



DEAR PARTNERS,



First of all, I would like to thank you for taking the time to review our FY15 Year In Review. Our economic development successes are based on strong partnerships, and we appreciate your vested interest in the economic health of our state and the well-being of our citizens.

I am happy to share that it has been another exceptional year for economic development in Georgia! We've had record-breaking highs, some of the world's most widely-recognized brands locate here and a third-consecutive ranking as the

NO. 1 STATE IN THE NATION IN WHICH TO DO BUSINESS.

As a global leader in the marketplace, companies, site selectors and visitors often say that what makes Georgia stand out is the experience and totality of attractive assets we offer. With the support of our statewide economic development partners, we provide an all-encompassing experience that cannot be found anywhere else. For innovative companies looking to locate or expand in Georgia, we offer a business-friendly environment, a world-class infrastructure network, top-notch academic institutions and nationally-ranked training programs. What's more, we are home to a vibrant socioeconomic culture with world-renowned tourism destinations, diverse arts and cultural assets, music history and a booming entertainment industry that make Georgia a great place to live, work, visit and play.

Whether it is through our Arts, Centers of Innovation, Film, Global Commerce, International Relations, International Trade, Marketing and Communications, Tourism, or Workforce divisions, we look forward to continuing to work with you and our partners around the state to maintain our reputation as a leader and generate long-term benefits for Georgia.

Sincerely,

Chris Carr
Commissioner

BOARD OF DIRECTORS

CONGRESSIONAL DISTRICT

- 1ST - Vacant
- 2ND - The Honorable Mark Glass
- 3RD - The Honorable Philip Tomlinson
- 4TH - The Honorable Paul Wood
- 5TH - The Honorable Jerome Russell
- 6TH - The Honorable Penn Hodge
- 7TH - The Honorable Ron Garrard
- 8TH - The Honorable Allen Gudenrath

- 9TH - The Honorable Randall Pugh
- 10TH - The Honorable Tom Griffith
- 11TH - The Honorable Mike Campbell
- 12TH - The Honorable Wayne Christian
- 13TH - The Honorable Felker Ward
- 14TH - The Honorable Robert Kinard

MEMBERS - AT - LARGE

- The Honorable Pedro Cherry
- The Honorable Rene Diaz
- The Honorable Kent Fountain
- The Honorable Randy Hatcher
- The Honorable Eric Johnson
- The Honorable Jay Neely (Chairman)
- The Honorable H. "Monty" Osteen (Secretary)
- The Honorable Beth Shiroishi
- The Honorable Marisa Simpson



Mercedes-Benz



UNISYS



CHAPARRAL



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TSYS®

AcuityBrands™

MARVEL

Walmart 
Save money. Live better.

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WERK FÜR PRÄZISIONSTECHNIK

b. beaulieu
AMERICA

sage



Kubota



CATERPILLAR



PORSCHE

 KAISER
PERMANENTE®

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POWERING YOUR BUSINESS

 National Beef.

CONTENTS

- Letter from Commissioner Carr..... 2
- Table of Contents..... 3
- Statewide Impact Map..... 4-5
- Centers of Innovation 6-7
- Film 8-9
- Georgia Council for the Arts 10-11
- Global Commerce 12-13
- International Relations 14-15
- International Trade 16-17
- Marketing and Communications..... 18-19
- Tourism 20-21
- Workforce 22-23

FY15 STATEWIDE IMPACT MAP

USING AN INTEGRATED APPROACH - our goal at the Georgia Department of Economic Development (GDEcD) is to create jobs and investment opportunities in every community in Georgia.

The accompanying map represents just a few of the many ways that the divisions of GDEcD impact cities, towns and counties in every corner of the state. Each map dot is color-coded to represent activities by one or more of the Department's eight operating divisions in that county. Please don't hesitate to reach out to a GDEcD staff member - especially those on the regional teams - to find out exactly how we were able to provide assistance. The Department works and tracks many additional categories beyond the ones listed below. Visit our Contact Us page on Georgia.org for a list of staff members.

MAP LEGEND

- **CENTERS OF INNOVATION** - Designates:
 - Project assistance provided
- **FILM** - Designates:
 - Camera-Ready community
- **GEORGIA COUNCIL FOR THE ARTS** - May designate:
 - Grant received
 - Capacity building or professional development consultations
 - Arts or Literary Learning Programs
- **GLOBAL COMMERCE** - May designate:
 - Located projects
 - Georgia Small Business Rock Star
- **INTERNATIONAL RELATIONS** - Designates:
 - Visits by a representative of our international community or Consular Corps
- **INTERNATIONAL TRADE** - May designate:
 - Visit by a trade manager
 - Company assistance in project negotiations
- **TOURISM** - May designate:
 - Project assistance provided
 - Site visit
 - Hosted media tours
 - Consultation
 - Grant provided
- **WORKFORCE** - Designates:
 - WIOA (Workforce Innovation and Opportunity Act) Program assistance to job seekers





“The Center has provided invaluable guidance and introductions to strategic partners and business opportunities that we would not have discovered on our own.”

