
ECG
Economic &
Community
Development
SUPPORTING GREATNESS | DEVELOPING OPPORTUNITES



Walter West
President & CEO
ECG
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"The ongoing economic progress and sustainable growth of our Georgia Public Power community members are at the forefront and serve as a driving force for ECG as we harness cutting-edge technologies and adhere to industry best practices.

Our team of seasoned industry professionals takes great pride in extending dedicated support to our members, delivering strategic and technical services that position them with a competitive edge while ensuring the reliability of utility services.

ECG | Economic & Community Development

ECG

ECG is a joint action organization that represents 52 electric utility communities across Georgia. Together, our members serve over 300,000 customers, delivering a combined annual electricity capacity of over 2,000 megawatts. Our primary objective is to foster growth within our member communities and throughout the state of Georgia. Whether it involves expansion, relocation, or attracting new business, we prioritize meeting your needs and actively support your endeavors to find effective solutions.

ECG Office of Economic & Community Development

The Office of Economic and Community Development within ECG leads the way in the field of economic and community development. What sets us apart is our deep integration within each member community, allowing us to go beyond the ordinary. Our dedication to you is unwavering, as we strive to create inclusive opportunities for economic growth that contribute to your sustained financial prosperity.



We have strategically established our offices at the Centergy Building in Technology Square, situated in the heart of Midtown Atlanta. This prime location places us alongside the Georgia Department of Economic Development and other statewide organizations dedicated to economic development. Being part of this dynamic ecosystem, ensures close collaboration and seamless coordination to effectively serve the economic interests of our members and the state of Georgia.

ABOUT US



Daryl Ingram
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About

Daryl brings more than 35 years of comprehensive and multi-level experience in the not-for-profit electric utility industry at the local and state level. He has managed the economic and community development departments previously for MEAG Power and currently ECG since 2001.

He and his team work hand-in-hand with the State of Georgia Department of Economic Development and closely with ECG Communities to provide consultation and recommendations on economic and community development best practices. ECG's economic development efforts have resulted in over 200 project announcements equating to $4.2B in investments and more than 22,000 jobs to the state of Georgia. Projects included manufacturing, office/HQ, distribution centers, data centers and retail/commercial businesses.

Daryl also acts as a single point of contact with the State of Georgia on legislative and regulatory issues relative to ECG's membership.

Whether you are seeking to expand your business within the state or are one of our valued member communities, our team of seasoned experts is here to provide guidance and support.

WHAT MAKES US different

We foster connections between communities, companies, and the state, providing the necessary skills, data, and resources for success.

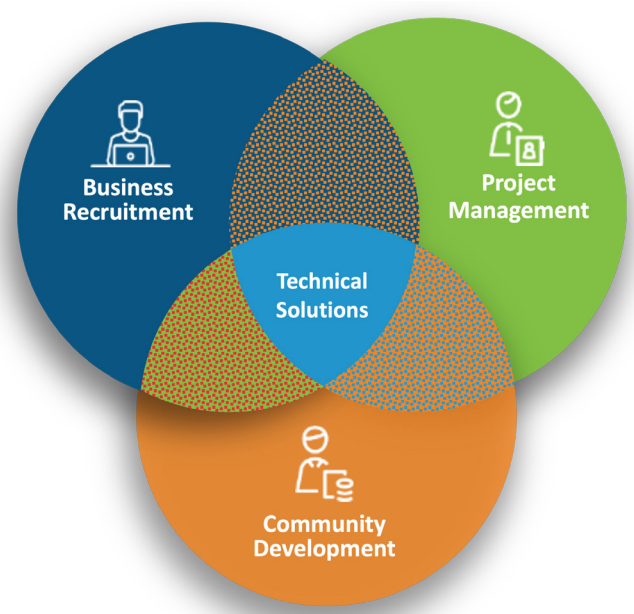
Together, we've built a business pipeline in Georgia like no other.

connection

Our newest connection with the Gas Authority has led to the creation of Georgia Energy Cities, a dynamic alliance focused on statewide economic development. By joining forces, we amplify our resources and support for municipally owned electric and gas cities, fostering a robust network that drives ongoing growth throughout Georgia.

The rising costs of energy have made it a key factor in business location decisions worldwide, and our newest partnership was formed in response to the urgent need for greater support in both municipally owned electric and gas cities.

WE ARE 93 ENERGY COMMUNITIES STRONG



Our strategic focus revolves around four key areas:

1. **Business Recruitment**
2. **Project Management**
3. **Community Development**
4. **Technical Solutions**

Each area complements and supports the others, enabling us to deliver the latest solutions tailored to your needs. From attracting industrial, commercial, and retail projects to assisting with strategic planning and designing marketing materials for your community, we are dedicated to nurturing your growth.

