

Location
GEORGIA
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Executive Brief

Volume I, Issue 2



**Northern
Region**

Leadership

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of Life

Education

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Third Quarter

The Top of Georgia

You might say the communities of the Northern region of Georgia are over achievers. Their growth figures are daunting to any planner, elected official or economic developer. Cartersville, for example, has experienced four percent growth annually for the last 10 years. Dawson and Forsyth, two counties in the Northeast, are the fastest growing in the state, residential communities like Acworth, have mushroomed and Atlanta itself remains a magnet in the Southeast for growth.

Yet, the leadership response matches the challenge. The Northwest Georgia Growth Management Initiative is an example of a proactive innovative approach that was tackled by a 21-member Regional Advisory Council, made up of the 15-county Region One. The

model is being adopted around the state.

The standard-setting Regional Economic Advancement and Development Initiative (READI) program from Industry, Trade and Tourism, found top scores in North Georgia in its 2001 impact report. READI assesses communities on 13 criteria and out of 12 regions, the leading four were in the North with strengths in infrastructure and leadership.

Community leader George Gill 2002 GEDA Volunteer of the Year, sums up the task, "We deal with the issues as they are, not what is popular. It is the tough ones that test us."

Daryl Ingram
Economic Development Manager

Daryl Ingram, of Location Georgia, suggests, “work in the true spirit of curiosity -- without curiosity status quo will reign.”

W

hen we push
power away, it
empowers everyone, and we
have even more power.

Bill Turner
A Journey Toward Servant Leadership

Region Two, the top of Georgia in the Northeast, graduated the first class in the state from the Community Planning Academy, a sister program to the DCA Academy of Economic Development. Fifty-five participants from local planning commissions sought the program to better perform their role in determining land use and zoning regulations.

George Gill chairman of the **Thomaston-Upson Industrial Development Authority**, was named the 2002 Georgia Economic Developers Association Volunteer of the Year. About the heart and soul of his volunteers he says, “People in this organization leave political agendas at the door and make decisions that are best for the people.”

21st Century Coweta, a 1995 vision of private investors and the city of Newnan and Newnan Utilities is focused on promoting its fiber optics infrastructure to the international community. Sixty-five percent of its prospects are international organizations interested in a “landing beach” in the U.S.

The city of **Marietta** stepped up its commitment to economic development initiatives with new

leadership, Brian Freese. Most recently Freese and staff completed a Community Assessment and Asset Inventory as a first step in a comprehensive program. Marietta is taking advantage of the 2001 House Bill 409 to establish a tax allocation district, a tool pledging the future incremental change in tax revenues for redevelopment projects.

The city of **East Point** in a public/private partnership with two developers, Duke Realty and North American Properties are creating over 7 million square feet in commercial/retail space in underserved South Fulton County. Camp Creek Marketplace with seven to nine restaurants anchored with a Lowe’s will open in summer 2003 and the larger development, Camp Creek Centre will be a seven-year buildout. The city is contributing \$22 million in infrastructure.

Knowing that 80 percent of new business usually comes from existing business, **LaFayette** economic development leadership hosts regular meetings with its industry through a key account program. LaFayette has fostered a diverse mix of over 20 manufacturers, from appliance manufacturer Roper to Blue Bird, bus manufacturer to Shaw Industries, a carpet producer.

Stone Workman, state director of the **USDA**, works with county/city leadership across the state. “You can’t stay at home and lead,” asserts Workman. “It is essential to marshal local resources and then get out and find a variety of partnerships.” In 2002, his organization funded \$52 million in water and wastewater grants and loans. The new funding year starts this month; applications this year get funded this year.

More than ever, communities have the opportunity for leadership training thanks in part to the **Rural Development Council**.

- To tap the next generation of leaders, a Youth Summit trained 15-17 year olds in 2001.
- In 2002, the council assisted the 79 counties without previous leadership training with program opportunities.

