



End-of-Year
2020



GA's Energy Cities At Work

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Georgia's Diverse Economic Infrastructure Holds Strong

In a year unlike any other, I could not be more proud of the Peach State or the hardworking Georgians who call it home. Businesses and Georgians alike have confronted immense and unprecedented challenges due to the COVID-19 pandemic, and have once again proven why Georgia remains the No. 1 state to do business. This year, both Site Selection magazine and Area Development magazine recognized Georgia as the top state for business – the eighth and seventh year respectively, both publications have awarded us the top ranking.

Throughout this year, Georgia has shattered its own economic development records. In October, I had the pleasure of announcing that more than 10,000 jobs were created across all regions of the state during the first quarter of the fiscal year. Compared to the same quarter last fiscal year, this represents a 50% increase in new jobs and an 85% increase in new investments.

Since the beginning of fiscal year 2021, we've secured \$4.4 billion in expansions and new project investments. Having the opportunity to talk about these positive numbers and awards is an honor – one that we must not take for granted. They show that the work we do to improve Georgians' livelihoods is working, and it is translating

into jobs and opportunities for the citizens we serve together.

Georgia has spent years developing strong partnerships – right here in the state and around the world – and investing in an economic infrastructure that can weather tough conditions and circumstances. This year, that infrastructure continues to be tested by the pandemic. ECG's partnership with the Georgia Department of Economic Development, Georgia Allies, and other state agencies, has remained critical to our efforts to protect lives and livelihoods and maintain Georgia's position as the best state in the nation to live, work, raise a family, and start a business.

On behalf of the people of Georgia, thank you to our local economic development partners, the Georgia General Assembly, city officials, small business owners, and all of those who represent and keep Georgia on their mind. Working together, we will continue to invest in education, workforce development, and innovative partnerships so we can create great possibilities and opportunities for the Peach State now and in the days ahead.

Best Regards,

Governor Brian P. Kemp



Governor Brian P. Kemp

A Nod to the Resilience of Georgians from Daryl Ingram, Sr. VP & Chief External Officer



In 2020 we saw firsthand how a public health pandemic profoundly affects all aspects of life in Georgia.

Thanks to every ECG community and its companies, as well as others all across the state, who stepped up to contribute time and product to protect and heal communities. Many businesses retooled machinery to pivot production to masks, sanitizers and protective gear needed by frontline heroes.

Those Georgia companies became an easy-access database for entities needing medical gear, thanks to Governor Kemp and the entire state economic development team. State programs helped members of the agriculture sector, one of the state's leading industries,

to find alternative buyers where the pandemic disrupted existing supply chains.

On a local level, delivery services, take-out restaurants, online commerce, social media and curbside pick-up became lifelines for small business, remote workers and those in isolation. Innovation came fast and steady from many volunteers. If a business owner didn't have an internet presence before, she or he does now with help from fellow web experts.

If I was ever worried the last 12 months about our state's craft and workforce, the pages of this edition proudly demonstrate there is no need to worry about the resilience of Georgians.



Edge Development Gives Oxygen to New Ideas

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

New ideas are often very fragile in their formative state; they can be unwittingly and prematurely crushed. Conversely, when a strategic planning process is well executed, ideas are filtered, massaged and nurtured. It usually is a process where participants feel safe to share.

A strategic planning session was central for the City of Sandersville leadership as they took part in the Edge Development initiative.

"Edge professionals facilitated sessions with the citizens and our internal leadership," explains city administrator Judy McCorkle. Ideas rose to the top as the session progressed:

1. Explore the budget to support a city-centric economic developer
2. Find ways to support retail and restaurant establishments
3. Find a housing opportunity and solution

"We hired Andrew Simpson as our local economic developer, who is working with local businesses. For housing, we identified a property donor and engaged an engineering firm to ensure the parcel is viable for utility infrastructure. Once our homework is done, we hope to then secure a local developer who will execute the neighborhood design we envision," explains McCorkle.

Strategic planning can give confidence in idea-sharing and breathe life into collaboration.



Since 1973, A Continuous Win For Industry

"Over the last four years, out of 31 competitive opportunities, the ECG communities have been tapped 27 times as the preferred power supplier. Facility decision makers chose us," explains Sr. VP and Chief Operating Officer Walter West.