ECG | Economic & Community Development

EDUCATIONAL OPPORTUNITIES FOR ECONOMIC AND COMMUNITY DEVELOPMENT

At ECG, we are committed to providing a range of educational opportunities to support the growth and development of our members. We understand the importance of knowledge and information in driving economic success. To that end, we offer the following initiatives to empower our members:



Our exclusive annual **ECONOMIC DEVELOPMENT SUMMIT** is a premier gathering designed for industry experts, community leaders, and key stakeholders. This must-attend event provides an opportunity to stay informed about the latest trends, learn best practices, and gain valuable insights from renowned speakers and panel discussions. It serves as a cornerstone of our commitment to fostering collaboration and knowledge sharing, creating an environment of growth that attracts investors to communities.



We arrange **BUS TOURS** that bring statewide economic developers directly to your community. These tours offer a platform to showcase your community's unique strengths, including available properties, quality of life, and a dedicated workforce. It's an invaluable opportunity to make a lasting impression and establish meaningful connections with statewide project managers, fostering potential collaborations for future growth.



We also curate focused **WORKSHOPS AND WEBINARS** that convene industry experts for in-depth discussions on relevant topics throughout the year. These sessions may include retail roundtable discussions or interactive seminars that delve into the nuances of completing funding applications. By covering diverse topics, we ensure you stay abreast of the latest strategies and trends, equipping you with valuable knowledge to drive your success.

COMMUNITY DEVELOPMENT & TECHNICAL SOLUTIONS



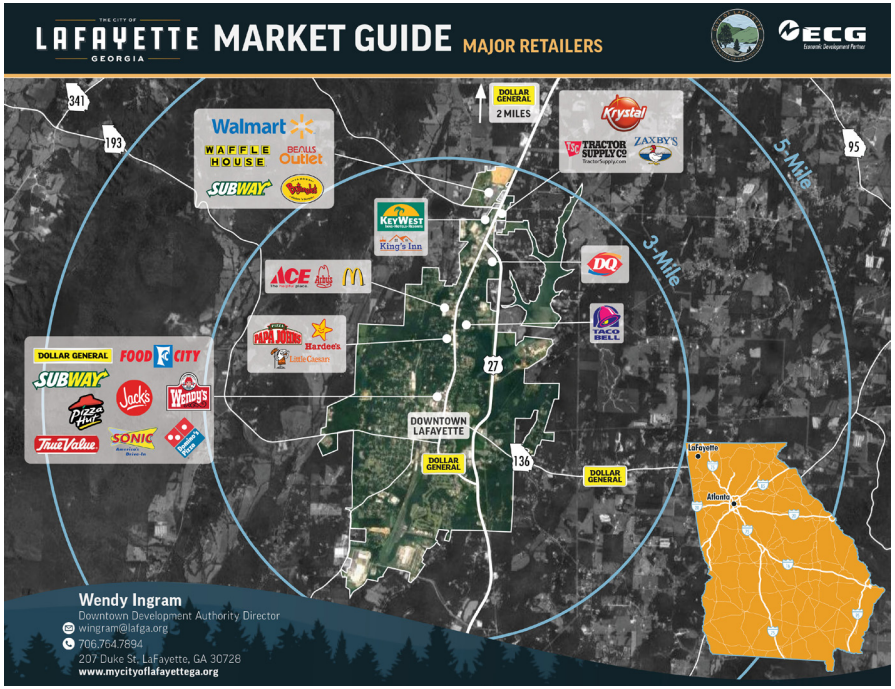
Michelle Holbrook
Senior Director
External Affairs
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About

Over the past 20 years, Michelle has gained extensive experience in various departments, previously for MEAG Power and currently at ECG. Her expertise lies in listening to the complex needs of communities and delivering viable and effective solutions that meet their needs. She provides strategic and operational leadership across the Community Development, Technical Solutions, and Marketing functions within the Economic & Community Development team.

Michelle plays a pivotal role in providing leadership, management, and operational support within the team while helping position ECG's value and services across Georgia. Michelle earned a bachelor's degree in marketing from Northern Kentucky University and has a strong background in business development and strategic communications.

ECG's technical solutions team provides customized research, GIS mapping, Geospatial design and marketing materials to member communities and businesses interested in growing in Georgia. We assist our member communities in identifying, analyzing, and marketing their assets to developers, consultants, and business owners.



