, among the nation’s top quick-service restaurant chains, will begin construction on the chain’s first company-owned distribution center that will create up to 300 jobs.

### College Park

Earth-Fresh, a leading Canadian produce company, will create 100 jobs and invest \$22 million in an advanced technology packing plant and distribution center.

### Palmetto

PVH, one of the largest global apparel companies, will create 575 jobs and invest \$77.6 million in a new distribution facility.

## A Pledge Tendered - Hays LTI

The ECG team has taken state economic development stakeholders on bus tours across the regions for the past 10 years. This last tour visited a remarkable enterprise and employer in Camilla, Hays LTI.

The company pledge to customers, vendors and employees began in the 1970s with Robert Hays and his family, small business owners in Camilla. The pledge was simple; value people, build strong relationships and give 110 percent. Patriarch Hays, said if we get the relationship right everything else will fall into place.

In 2017, the 60 employees moved into a new 136,000 square-foot production facility. Today, the stars of the Hays fleet, “tenders,” are delivered to 39 states.

The company business decisions followed market demand. First products answered a need from farmers to deliver liquid fertilizer into the fields. In 1989, a single phone inquiry looking for a rental solution sparked the birth of a rental fleet of 900 trailers today, representing 40 percent of revenue. Business expansions migrated to building product for dry fertilizers transport and leveraging employee know-how to refurbishing older outdated tenders, including the competition’s equipment.

2010 was a breakout year after rebuilding tenders for years, Hays produced its first 24-ton tender. Product problems illuminated from the refurbishing business were addressed on the Hays drawing board; lower trailer weight, longer lasting stainless steel parts and greater slope for easier unload.

With every Hays LTI tender sold is a pledge, hallmarked with handwritten thank you notes and did I mention pecan pies? The new manufacturing facility has an industrial kitchen equipped to deliver 400 pies a month to loyal customers, vendors and other partners.



GL FILM is a transparent barrier film by Toppan USA.

## Manufacturing Sector

## Innovation



ECG communities are standouts in innovation. The secret sauce of innovation is often illusive but our communities have found the sauce among individuals, corporations, non-profits, local government, and educational institutions.

### Albany

Albany was selected as a Georgia Tech Smart City for a technology-based housing data initiative. The city reaped technical expertise and grant dollars to develop a Datahub of housing inventory for user-friendly access. The flexible platform allows further managing of city data; utility consumption, crime and taxes.

### Fort Valley and Cairo

Student teams from Fort Valley State University and Southern Regional Technical College won the coveted statewide Inventure Prize for unique business solutions. The Fort Valley team, invented an indoor retractable extension cord, ExtendoSocket, which is now in the process of receiving a patent for the invention. Second place winner, Cairo’s Spartan Wheel Chariots, is the brainchild of Ben Huntzinger, a paraplegic entrepreneur student at Southern Regional Technical College. He started building rugged off-road wheelchairs on the tailgate of his pickup truck.

### Cordele/Crisp County

Southern Fiber Worx owner Greg Turton personally took on the challenge of providing high-speed internet to rural Georgia, specifically Crisp County. The company experienced a 191 percent increase in revenue from FY 2017 to FY 2018. He launched in 2015 and employs six. He was honored as a Georgia Small Business Rock Star in 2019.

ECG thanks the state Centers for Innovation and educational institutions for their role in sparking imagination.

## Performance Accolades

**Acworth - Automotive Supplier of the Year**  
**Inalfa Roof Systems**

**Inalfa is a supplier to an automotive OEM that demonstrates innovations related to automotive roof solutions.**

**Commerce - Mid-size Community Deal of the Year**  
**SK Innovation**

**The largest economic development project announced in Georgia since the Kia Motors. The community responded to the prospect in a record time-crunch of three months.**

**Thomasville - Small Community Deal of the Year**  
**Check-Mate Industries**

**A family-owned manufacturer of metal stampings, assemblies, tools and dies, will create 230 jobs and invest more than \$16 million in its manufacturing location. The community anticipates a \$7.4 million payroll.**

The Georgia Economic Development Association bestows the Deal of the Year honors annually.

## Proof Is In The ECG Product

**FY 2019**

industry announcements

ECG communities attracted over a quarter of the total

GDEcD

of that ECG communities

**323**

**78**

# Placemaking

## Hotel to Hotel, Again

Developers are planning to return Albany’s historic Hotel Gordon into a mixed-use development project that will include both a boutique hotel and a data center. The bottom floors are a state-of-the-art blockchain transaction confirmation operation, using specialized servers to process and validate third party blockchain financial transactions.

The rehab of the historic 6-story, 58,000 square-foot property located at 207 Pine Avenue will total an investment of \$13.6 million and anticipates 43 jobs. The hotel should be opened 2021.

The property was previously home to Albany Utilities from 1976 to 2017 and it was Hotel Gordon from 1925 to 1976.



## New Life at Grand Hotel in Hogansville

Revitalization is on the minds of developers, Pioneer Hogansville. Pioneer Hogansville bought Hogansville’s Grand Hotel and adjoining buildings for \$1.65 million. Pioneer co-founder Tim Morgan said the group aims to renovate and re-open the 11-room hotel, a cornerstone of the town’s downtown. Also included is a restaurant, bar, covered patio and two retail spaces spread across four parcels. Pioneer earlier helped launch a coffeehouse in Hogansville’s former train station, as well as a pub.

