LET’S TALK

Business Outlook and Overview
WHO WE ARE: The Georgia Department of Economic Development (GDEcD) is the marketing and sales arm of the State of Georgia.

WHAT WE DO: Strategically deliver economic development throughout the state by:

- Attracting new business investment
- Supporting the expansion of existing industry and small businesses
- Locating new markets for Georgia products
- Attracting tourists from within and outside the state
- Promoting Georgia as a desirable location for entertainment businesses and projects
- Aligning workforce education and training with in-demand jobs
Global Commerce: Team Focused/Industry Specific

- Aerospace, Automotive & Advanced Manufacturing
- Logistics, Energy, Agribusiness, & Food Processing
- Life Sciences
- Corporate Solutions and Cyber Security
- International Investment
- Existing Industry and Regional Recruitment
- Small Business
GDEcD: Global Commerce Division

- The Global Commerce division assists businesses by coordinating:
  - Site Location Services
  - Market Research
  - Business Incentives Analysis
  - Employee Training
  - Innovation and R&D Services
  - Export Assistance
  - International Office Assistance
NO.1 STATE FOR BUSINESS IN THE NATION

7 years in a row by Site Selection
2013-2019

6 years in a row by Area Development
2014-2019
Project Process

Leads Developed from Various Sources

Prospect determines all locations that will work for the project and additional visits may be arranged

Prospect visits arranged and conducted with prospect, PM and local ED team

Prospect evaluates each state/community’s submittals and disqualifies locations

Leads qualified by PM & become project with assigned code name

PM questions prospect to determine location requirements and project drivers

Site/building/community database search conducted with initial list

Prospect requests best and final offer from communities

Development of MOU and locating of Prospect
Leading Site Selection Factors

Survey of Consultants re: Clients’ Priorities:
- Workforce
- Transportation infrastructure
- Available buildings & sites
- State & local tax structure
- Incentives
- Utilities
- Regulatory environment

Survey of Corporate Executives’ Priorities:
- Availability of skilled labor
- Labor costs
- Highway accessibility
- Corporate tax rate
- Tax exemptions
- Quality of life
- State & local incentives

January 2018, Site Selection Magazine
January 2018, Area Development Magazine
Year To Date Locations

- 235 Project Locations
- $4.46 Billion Investment
- 13,479 Jobs Created
Recent Announcements

- Novalis Innovation Flooring: Whitfield County – 120 Jobs, $30M Investment
- Enchem: Jackson County – 300 Jobs, $61.35M Investment
- Amazon Fulfillment Center: Coweta County – 500 Jobs
- Macy’s: Fulton County – 630 Jobs, $14M Investment
International Investment

- 54 project locations in FY20
- 3,800 Jobs and $2 billion investment
- Top job-creating countries: Brazil, Korea, Japan & Canada
Locations Around the State

85% of projects located outside the 10 County Metro Atlanta region

83% of these created investment ($3.68B)

64% of jobs created (8,621) came from these projects
Thank You

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