CoStar™ IMPLAN

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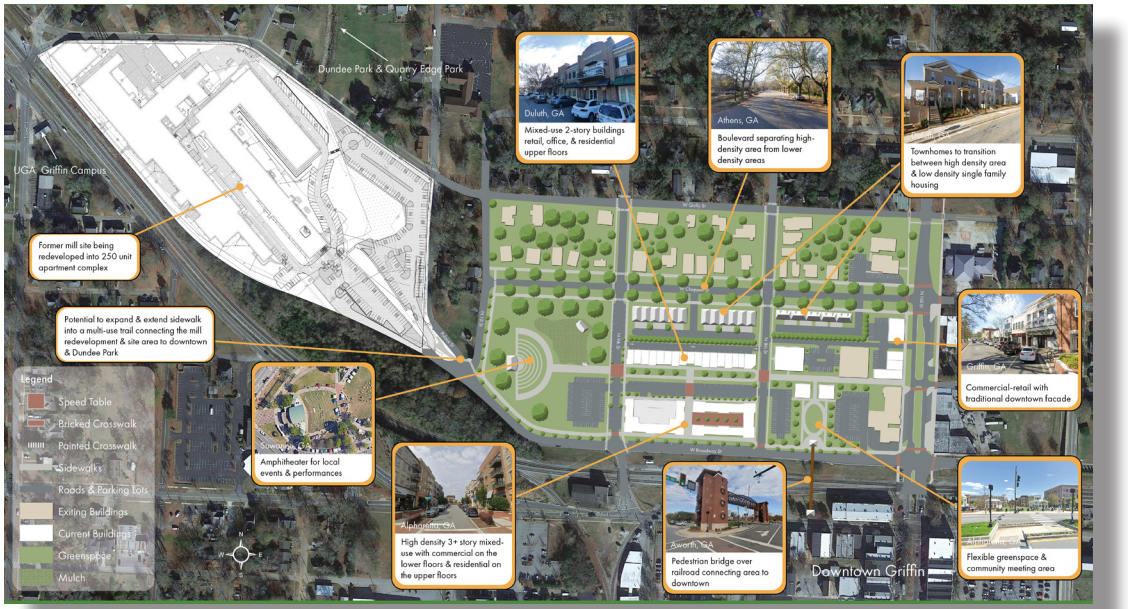
Presenting data visually is a powerful way to convey information effectively and engage the end user. It simplifies the complicated.

Utilizing the latest technology and resources, we offer insightful and strategic assistance to our member communities and internal project managers.

Technical Solutions services are provided at no additional cost to our Economic and Community Development member communities.

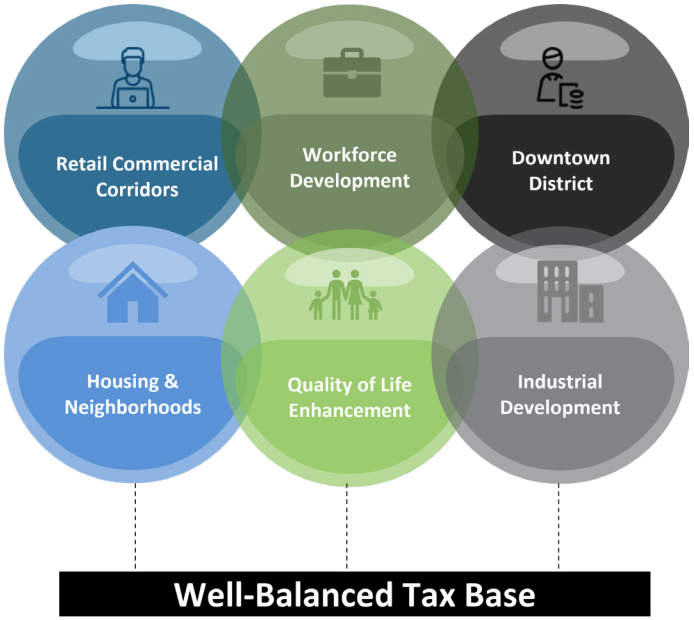
ECG Economic & Community Development

COMMUNITY DEVELOPMENT



At the heart of our approach to community development is the act of listening. We understand that each community is unique, and we begin by attentively listening to your needs and aspirations. Through collaborative efforts, we work together to identify innovative and tailored solutions that address specific needs. We provide expert guidance and facilitation, ensuring that all voices are heard and valued.

Moreover, we leverage our extensive network of resources and connections to connect you with the necessary tools, funding, and support systems that can propel your community towards sustainable growth and development.



ECG | Economic & Community Development

Jon McBrayer
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About

Jon leads ECG's Community Development initiatives with a focus on creating customized solutions that reflect the unique needs and aspirations of each member community. He brings a collaborative approach to helping communities grow sustainably, leveraging facilitation, planning, and visioning services that improve quality of life.

Jon also provides direct management and guidance of the Technical Solutions team, ensuring that customized research, GIS mapping, geospatial design, and marketing tools are seamlessly integrated—not only into community development efforts, but also in support of industrial and retail development initiatives across Georgia. His leadership helps deliver data-driven, actionable results to ECG's member communities.

