



Executive Brief

Volume II, Issue 1



**Southern
Region**

Leadership

Existing
Industry

Downtown

Quality
of Life

Education

Infrastructure

Labor

Land

Buildings

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Cornell's Views...

Vision and Priorities

A conversation with:
Glenn Cornell
Commissioner
Georgia Department of
Industry, Trade and Tourism

As GDITT's new Commissioner, what is your vision for economic development in Georgia?

The vision for the Department involves maximizing the opportunities we have to improve the lives of all Georgians by creating jobs. Georgia has for many years been blessed with one of the top statewide economic development efforts in the country and we must continue to strengthen our existing programs. However, the economy is constantly changing and as economic developers we must be flexible, innovative, creative and strategic and come up with new approaches and solutions for the state's development.

While agriculture and manufacturing continue to be important facets of our economy, the increasing prominence of the service and information

economies requires that we take a broader approach to economic development. We must take full advantage of some of our strengths in areas like tourism and expand our capacity to support new areas of focus like innovation and entrepreneurialism.

I believe it is economic development's role to provide the infrastructure and environment that enable companies to thrive. It will take all of us – at the state and at the local level – working together, if we are to be successful.

How do you see this vision playing out in terms of priorities over the next 1-2 years?

We are still working out the specifics of strategies and tactics; however, several

W

hen confused as
to how you're

doing as a leader, find out how
the people you lead are doing.

You'll know the answer.

Larry Bossidy
Former Honeywell CEO

Cornell's Views...continued
from page one

early priorities have emerged:

- First of all, it is imperative that we not "take our eyes off the ball." There are a number of major initiatives in each area of the department that are in various stages of development. We are continuing to work with major investors like DaimlerChrysler, preparing to launch an initiative to grow the music industry here, working to attract the proposed Secretariat of the Free Trade Areas of the Americas to Georgia, and launching a major effort to attract investment in new tourism products. Each has the potential for enormous impact on our state.
- At the same time, we will focus more efforts on helping to assure the success of existing companies across the state. This does not mean that we will no longer be in the business of recruiting new companies to the state, but it does mean that we will take a hard look at the state's programs to see what we can do to help existing companies. We will talk with those companies to see what new types of assistance they may need to be successful.
- Closely allied with our focus on existing industry will be a renewed effort to stimulate and capitalize on innovation. This will require an even stronger partnership between our agency, the university system and technical colleges, and the other statewide

and local economic developers. Georgia has the opportunity to become the center for a number of emerging technologies. Working together, we can ensure that these technologies become synonymous with Georgia and that they reach all parts of the state.

- Finally, there are a number of policy issues where some clarification and decisions are required. We will make a stronger effort to measure the state's support of economic development projects with a return on investment approach. It is imperative that we demonstrate the value we add to Georgia's economy and citizens with their investment. When we do, it will be clear that these investments are wise ones. We can then have an honest dialogue about what amount of investment is the right amount, based on the funds available and the returns we want to achieve.

Frank Thompson, new director for the [Douglas/Coffee County Chamber of Commerce](#) is fostering a entrepreneurship initiative which includes training through East Central Technical College and full networking resources designed to grow businesses at home.

President Tim Martin of the [Albany-Dougherty Economic Development Commission](#) four times a year invites guest statewide developers to "sing for their supper" when touring his community to glean suggestions and innovation.

Communities in South Georgia are making a difference with the leadership infrastructure grant funding.

- [Region 11](#) created a video and brochure on Ag-tourism to support the 18-county area.
- [Cairo](#) broke a 10-year hiatus in leadership training with a \$5,000

grant for speakers and materials. Kevin Cauley, Cairo attorney and class participant explains "We are building a team and learning our resources. Resources, such as our CNS brand high speed Internet, are so vital to growing business."

[Quitman](#), under the leadership of Fred Lamb and with outside consultants is charting a course for growth, a new industrial park and a 100,000 square foot speculative building.

Leadership



"With hard work, creativity, determination and teamwork, we can make a measurable difference in the lives of Georgians."

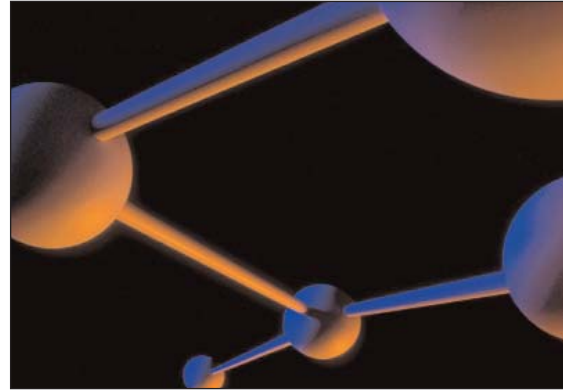
Glenn Cornell
Commissioner
Georgia Department of Industry, Trade and Tourism

The Conagra Grocery Products Company's facility in Sylvester is the sole global supplier of its peanut butter product line, the Peter Pan brand.

Existing Industry

Exploring new molecular chemistry for an existing product line was the challenge for **Optima Chemical Group, LLC**, a Douglas manufacturer of specialty chemicals for pharmaceutical companies. Optima partnered with the Georgia Research Alliance to enlist the expertise of three Ph.D.s from Georgia State University for over 12 months. The Alliance shared the \$100,000 price tag for the project. The Georgia Research Alliance is an internationally-acclaimed model for bringing research universities to the service of technology-driven initiatives.

In a competitive situation with existing out-of-state plant locations, **Coachmen Industries, Inc.**, manufacturer of towable recreational vehicles, committed its expansion to Fitzgerald. A \$605,000 OneGeorgia Edge grant helped close the deal. Coachmen anticipates hiring 150 workers.