In 1973, the state of Georgia created legislation designed to allow a qualifying industrial customer the option of selecting its power supplier. It is a utility selection model, Georgians call "customer choice." Incoming Georgia companies, typically choose an ideal community in which to grow and when applicable, it chooses an ideal electric provider. To be successful, electric providers must be agile, efficient and competitive in vying for prospective electric customers; all good news for customers.

"It takes a team of city leaders and ECG technical support to present a unique winning proposal," West says. "Knowing your customer's needs and providing solutions never goes out of style."

Workforce

It's Not Our First Rodeo

The annual Public Power Lineworkers Rodeo is the premier showcase of public power lineworkers' skill and knowledge. At the rodeo, journeymen and apprentice lineworkers perform in highly competitive timed events. It's an opportunity to practice essential skills in a safe environment and connect with and learn from the nationwide community of lineworker professionals. For most participants, the competition is the culmination of years of training.

Workforce training is long standing in the energy industry. For over 30 years ECG has offered its cities a variety of training programs, including a DOL Certified Lineman Apprenticeship program and a variety of industry specific courses. In Georgia, ECG has two hands-on campuses located in Newnan and Adel.

"In a job that is truly life and death, we owe it to our electrical crews and to the customers to build top performers," explains Jon Beasley. "Industry and neighborhoods depend on reliable, safe power and responsive service."

Beasley is VP of Training and Safety and in 2007 was a rodeo winning team member representing Marietta.

There are 2,000 communities nationwide with their own electric distribution system and crews; 52 are here in Georgia.

New Leaders Around Our State

community • Albany

community fame • diverse, world-class manufacturing

name Jana Dyke

title President and CEO, E.D. Commission

arrival December 2020

last great conversation • with Albany City Manager about the many functions of the city involved in economic development; especially a competitive, responsive utility operation

community • Griffin

community fame • Japanese investment mecca

name Jennifer Freeman

title Electric Director

internal promotion January 2020

last great conversation • a technical review on the utility infrastructure for a \$20 million investment from Mitsui Kinzoku Die-Casting Technology America, Inc.

community • Sandersville

community fame • Kaolin clay and shortline Sandersville Rail

name Andrew Simpson

title Economic Development Director

arrival November 2019

last great conversation • digital tools to help retail business communicate hours and curbside pick-up

community • Washington

community fame • gateway to Augusta, Athens and Greenville

name Jerry deBin

title City Administrator

arrival March 2020

last great conversation • the potential of a transformative 26-acre historic parcel; amp-up inclusivity for all

What's Trending

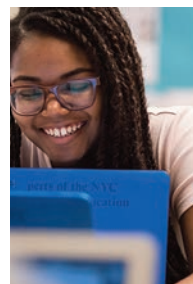
The Georgia Department of Education announced in September Georgia's public school students beat the national SAT average for the third year in a row, earning an average of 1043 out of 1600. The national average is 1030.

Hands-On!

KIA Motors Manufacturing Georgia, Inc. has donated a KIA Optima to the Albany Tech Foundation. The late-model vehicle will be used as a hands-on laboratory to train students on computer diagnostics in the Automotive Technology Program. This donation will prepare them to work in the local automotive industry.

Girlswhocode.com

Girls Who Code is on a mission to close the gender gap in technology and to change the image of what a programmer looks like and does. Anyone can start a club - regardless of experience. Get support and materials at every step to help girls be successful.



Kia Motors Manufacturing Georgia (KMMG) celebrated its 10th anniversary of vehicle production in West Point in November 2019. It has so far helped create more than 15,000 local jobs and produced more than three million vehicles.

community • Hogansville

community fame • Hummingbird Festival; community of artists

name Jonathan Lynn

title City Manager

arrival July 2020

last great conversation • 500 residential units in a public-private investment partnership



community • Cartersville

community fame • location, location, location

name Dan Porta

title City Manager

internal promotion September 2020

last great conversation • upgrades for tennis courts, and other recreational facilities for the Summerhill Complex

community • Covington

community fame • Facebook; tech and more tech

name Scott Andrews

title City Manager

arrival April 2020

last great conversation • an evening of random heartfelt conversations with citizens on the square

community • Covington

community fame • Walking Dead film episodes

name William Smith

title Economic Development Director

arrival March 2020

last great conversation • crafting a central 250 acre gathering spot, named Central Park connected by trails

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

sector • floor covering

Floor covering in Georgia is a mature industry.