Before joining ECG, Jon served as GIS Manager and Planner for the Northeast Georgia Regional Commission, where he worked closely with local governments on comprehensive plans, trail systems, and mitigation strategies. He holds a master's in public administration and a bachelor's in geography, both from Georgia College and State University, along with a GIS certificate. His background combines planning expertise with a strong visual and analytical approach to community development.

TECHNICAL SOLUTIONS



Morgan Ferguson
Research Analyst
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About

Morgan stepped directly into economic development after earning a bachelor's degree in economics from Georgia Southern University. Prior to working with our team, she served as Economic Research Manager and grant administrator at Savannah Economic Development Authority for four years.

At ECG, Morgan works to collect, manage, and prepare relevant market data in support of industrial, retail, and community development efforts as well as customized products for our member communities.

MARKET RESEARCH & ANALYTICS

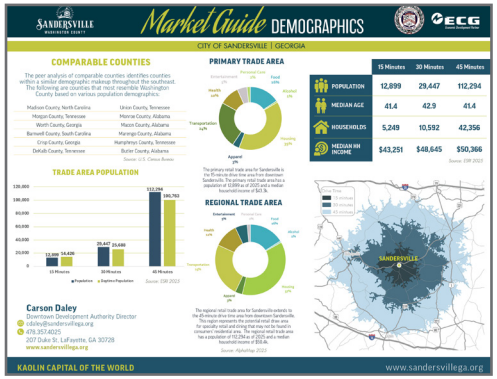
Targeted Company Identification and Information | Targeted Industry Information and Analysis | Housing Market Studies Downtown Market Analyses | Economic Analysis | Request for Information (RFI) Assistance | Project Location Comparison Business Incentive Research & Analysis | Demographic Analysis Retail Development Planning | Business Cost Comparisons

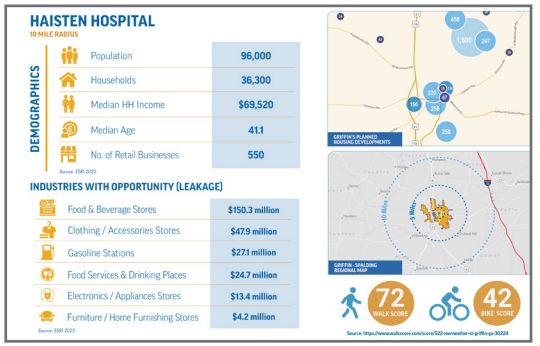
RESEARCH ANALYTICS

Market research is essential for driving economic development as it offers invaluable insights into market dynamics, consumer behavior, and industry trends. By utilizing various data points, it enables stakeholders to identify opportunities for continued success in recruitment, retention, and attraction activities across different industry segments. This information is vital for driving economic and community development, as it helps businesses and organizations make informed decisions and develop effective strategies to meet the needs of their target markets.

Market Assessments:

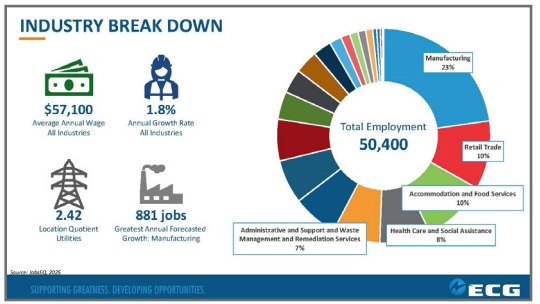
A comprehensive analysis that evaluates market conditions, trends, competition, and consumer behavior to provide insights into the viability and potential opportunities.

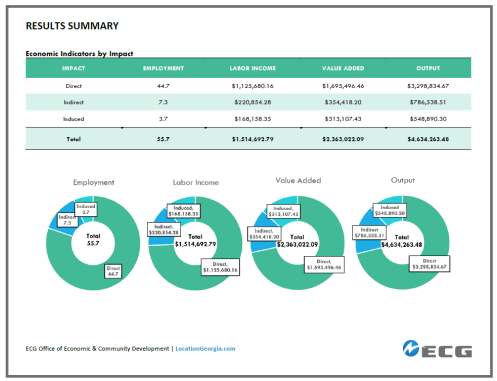




Targeted Industry Information & Analysis:

Compilation and analysis of industry data including demographics, occupation, wages, and more.





Economic Impact Analysis:

An analysis of various economic indicators such as employment, capital investment, income, and business activity to quantify potential economic impact of new businesses, business shifts, tourism, and special events.

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TECHNICAL SOLUTIONS



Diana Korir
Digital Design &
Marketing Specialist
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About

Diana is a seasoned marketing and graphic designer with a passion for creating captivating visuals and materials that drive economic development. With experience as a digital and social media strategist, she brings a unique blend of creativity and strategic thinking to every project. Her keen eye for aesthetics and understanding of target audiences allow her to create visually compelling materials for member communities, our project management team, and our social media platforms.