## Transformation Realized in Monroe

When cities’ downtowns wither, municipal leaderships have a herculean task to reverse perceptions and encourage entrepreneurs to take risks. Monroe was recognized by its peers for just such a revival. The city had worked to earn Mainstreet status in 2009, but by 2012 there was high turnover in part-time staff and businesses that had been cornerstones of downtown were closing.

Steps of the turnaround:

- Full-time downtown manager
- Re-energized members of downtown development authority
- Georgia Council for the Arts and Georgia Humanities partnership for arts installations and new events
- Use of multiple funding sources, Department of Community Affairs and Georgia Cities Foundation
- Community Development Block Grant for a blighted property

Today, with current downtown occupancy at 100 percent and the creation of 132 net new jobs since 2015, Monroe is thriving once again. By the end of 2019 alone, there has been the renovation of seven historic buildings, the opening of six new restaurants, two brewery announcements, and the start of numerous construction projects that will bring a total private investment of over \$20 million into downtown. The calendar of downtown events attracts close to 50,000 visitors annually.

The Georgia Downtown Association named Monroe Best Transformation, Downtown of the Year 2019.



Fostering Georgia Growth

**ECG’s Office of Economic & Community Development is a liaison between growing companies and the ideal community that can meet their needs.**



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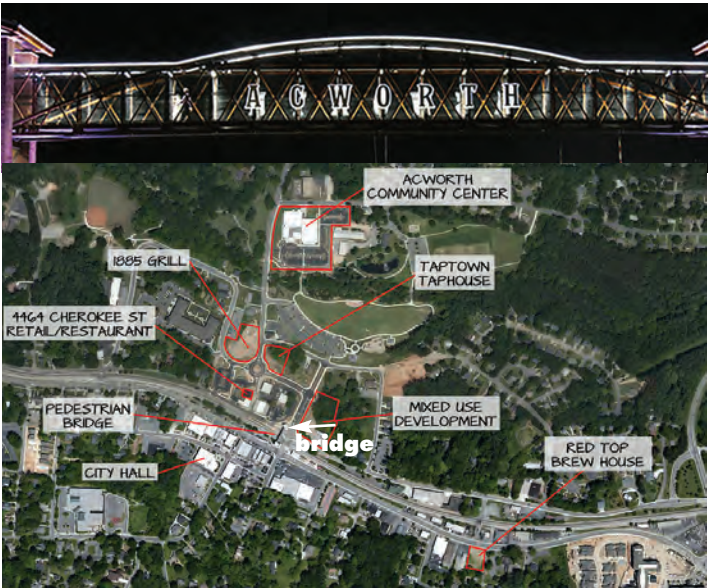


# Smart Moves

## Acworth Noteworthy

What do you do when your growth is landlocked by rail infrastructure? You build a bridge over it. The Lemon Street Pedestrian Bridge offers a seamless way for people to get back and forth from historic downtown on one side, to an expansive 140 acres of dedicated greenspace on the other. The chef-driven restaurants, a new history museum, breweries, a mixed-use development for live-work and a \$12 million community center answered the needs for a skyrocketing population that grew approximately 68 percent from the year 2000.

Acworth has matched growth with vision. The vision begins with the mayor and board of aldermen and translates into day-to-day goals for the entire staff. Great things happen when all the players are on the same page.



## Georgia Made Certification

West Point's Kia Motors Manufacturing of Georgia is the first business to sport the state's Georgia Made logo on its new Telluride SUV. This is a great first foray for the certification and recognition initiative to bring attention to stellar Georgia products. Kia Motors America's largest vehicle ever, the Telluride, has been awarded 2020 SUV of the Year by MotorTrend Magazine. With a more than 20-year history, the MotorTrend SUV of the Year award is one of the most sought-after honors by global automotive manufacturers.

Georgia Made is the program that Georgia manufacturing companies may use to inform domestic and international consumers that a company's products are "manufactured" here. Companies must show that their product is more than 50 percent made in our state. Once verified, a company may use the logo on packaging, product, and marketing materials to leverage the Georgia brand.

This program excludes food and agricultural products, or other products eligible for designation under the Georgia Grown program. Notify your manufacturers. Go to [GeorgiaMade.org](https://GeorgiaMade.org).

## Energy Cities At Work - ECG Members

Acworth  
Adel  
Albany  
Barnesville  
Blakely  
Brinson  
Buford  
Cairo  
Calhoun  
Camilla  
Cartersville  
Chickamauga  
College Park  
Commerce  
Covington  
Crisp County  
Dalton  
Doerun

Douglas  
East Point  
Elberton  
Ellaville  
Fairburn  
Fitzgerald  
Forsyth  
Fort Valley  
Grantville  
Griffin  
Hampton  
Hogansville  
Jackson  
LaFayette  
LaGrange  
Lawrenceville  
Mansfield  
Marietta

Monroe  
Monticello  
Moultrie  
Newnan  
Norcross  
Oxford  
Palmetto  
Quitman  
Sandersville  
Sylvania  
Sylvester  
Thomaston  
Thomasville  
Washington  
West Point  
Whigham

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► Albany-Dougherty Economic Development Commission wins “Best of Class” in Southern Economic Development Council’s annual communication awards for its Made In Albany industry marketing campaign.



## GA's Energy Cities At Work

### City of Moultrie Sparkman's Cream Valley

- family business since 1967
- 500 milking jersey cows
- a Flavor of Georgia winner dairy division