Carpet, particularly, has been big business for approximately 50 years. Today, carpet mills have expertly reinvented themselves into “flooring companies” and this industry is no sleepy sector.

While the carpet product remains the sector’s largest market share, roughly 50 percent, technology and innovation in operations and materials have created new product lines. Floor coverings are now made of materials including laminate, luxury vinyl tiles, rubber, and woods with wood/man-made combinations. Single-sized plank products morphed into a variety of width and lengths.

Pat Wilson, Commissioner of the Georgia Department of Economic Development, reports, “In 2019, we were the No.1 exporter among all states for floor covering product exports totalling \$485.4 million.”

This Year

In ECG communities, 2020 brought three new flooring manufacturers and one expansion from an existing player. Two new faces are from Asia and one from the west coast in Oregon.

GreenView Floors International, Inc., a leading manufacturer of vinyl and laminate flooring, announced its first U.S. facility in Cartersville/Adairsville. It is headquartered in Nanjing, China. Jason Liu, chairman of NJMGM, said “We were guided by professionals throughout this process and received essential support from local government.”

Wellmade Flooring specializes in the design, production, and distribution of hard surface flooring collections. Its patented High Density Plastic Composite (HDPC™) is available in natural hardwood and strand bamboo. Wellmade, now in Cartersville, is family - owned and headquartered in Portland, Oregon.

Creative Flooring Solutions (CFL), is a manufacturer of laminate, wood, and luxury vinyl tile. “The accompanying showroom in Calhoun will increase convenience working with partners and distributors,” said Tom Van Poyer, CFL CEO. Founded in Shanghai in 2004, CFL Flooring is the largest exporter of flooring from Asia.

Flooring manufacturer Mannington Mills Inc. in Calhoun is seasoned and immensely nimble. It purchased a 10.5 acre site that will be its third expansion in two years to help meet increased customer demand for luxury vinyl flooring. Calhoun has been home to three Mannington Mills facilities for 53 years.

sector • electric vehicle

It is all about the charge. Electric vehicles’ ultimate success is all about the battery; the range, life, and charging speed.

Our ECG communities have some steep bragging rights regarding leadership in this evolution of the electric vehicle (EV) ecosystem. Commerce as well as Calhoun are two standouts in this emerging industry that is considered a crucial part of the solution to the nation’s environmental crisis as the result of climate change.

South Korea’s SK Innovation Company selected Commerce for a \$1.7 billion lithium ion battery plant for original equipment manufacturer (OEMs) suppliers. Scott McMurray, Deputy Commissioner of Global Commerce for the Georgia Department of Economic Development affirms that Georgia will be transformed by this Commerce project.

By 2022, SK plans to open the “era of a full-fledged third generation electric vehicle” by incorporating cutting edge technology into its Commerce battery plant. SK innovations’ third-generation battery will have a range of more than 310 miles per single charge.*

Not long after the SK announcement, Enchem LTD announced it’s arrival in Commerce as a supplier for SK Innovation. Korean manufacturer Enchem LTD will build two new manufacturing plants there. Since its founding in 2012, Enchem has developed multiple new electrolytes and functional additives to improve and extend battery life.

In Calhoun, enter Teklas, a Turkey-based company. Teklas, an advanced research and development, manufacturing company and supplier of electric vehicle parts, will invest \$6.5 million in opening their first North American facility and headquarters. Teklas designs, develops, and manufactures fluid circulation systems for cooling and heating applications for the global automotive industry. Teklas plans assembly lines to serve prominent OEMs.

**As reported by EVspecifications.com January, 2020*

Electrifyatlanta.com – an EV website with broad information on the EV industry. There are 12 EV models from OEMs available in Georgia. New EV models that have arrived in the past year, as of October 2020 are:

KIA Soul EV
Mini Electric
Tesla Model Y
Porsche Taycan

Proof Is In The ECG Product

FY 2020	ECG communities attracted a quarter of the total	GDEcD of that ECG communities	346
industry announcements			87

Remarkable Year of Wins

sector flooring companies Cartersville/Adairsville

GreenView International, Inc., is a \$26 million investment with 238 jobs. WellMade Flooring is a \$35 million investment with 240 jobs.