Diana holds a bachelor's degree in communications with a concentration in public relations from Kennesaw State University as well as an associate degree in hotel and restaurant management. She incorporates this background employing innovative design elements and storytelling techniques to ensure every marketing piece not only stands out but also effectively communicates the unique value propositions of our member communities.

MARKETING

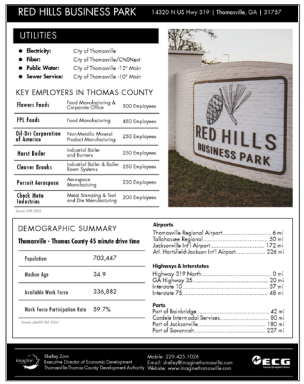
Property Flyers | Industry Flyers | Regional Concept Flyers
Retail & Commercial Concepts
Downtown Revitalization Concepts
General Marketing Design Assistance

MARKETING & GRAPHIC DESIGN

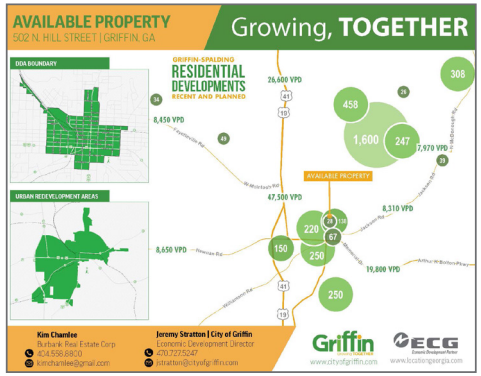
Effective visualization is vital for showcasing community assets and driving economic development. We specialize in providing a diverse range of design services to support our member communities in their marketing efforts. Customized marketing materials, including property flyers, infographics, brochures, and more are designed to captivate the interest of potential investors, businesses, and residents. We understand the importance of highlighting your community's unique economic opportunities and assets, and our services are tailored to help you achieve this.

Property Flyers

By effectively presenting a property's features, benefits, and investment potential, a property flyer serves as a persuasive marketing tool. It not only grabs the attention of potential investors but also provides them with the necessary information to make an informed decision.





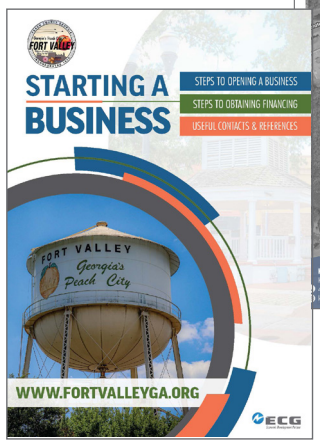


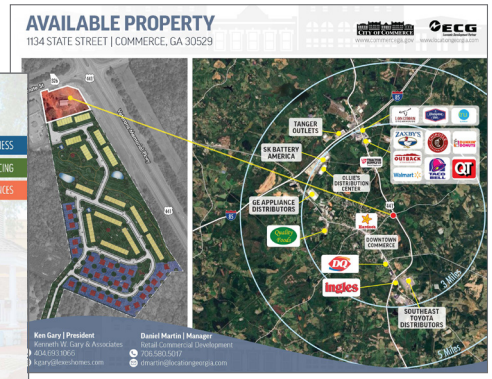
Infographic Design

If you want your information remembered, a great way is to tell your story visually with an infographic. We break down complex data, creating an easily digestible graphic that can be used to complement your marketing efforts.

Marketing Brochures

Compiling information in a concise manner to present your story effectively is key to a great marketing brochure. The visual aspects as well as the information arrangement determine its effectiveness. We help you pull all of the pieces together to design a compelling piece for your community.





ECG Economic & Community Development

TECHNICAL SOLUTIONS



Sara Kaminski
Geospatial Designer
Technical Solutions
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About

As our Geospatial Designer, Sara utilizes her GIS (Geographic Information System) and design expertise to support spatial analysis, data visualization, and conceptual design processes. She works closely with the economic and community development team to develop innovative solutions, optimize spatial layouts, and create visually appealing representations of geospatial data in industrial, commercial, and mixed-use development opportunities, incorporating 2D and 3D visualizations.

Before joining ECG, Sara was with the Northeast Georgia Regional Commission. She served as a GIS Manager and Community Planner at the commission. Sara graduated from the University of Georgia and earned a master's in Urban Planning and Design. She also earned a bachelor's degree in Geographic Science with a minor in Mathematics from James Madison University, along with an associate degree in Computer Science and a certification as a GIS technician from Virginia Peninsula (formally Thomas Nelson) Community College.