GLENN CARVER, VP OF BUSINESS DEVELOPMENT, DELTA WING TECHNOLOGY GROUP

DIVISION HIGHLIGHT

DELTA WING TECHNOLOGIES – Delta Wing is an established developer and manufacturer of advanced race cars and high-end sports cars. Looking to expand into other markets, Delta Wing reached out to the COI for Manufacturing and Aerospace to explore potential opportunities. Through a connection made by the COI for Aerospace, Delta Wing is now fabricating composite parts that will be used in the NASA James Webb Space Telescope which will replace the Hubble Telescope once launched.

BY THE NUMBERS

1610

NUMBER OF COMPANIES THE
CENTERS OF INNOVATION
COLLABORATED WITH

152

COMPLETED PROJECTS

175

MILLION MEDIA IMPRESSIONS

58

PROGRAM SUCCESS
STORIES GENERATED

CENTERS OF INNOVATION

The Georgia Centers of Innovation (COI) provide the technical industry expertise, collaborative research and partnerships to help the state's strategic industries connect, compete and grow. Six individual Centers operate statewide with a focus on: Aerospace, Agribusiness, Energy Technology, Information Technology, Logistics and Manufacturing

WHERE COLLABORATION GREETS PROGRESS

- ▶ COI for Manufacturing helped ARMOR Systems, a company founded by two former Georgia Tech students, revolutionize battlefield injury care. ARMOR Systems has developed a harness designed to stop a massive hemorrhage due to IED or other attacks. **John Zegers, director of COI for Manufacturing connected the company to research and lab-testing capabilities** at Georgia Tech and to T3 Labs where they were able to do cadaver testing for their product.
- ▶ Thanks to help from COI for Agribusiness, Deanna Bibb, founder of Proper Pepper, was able to get her business ready for market where she expanded her customer-base to nearly 30 retail stores across Georgia. **At the suggestion of COI for Agribusiness, Proper Pepper also entered the annual Flavor of Georgia competition which she won in 2015.**
- ▶ Due to introductions and connections made by Costas Simoglou, director of the COI for Energy Technology, Sonnen Batterie, a German-based maker of energy storage technology, located their R&D facility in Metro Atlanta.
- ▶ Faced with a material challenge at a molecular level, **Newnan-based Yamaha Motor Manufacturing Corp. turned to COI for Manufacturing for assistance.** Through COI for Manufacturing's deep industry expertise and a research connection at Georgia Tech, Yamaha now has a revolutionary tool that will help them design, test and enhance the materials in their various product offerings.

EVENTS & OPPORTUNITIES:

- ▶ The 2015 Georgia Logistics Summit had over 2,000 registrants from 30 states and 15 nations. Leadership from The Home Depot, Chick-fil-A, AGCO, Cummins, Keurig Green Mountain, Macy's, Delta Cargo and The Kroger Company all participated.
- ▶ COI for Aerospace partnered with AUVSI 2015 to bring the nation's largest conference for unmanned aircraft systems to Atlanta in March of 2015. **More than 3,000 attendees turned out for the conference.**
- ▶ COI for Information Technology joined the Trade Division for a Cyber Security Mission to Israel to strengthen resources and connections.



2015 Georgia Logistics Summit

DON'T TAKE OUR WORD FOR IT...

“Without the help of the Centers of Innovation, we wouldn't have been able to build a viable business model that had the ability to attract investors and supporters.”

Susan Pavlin, Global Growers Network

“The Center of Innovation for Manufacturing gave us the resources and support we needed to advance our design and get great clinical data. We needed to move forward, and John Zegers helped us do that.”

Yegor Podgorsky, co-founder, ARMOR Systems



“I really like it here. I’d rather shoot in Atlanta than L.A.”

PAUL RUDD, ACTOR AND “ANT-MAN” STAR

DIVISION HIGHLIGHT

GEORGIA-LENSED “ANT-MAN” – premiered nationwide in theaters on July 17th. The film made a major economic impact in Georgia, employing 3,579 Georgians, spending more than \$106 million in Georgia and utilizing 22,413 hotel rooms throughout its duration here.

BY THE NUMBERS

79,100

CURRENT NUMBER OF JOBS FOR WHICH THE MOTION PICTURE AND TELEVISION INDUSTRY IS RESPONSIBLE

\$4B

TOTAL WAGES CREATED

2000+

PRODUCTION-RELATED COMPANIES IN GEORGIA

248

NUMBER OF FILM AND TELEVISION PROJECTS GEORGIA HOSTED

\$1.7B

DIRECT SPEND OF FILM AND TV PROJECTS

\$84,000

AVERAGE FILM INDUSTRY SALARY

FILM

The Georgia Film division develops the state's film, television and commercial production industries by marketing the state to production companies, scouting locations and coordinating the filming needs of companies with other state agencies, local governments and citizens. The division actively works to develop the industry's infrastructure and workforce, certifies projects under the Georgia Entertainment Industry Investment Act and oversees the Camera-Ready community program to engage municipalities throughout Georgia.