Calhoun

CFL Flooring is a \$70 million investment with 300 jobs. Mannington Mills is a \$22 million investment with 268 jobs.

sector electric cars Cartersville/Adairsville

Nippon Light Metal Georgia is a \$50 million investment with 110 jobs.

Commerce

Enchem, Ltd, is a \$61 million investment with 300 jobs.

Calhoun

Teklas is a supplier with a \$61 million investment with 300 jobs.

Performance Accolades

Monticello - Lexus Eco Challenge, \$10,000
Jasper County High School, semi-finalist
Lexus Eco Challenge invites students in grades 6-12 to solve environmental issues in their communities.

Calhoun - Mid-size Community Deal of the Year
Creative Flooring Solutions

A flooring manufacturer creates 300 jobs and invests more than \$70 million in a new factory and showrooms.

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

Where may I get a charge?



For road trips, electric vehicle (EV) owners today need apps and maps to find public and private charging stations’ availability. “Range anxiety” for drivers is a real phenomenon and for now, consumers may be nervous about an EV purchase.

In order for the U.S. to see large scale consumer adoption, the industry most likely requires national and municipal infrastructure investments. Cities with EV infrastructure may make their cities more attractive and more marketable for the future.

A study by Georgia Tech Assistant Professor Omar Isaac Asensio found no user preference when it comes to public versus private charging operations. Asensio suggests these finding could be an inducement for local government to invest in public charging infrastructure to meet future growth.*

The municipal electric trade association, American Public Power Association, offers a guide outlining municipal considerations for EV infrastructure. The organization also offers information and case studies on fleet electrification for business.

** Georgia Tech News Center, What Do Electric Vehicle Drivers Think of the Charging Network They Use?, Michael Pearson, June 9, 2020 • Atlanta, GA*

sector food and beverage Cartersville

Anheuser-Busch brewery expansion invests \$85 million. Cartersville is the first Anheuser-Busch brewery to be certified organic by the USDA in order to brew Michelob ULTRA Pure Gold.

Newnan

HelloFresh meal kits, first Southeast facility, is bringing more than 750 jobs.

sector tech Covington

FiberVisions invests \$48 million in expansion of polyolefin fiber. Facebook to add three buildings to its Data Center complex by 2023.

Newnan

Amazon invests in a new fulfillment center with 500 jobs.

sector film Covington

Three Ring Studio is ready for leasings for film production.

sector automotive West Point

Hyundai TRANSYS, automotive parts, invests \$240 million and creates 678 jobs with this expansion. JinTech, interior automotive parts, invests \$4.5 million and creates 70 jobs.

sector distribution Albany

Outdoor Network invests \$22 million and creates 92 jobs.

Covington

Everflow Supplies, plumbing products, expands and adds 150 jobs.

Cartersville

Agile Cold Storage, offers high tech refrigerants and logistics, with 70 jobs.

Thomasville

Walmart opened a \$140 million meat processing facility and added 400 jobs.

...more sector success

sector • film

Georgia was ranked No.1 in film production by Business Facilities Magazine reported Governor Kemp in an August 2020 news release. Despite film production shutdowns in Georgia due to COVID-19, the 234 film and television productions that filmed in Georgia during fiscal year 2020 spent \$2.2 billion in the state. In local dollars, films often generate \$1 million in economic benefits to community film locations.

While there is always excitement in Atlanta with studios and production professionals, The Georgia Studio and Infrastructure Alliance (GSIA) has made it a priority to also be storytellers of those outside the big city.

"We live here, we work here, our families are growing up here," said Head of GSIA Beth Talbert, who also serves as vice president of studio operations at Eagle Rock Studios in Atlanta. "The alliance has made it a priority to tell the stories of Georgians working in the film and television industry and building lives and families around these careers."

The book, #WeAreGaFilm, tells stories of regional spotlights on communities, including ECG cities Barnesville and Covington as well as individual standouts, including those from Thomasville and Lawrenceville.



Allen Cheney, Thomasville native, brought "Tiger Rising," home to Thomasville to create his story on film. It stars Queen Latifah and Dennis Quaid.