GEOSPATIAL ANALYSIS & CONCEPTUAL DESIGN

Area Transportation Views | Demographic Analysis with Visual Representation | Buffer Maps | Site Analysis Parcel Maps | Incentive Zone Maps Regional Maps 2-Dimensional and 3-Dimensional Models | Industrial Park Conceptuals Retail & Commercial Conceptual Designs

GEOSPATIAL ANALYSIS & CONCEPTUAL DESIGN

By leveraging geospatial analysis to uncover valuable insights and guide decision-making, along with employing conceptual design to transform visions into practical strategies, communities can establish environments that attract investment, foster entrepreneurship, and promote sustainable growth. Embracing these methodologies empowers communities to maximize potential, enhance quality of life, and ultimately shape a prosperous and resilient future.

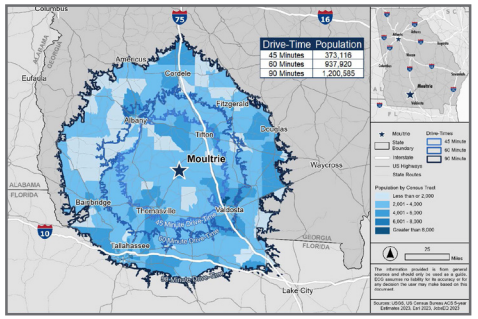
Conceptual Design

A conceptual design provides a visual representation of a proposed project, be it an industrial site plan or building design, a façade upgrade, or even an intown alleyway or parklet. The design allows stakeholders, including community members, investors, and decision-makers to better visualize the potential impact of the project.



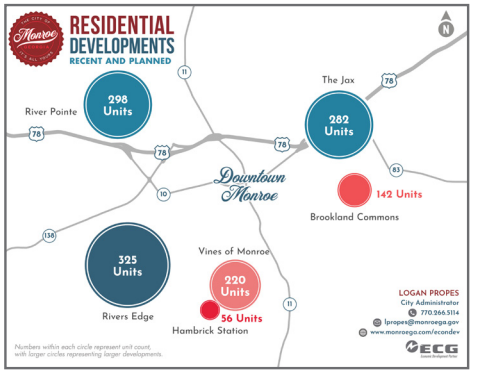
Geospatial Analysis

Visual story telling is at the essence of what we do. In industrial and retail development, we take the data and tell the story of why. ESRI Story Map allows you to combine maps, images, text, and multimedia elements to create compelling narratives. Providing an interactive and engaging platform to communicate complex data makes it easier for the audience to understand and engage.



Thematic & Reference Maps

Our mapping service ranges from general reference maps including features like parcels, zoning, location, and other geographic features to the more analytical thematic maps. Thematic maps demonstrate spatial patterns or numerical data including features like income, age, population trends.

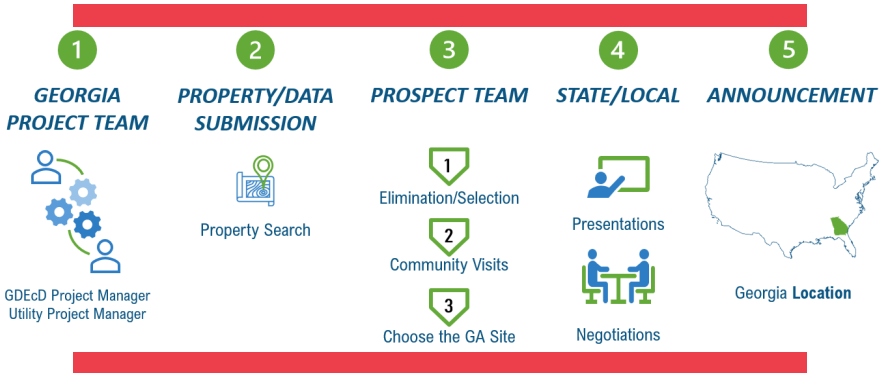


ECG | Economic & Community Development

GEORGIA ENERGY CITIES

ECG | Gas Authority

Growing Georgia Together



STATEWIDE INDUSTRIAL COMMERCIAL DEVELOPMENT

Industrial Development

The ECG statewide economic development team connects companies interested in opening new facilities or expanding existing operations in Georgia to the people, places, and resources they need for success. We partner fully with the Office of the Governor and the Georgia Department of Economic Development to grow Georgia and match specific project parameters with suitable communities and properties, organize site visits, and facilitate meetings between company representatives and state and local officials.

Recognizing the importance of strong statewide connections, ECG has joined forces with the Gas Authority for statewide economic development in creating a new partnership - GEORGIA ENERGY CITIES. Increasing our membership to include all of the Georgia Energy Cities generates additional resources to bring more projects to our communities and the state.