Chairperson Susan Holmes believes resources abound for those striving for leadership excellence, including a must-read book by Bill Turner, *A Journey Toward Servant Leadership*.

Leadership



“The best leaders are those who are passionate about making things happen and have very little concern about who gets the credit.”

Monticello Mayor Susan Holmes
Chair of Leadership Committee
Georgia Rural Development Council

The Georgia International Convention Center in College Park, second only in size to the World Congress Center, when completed will include four hotels and a people mover to the airport.

Existing Industry

Komatsu, the second largest manufacturer in the world of heavy construction equipment, plans a new high-tech distance learning studio utilizing city of Cartersville fiber optic infrastructure at its International Training Center. The 520-acre campus with a 63,000 square foot training center instructs 1200 personnel, distributors and customers annually. "Our success is dependent on a thorough understanding of these very high-tech pieces of equipment - their proper operation and service," reports Cloyce Lamb, manager.

High-tech printer, **Quad/Graphics, Inc.** in Thomaston hosted its Regional Advisory Council Technology Workshop for local government officials who want to know more about "wiring" their communities. The Tech Smart program from Georgia Tech provided expertise for the workshop.



Quad/Graphics is an innovator in the print industry providing online proofing services for its customers, such as Newsweek and Time Magazine.

Gossen Corporation  **Gossen Corporation**

purchased a vacant building to expand its operation in Cartersville from 40,000 square feet to 100,000 square feet. Jeff Butterfield, president of the 24/7 plastic extrusion operation, reports annual sales of \$30-40 million.

Mohawk Home Division in Calhoun is near completion of a 256,000 square foot expansion to double their existing distribution center. It is a new investment of \$3.7 million.

Downtown



• The Booth Western Art Museum in **Cartersville** is like no other in the Southeast. It will feature more than 100 artists in an 80,000 square foot facility with six galleries. The permanent collection gallery on the main level will showcase contemporary Western American art by some of the 20th century's most famous western artists. A children's gallery will have interactive and education exhibits.

• A city grant of \$15,000 and private donations in **LaFayette** replaced a long-vacant building with a memorial city park honoring local businessman Joe Stock. The park includes a gazebo and children's fountain and sits adjacent to a community landmark, Georgia's oldest standing brick school house from 1835.

Preservation

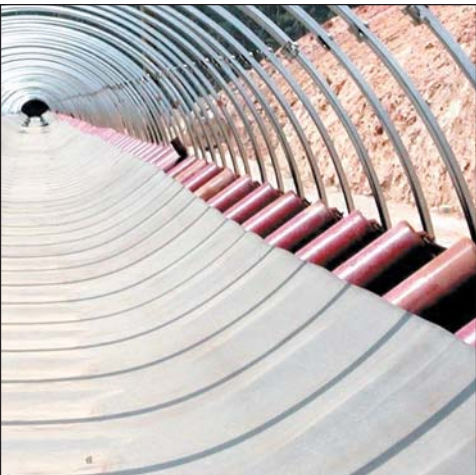
(c) John Nieto, Geronimo/Apache, 60 x 40 inches, oil on canvas from the Booth Museum.

• **DASH for LaGrange Inc.** is a nonprofit corporation founded by Richard Wolfe, local businessman, to help assure all city residents have access to dependable, affordable and sustainable housing. LaGrange City Council gave \$50,000 to the \$1.75 million Habitat for Humanity-sponsored project that will build 22 homes and 10 apartments.

• Summer Grove in **Newnan** is a premier technology residential neighborhood of 2000 homes wired to network computers and manage thermostats and appliances.

Infrastructure

• A **Lamar, Upson and Pike County** Transportation Task Force is working toward a four-lane road to access I-75. The Department of Transportation approved a \$115,000 for a comprehensive study of the project.



In **College Park**, a six-foot-wide earth-moving conveyor belt spans four miles for the runway construction. It will move 25 million cubic yards of dirt over the life of the project.