VALET - Valdosta and Lowndes Expansion Team, former winner of the Governor's Service to Existing Industries Award, packages community leadership and resources for an industry considering an expansion of employees and/or facilities in one easy contact.

National Beef in Moultrie is investing a \$1 million expansion in its boxed beef operation, specifically in the dry storage and shipping facility to be complete in third quarter 2003.

Downtown



- Downtown merchants in **Moultrie** launched an advertising campaign reaching markets in a 100-mile radius using television, radio and print promoting its concentration of antique stores.

- **Golden Harvest**, the only organic pecan producer in Georgia, is located in Whigham. With 200 acres, owner Van Ponder is the largest certified organic grower and processor in the U.S. Golden Harvest serves health food stores in the U.S. and abroad. Its downtown storefront sells organic pecans, jellies, pies, gift baskets and collectibles.

Preservation

Southland Interiors is one of ten antique merchants in downtown Moultrie.

- Volunteer Harold Walker's 10-year dream, The **Cairo Greenway Project** is becoming real. Portions of a 1.5 mile walking path are completed and Phase II is underway. The goal of the project is to connect communities to recreation and business to homes through walking and bicycling trails.
- **Preservation Music Hall** in downtown Quitman is a place for families to gather to hear country and bluegrass music from local artists.
- Thousands of Albany school children are creating clay tiles for **Turtle Grove Play Park**, a recreational community-built park of the RiverFront development, a revitalization project of "Albany Tomorrow."

New Announcements

- **Old Dominion Freightline, Inc.** opened a 25-door freight terminal in Sylvester in January in the Worth County Industrial Park employing 25 people.
- **Cenergie Corporation**, fuel cell manufacturer, is a start-up business in Fitzgerald's Colony Industrial Park. Fuel cell technology is of particular interest as an environmentally friendly alternative energy source. Owner Arkady Malakhov anticipates hiring 45 personnel in the near future and 300 over a three year time period.
- **American Signature**, furniture designer, manufacturer and retailer, opened two facilities in South Georgia. A ribbon cutting was held in late 2002 for a distribution facility in Thomasville and a box spring and mattress operation opens fourth quarter 2003 in Albany with 60 employees.
- **Diamond Builders, Inc** in Douglas constructs modular buildings and will employ 85 persons in the first two years.
- **South Georgia Motor Sports Park** in Adel expects to bring 200,000 people annually for motorsports racing events. Anticipated opening is January 2004.

Bob's Candies, a family-owned business in Albany, employs 600 people and has been in business for 80 years.



Special Focus

Existing Industry

When you consider the sluggish economy and the number of operations looking for cost-effectiveness offshore, smart communities are looking for resources to serve their resident industries.

FaciliTech, a service of Georgia Tech's Economic Development Institute (EDI), assists in retaining a company that is being wooed by another state. Dillon Candy courted by economic developers of Florida, found EDI's facility design assistance and process improvement recommendations among the incentives to stay in Thomas County.

"They were instrumental in helping us identify and assign cost to our processes," explains Oscar Cook, Dillon owner.

Bob's Candies in Albany has taken advantage of another EDI program, Lean Manufacturing. This fee-based program, available to all Georgia manufacturers, targets strategies to improve operations.

Another resource for communities is the Business Retention and Expansion Program (BREP), a survey tool to keep in touch with local industry. According to Wendy Bibb of GDITT, this summer BREP, for the first time, will include analysis that is relevant to the retail and tourism sectors to provide an even broader picture of trends.

B uildings and Parks



Speculative Building Facts

- 80 percent of prospects are looking for a speculative building - great for building visitations in a community
- 50 percent of the 80 percent don't take a speculative building
- Average time for a speculative building on the market is 24 months.



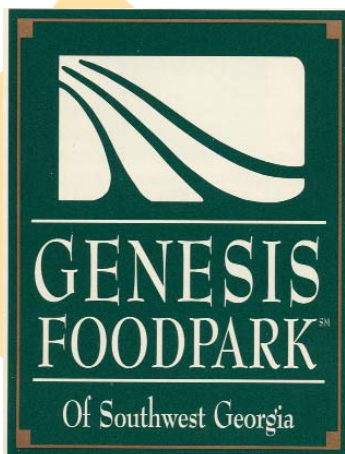
Adel

Peach State Mobile Home Plant at exit 37 on I-75 is 90,000 sq. ft. with ceiling heights of 24 to 30 ft. Contact Kerry Waldron at 229.896.2575.



Camilla

Mitchell Manufacturing building, located on N. Harney Street, is 45,000 sq. ft. with ceiling heights of 14 to 20 ft. Contact Marilyn Royal at 229.336.2061.



Parks

The five-county **Joint Development Authority of Brooks, Colquitt, Grady, Mitchell, and Thomas** counties are branding their food processing dominance under the moniker **Genesis Food Parks**.

A facility addition to **Cairo's Milestone Industrial Park** will be available fourth quarter 2003. The speculative building is 40,000 square feet with 24 feet eave heights.

Douglas/Coffee County will have a 102,000 square foot building ready in late 2003 in its West Perimeter Industrial Park.

Make A Note

- Location Georgia rolled out its enhanced website first quarter of 2003. The site has information about our services and access for prospects to search for available buildings and sites. Check out www.locationgeorgia.com.

- Daryl Ingram, Economic Development Manager, has been appointed as an advisory member to the GDITT Board of Directors.

- The next Georgia Tech Economic Development Institute Lean Manufacturing Overview is June 17 in Augusta. For more information - lean@edi.gatech.edu

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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Location Georgia, a service of MEAG Power, offers site selection services to business. We also provide communities economic development support in aerial photography, advertising support, strategic planning facilitation and various other services through strategic alliances.

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