4000+ PROPERTIES IN OUR DATABASE



To maximize business development opportunities that benefit both prospects and our communities, ECG maintains a vast network comprising top site selection consultants, developers, real estate brokers, and engineering and construction firms. We maintain a robust database of over 4,000 properties across Georgia, complemented by advanced research and geospatial analytics, ensuring a modern and meticulous approach to the site selection process.

INDUSTRIAL COMMERCIAL DEVELOPMENT

Our dedicated Project Managers are keenly focused on delivering exceptional results by playing a vital role in assisting companies to align their project needs with suitable properties and communities across Georgia. Our team recruits new business, organizes site visits, and facilitates meetings between company executives and representatives from state and local entities.



Scott Berta
Manager
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About

Scott brings a wealth of expertise in land development and industrial economic development to ECG. His previous role as a project manager and GIS/Site Specialist at the Coweta County Development Authority showcases his ability to foster vital relationships at the local and state level. Scott's deep knowledge of sites and environmental considerations played a crucial role in attracting over $3 billion in capital investment for Coweta County, demonstrating his exceptional skills in driving economic growth through land development.

Scott's educational background includes a bachelor's degree in Forest Resources with a focus on timber management from the University of Georgia. As a Georgia Registered Forester, he brings a unique perspective to the team, combining his land development expertise, community involvement, and forestry knowledge to drive successful outcomes for ECG and its members.



Mark Elliott
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About

Mark brings valuable experience to ECG, having previously served as a Field Representative for Congressman Jody Hice (GA-10).

His tenure in this role has provided him with a deep understanding of the intricacies of government affairs and community engagement.

He holds a Bachelor of Arts in Business Management and Logistics from Georgia College and State University.

This educational foundation has equipped him with a comprehensive understanding of business operations and logistics, enabling him to navigate the complexities of project management effectively.

INDUSTRIAL DEVELOPMENT SALES & MARKETING

Georgia Allies

ECG is a founding member and active participant. The State of Georgia collaborates with the private sector through this dynamic marketing initiative to fuel economic development. Established in 1997, this partnership between the state government and private corporations delivers focused marketing campaigns that vigorously endorse and align with the Department of Economic Development's targeted industry sectors. By leveraging this collaboration, Georgia Allies plays a crucial role in propelling economic growth.

We understand the significance of building connections in today's interconnected world. We actively participate in industry-specific events, trade shows, and conferences to connect with key players and decision makers around the globe.

We Are Your Global Sales Team

Through our collaboration with the Department of Economic Development, we also facilitate avenues for you to showcase your communities, highlighting unique offerings and advantages. Our tailored familiarization tours, events, and activities are designed to capture the attention of influential individuals who play a crucial role in driving economic development.







Economic & Community Development

RETAIL COMMERCIAL DEVELOPMENT



We have a deep understanding of the market dynamics and trends that shape the commercial development landscape. Through research and analysis, we identify opportunities that align not only with your goals and objectives but also with developers and retailers. Our expertise lies in our ability to bring together key stakeholders and foster connections for success. This collaborative approach ensures that retail-commercial developments are tailored to meet the needs of the target market and the preferences of the retailers.

Some common drivers for retail development success:

1. Population Size & Change
2. Income Levels
3. Location & Accessibility
4. Consumer Preference & Demographics

Our approach to driving retail-commercial development involves a comprehensive utilization of various resources and strategies. We leverage these tools to gather market insights, understand demographics, conceptualize designs, and implement effective marketing strategies that lead to successful opportunities.

ECG | Economic & Community Development

Daniel Martin
Manager
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About

We recognize the significance of building strong relationships and making well-informed and comprehensive location decisions for retail business operations. Our team is dedicated to understanding your unique qualities and aspirations, and we design recruitment strategies specifically tailored to ensure long-term success.