• To meet the increased demand for air travel and reduce current delays, a new 9,000 foot fifth runway is under construction at **Hartsfield Atlanta International Airport**. Hartsfield is the world's busiest airport and an economic engine for the southeast region. In the year 2001 alone, Hartsfield handled over 75.8 million passengers.

• The city of **Buford** continues to expand its natural gas system. In 2002, it will add 3,000 new services bringing customers to 20,000, a 15 percent growth over the previous year.



Newcomer Kerry is ready to add a second shift at its Calhoun facility. The coatings manufacturer makes onion ring batter for a national fast food chain. Site requirements included a rail spur for raw materials.



Special Focus

Sweet Success

LaGrange has added another technology-based company to its roster. Seattle-based **VoiceStream Wireless Corp.**, a leading national provider of wireless communication services, is locating a cell phone return and repair center in the LaGrange Industrial Park. LaGrange is recognized as a technology leader in its advanced broadband network and free Internet TV initiative.

SouthTrust Bank opened a 24/7 Bank Operations Center this spring in Marietta with a staff of 250. **SouthTrust Corporation** is a \$48.4 billion regional bank holding company headquartered in Birmingham, Alabama.

US Foodservice, a marketer and distributor of more than 43,000 food brand items, located a distribution center in Fairburn in July 2002. The facility has 98,000 square feet of freezer space and 60,000 square feet of cold space. An additional 100,000 square feet of freezer space is planned.

Kerry Inc. opened a Coatings Division in April 2002 in Calhoun. The Ireland-based food and ingredient producer has doubled in size every five years, making it a \$2.5 billion company.

B uildings and Parks



Polk County Development Authority met with 31 existing companies to better understand their needs through the Business Retention and Expansion Process (BREP). For example, they learned: 45 percent of the 31 export their products and 61 percent plan to modernize or improve their existing facility. The Department of Community Affairs manages BREP.



Calhoun

OMC building located on 100 Marine Drive. The 485,000 sq. ft. building includes manufacturing and warehouse facilities with maximum ceiling heights of 39 ft. Contact the Gordon County Chamber of Commerce, 706-625-3200.



Fairburn

South Creek II located on 1300 Oakley Industrial Blvd. The 352,170,000 sq. ft. building includes maximum ceiling heights of 30 ft. Contact Fulton County Economic Development, 404-730-8101.

Parks

IDI, a real estate developer is investing in **Buford** in the 4.1 million square foot Hamilton Mill Business Center. The Business Center is a 250-acre business park, located near I-85 with industrial, warehouse, and office options.

Cartersville and Bartow County are planning a 400-acre business park including Class A office space as well as light and heavy industrial with a late 2003 opening.

Calumet Towne Center in **Newnan** is a 200-acre "walk-to-work" development with condos, patio homes, retail and commercial buildings with 1st phase near completion. It is wired with fiber optics and two of the three office buildings have prospective tenants.



Hamilton Mill
Business Center

Make A Note

A veteran economic development professional, **Don Yates**, has joined the Location Georgia staff at MEAG Power. As a graduate of the University of Oklahoma Economic Development Institute, he has earned the certified economic developer designation. Prior experience includes 12 years with Oglethorpe Power Corporation in recruiting new businesses to Georgia and five years as president of his own company on the corporate side of economic development helping businesses find new communities for their expansions and relocations.

“Economic development is about choices and opportunities for a community. It is most successful as a grass roots effort to improve the quality of life,” explains Yates.



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Location Georgia, a service of MEAG Power, offers site selection services for the state of Georgia. We also provide communities economic development support in aerial photography services, advertising support, strategic planning facilitation and an economic development lease finance program for buildings, parks, infrastructure and downtown.

MEAG Power is a charter member of Georgia Allies, a statewide economic development marketing alliance of utilities, financial institutions and private business.

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