Conservancy and Covington

Georgia Conservancy, to be exact, is the partner City of Covington selected from RFPs to help them launch a housing initiative in their community. In the words of the Conservancy:

It may sound unusual for a conservancy to focus on housing. Why is it so important for environmental sustainability? The answer is simple: the type and location of housing stock impact the quality of our natural resources statewide. Housing decisions also have land use, economical, equity, and social justice impacts, all key components of community resiliency. Without quality, diverse, and affordable housing options, the growth and long-term health of cities, towns, and communities are threatened.

A Finalist and a First



The City of Norcross was named a Metro Atlanta Redevelopment Finalist for its adaptive reuse of a 12-acre site that previously was WestRock (formerly Rock-Tenn) headquarters, a packaging company. Now Broadstone Junction, two of the buildings with their original 40 yr old brick walls, became loft-style apartments.

College Park, a member of Aerotropolis, an initiative to redevelop the area around our international airport, is the first Aerotropolis entity out of the gate with a \$1.5 billion project. Six West Development covers 311 acres and is master planned to include a 9-hole golf course, hotels, office, retail and housing.

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.

fyi
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electronic version at locationgeorgia.com.

Smart Moves

You Are Invited

A downtown adorned in eye-catching flowers and consummate landscaping at every turn is saying to visitors and citizens, “You are welcomed here. Come in.”

The City of Washington launched a campaign to engage citizens in bedecking its streets and sidewalks, called Flip this Square. Green thumbs from social clubs to students, with a list of preferred flower varieties for assigned downtown destinations, went to work. It was an “all in” community project with businesses sponsoring planting volunteers. Economic Development Director Janet Parker says inviting community venues are “third places in urban planning jargon,” those places beyond live and work, where citizens exchange ideas, have a good time, and build relationships.

City of Jackson Mayor Kay Pippin’s mantra is “clean, green and safe.” Jackson leadership resolved over 100 blighted properties within the city, hung 50 hanging baskets with a promise of beauty year-around, and completed a 11-mile bike and hike trail. The trail and surrounding green space will be called “The Creeks” to honor the Creek Indians, the indigenous people of the area and for the natural beauty of four streams running through the 210-acre green space.

City of Jackson is one of the ECG Georgia locations for film production. Crews and actors of the popular “Stranger Things” will be returning to Jackson in the spring of 2021.

Half Million Dollars in Tax Credits

“If a business takes advantage of all categories of tax credits in the rural zone designation, a business can benefit a half million dollars in tax credits over five years,” explains Moultrie Main Street Manager Amy Johnson. Moultrie and West Point are the newest designees joining the other ECG cities of Adel, Commerce, Douglas, Fitzgerald, Forsyth, Hogansville, Monticello, Sylvester and Washington to the Department of Community Affairs Rural Zones program.

Energy Communities At Work - ECG Members

Acworth	Douglas	Monroe
Adel	East Point	Monticello
Albany	Elberton	Moultrie
Barnesville	Ellaville	Newnan
Blakely	Fairburn	Norcross
Brinson	Fitzgerald	Oxford
Buford	Forsyth	Palmetto
Cairo	Fort Valley	Quitman
Calhoun	Grantville	Sandersville
Camilla	Griffin	Sylvania
Cartersville	Hampton	Sylvester
Chickamauga	Hogansville	Thomaston
College Park	Jackson	Thomasville
Commerce	LaFayette	Washington
Covington	LaGrange	West Point
Crisp County	Lawrenceville	Whigham
Dalton	Mansfield	
Doerun	Marietta	



L to R - Ed Pope III, Roxanne Cobb, Jarvik Zellars, Bre'Ana Burgess
Back row: Nesi Cade, Nadiyah Williams, Omya Davis and Myra Blackmon
Students are from Junior Beta Club/4-E Club and Washington Wilkes Band.



City of Jackson

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► The Shaw Flooring Company team used Gensler’s* Workplace Performance Index, an online survey that architects developed to analyze how people work in a particular company, in order to develop the best design for collaboration.

**Integrated architecture and design firm Gensler*



GA's Energy Cities At Work

photo by Connie Zhou

City of Cartersville Shaw Create Centre

- 3-story, 67,000 square-foot
- corporate think tank
- under one roof - three teams design, marketing, innovation