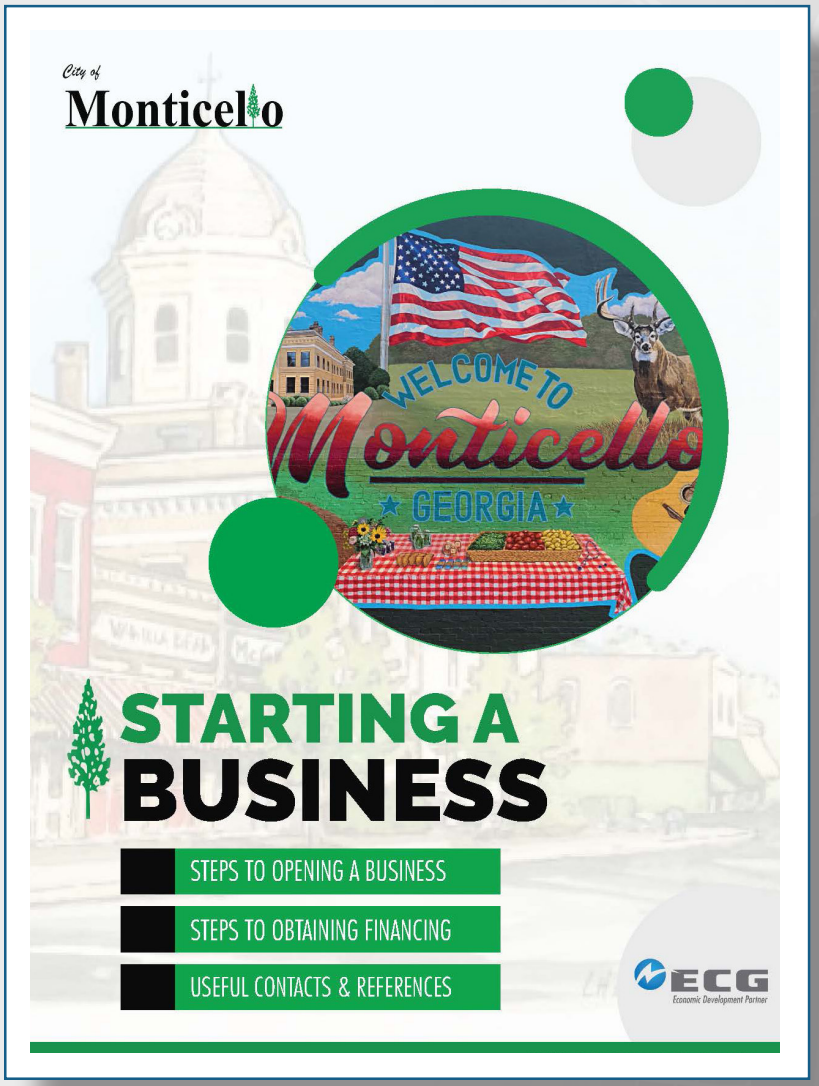
With a strong background in relationship building, Daniel has successfully engaged with national tenants, landlords, and real estate brokers. He has also held management positions with Kite Realty Group (KRG-NYSE) and Victory Real Estate Investments, specializing in the development of anchored shopping centers across the United States. Daniel's extensive commercial real estate experience spans leasing and sales engagements in 12 states throughout the Southeast. Notably, he has secured deals with prominent retailers like Aldi, Hibbett Sports, Pet Supermarket, T-Mobile, and Waffle House.

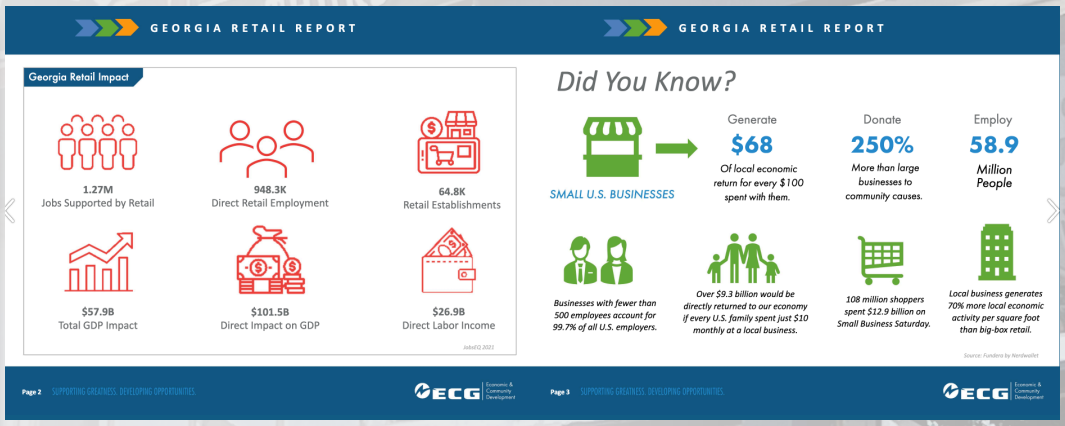
Prior to joining ECG, Daniel served as the Director of Economic Development for the Georgia Mountains Regional Commission, where he worked with local leadership to prepare them for economic growth and prosperity. He holds a bachelor's degree in political science and a master's degree in public administration from Auburn University.

RETAIL - COMMERCIAL DEVELOPMENT OVERVIEW

Our team understands the value of relationships and making an informed and comprehensive location decision for retail business operations that leads to long-term success. Whether a retailer, brokerage representative, or developer our business development team serves as a single point of contact to local decision-maker relationships and a vast network of real estate professionals throughout Georgia and the Southeast.

ECG utilizes innovative resources to communicate the multi-layered, contextual, and consumer-driven variables and actionable insights to drive retail location and expansion. Creativity, confidentiality, and strong local relationships play an important role in our process and help to ensure a viable, efficient, and successful project.







ECG Economic & Community Development





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