HEAVY-HITTERS SET ROOTS IN GEORGIA

- ▶ Third Rail Studios announced it will be the first major project at the site of the former GM plant in Doraville. The first phase, which is set to open in the summer of 2016, will be in an existing 130,000-square-foot building retrofitted into film and television production studios.
- ▶ Eagle Rock Studios Atlanta announced the grand opening of its new television studio operation in Gwinnett. The project represents a \$13 million capital investment in the community. The former 790,000-square-foot Kraft warehouse space, was converted to house four, 30,000-square-foot sound stages. Future plans include two additional sound stages, **making Eagle Rock Studios Atlanta the largest television production studio under one roof in the U.S.**
- ▶ Tyler Perry and the McPherson Implementing Local Redevelopment Authority closed on a \$30 million deal giving Perry 330 acres of the fort's 488 acres. Current plans include numerous sound stages, a museum and an amphitheater.

EVENTS & OPPORTUNITIES

- ▶ Governor and Mrs. Deal, GDEcD leadership and the state's film team were in Los Angeles in June to host over 300 producers and studio heads at Georgia Night in LA, a reception to network and thank the studios and production companies that have made Georgia the **third busiest production center in the United States.**
- ▶ Governor Deal established the **Georgia Film Academy** as a result of the High Demand Career Initiative, bringing together the University System of Georgia, the Technical College System of Georgia and members of the film industry to collaborate. Working together, they created a program to provide students with degrees or certifications that fulfill industry needs and demands.

DON'T TAKE OUR WORD FOR IT...

“There's sort of a small town, homey feel to it here. However, with that is a huge amount of infrastructure. It's a travel center, so it's easy to get in and out of, the crew is highly experienced and professional and the attitude level is just wonderful.”

Tim Bourne, producer of “The Blind Side,” “Footloose,” “Drumline” and many more

“When I came out with the production designer and started going around Atlanta, I just started falling in love with the locations.”

Rob Letterman, director of “Goosebumps”



DIVISION HIGHLIGHT

ARTS LEARNING TASK FORCE - Governor Deal tasked the appointed members to the Arts Learning Task Force to conduct an examination of existing arts learning initiatives in Georgia and other states and provide recommendations regarding the implementation of arts learning in GA's K-12 public schools. Since, the Arts Learning Task Force made sixteen recommendations to improve the educational achievement and attainment of students through arts learning.

BY THE NUMBERS

\$876,395

AWARDED TO 85
ORGANIZATIONS IN
SUPPORT OF ARTS
PROGRAMMING

41x61

41 GA ARTISTS EXHIBITED 61
WORKS OF ART AT THE CAPITOL

13

6 INDIVIDUALS AND 7
ORGANIZATIONS RECEIVED
THE GOVERNOR'S AWARD
FOR THE ARTS AND
HUMANITIES

9,489

STUDENTS ENGAGED IN
LITERARY ARTS PROGRAMS
IN K-12 PUBLIC SCHOOLS

114

NUMBER OF COUNTIES
GCA PROGRAMS AND
SERVICES REACHED

GEORGIA COUNCIL FOR THE ARTS

The Georgia Council for the Arts (GCA) empowers the arts industry in Georgia and artists around the state to cultivate healthy, vibrant communities that are rich in civic participation, cultural experiences and economic prosperity. As a division of the Georgia Department of Economic Development (GDEcD), GCA provides statewide grant funding, programs and services that support this vital industry, preserve our cultural heritage and create increased access to high-quality arts experiences.

ACKNOWLEDGING EXCELLENCE & PRESERVING CULTURAL HERITAGE

- ▶ More than 9,000 students in 74 schools in 37 counties participated in the Poetry Out Loud program, coordinated by the Atlanta History Center's Margaret Mitchell house on behalf of GCA.



Paris Stroud, a senior at Paulding County High School in Dallas, Ga., took home the first place prize at the 2015 Georgia state finals and came in 2nd in the National Championship.

- ▶ GCA in partnership with Tourism and the Georgia Humanities Council produced "Inspired Georgia." This exhibit featured 28 works from Georgia's State Art Collection that toured statewide, reaching an estimated audience of 22,500 people throughout the course of the tour.

MOMENTUM FOR THE ARTS

- ▶ In conjunction with the Georgia Center for Nonprofits (GCN) and local partners in Albany, Augusta, Macon and Savannah, GCA selected 44 nonprofit arts organizations from across the state to participate in "Momentum" - a competitive, multi-year program designed to help arts nonprofits build strategy and leadership to impact their communities.

LEVERAGING PUBLIC INVESTMENT IN THE ARTS

- ▶ GCA and the Georgia Municipal Association (GMA) released a new industry impact report entitled, "Leveraging Public Investment in the Arts." This report contains a series of case studies and project studies that illuminate the positive impact of the arts as an economic development tool to promote tourism, downtown development, business development, entrepreneurial spirit, community identity and quality of life.

DON'T TAKE OUR WORD FOR IT...

“[The Tourism Product Development Grant] provided the seed money that energized the Blue Ridge Community Theater’s tourists, residents and patrons. Without [the grant] minimal, if any, changes would have occurred. The grant provided the fuel to our fundraising efforts. It added a level of enthusiasm to our staff and volunteers. It gave us the confidence to continue to go after grants.”

Blue Ridge Community Theater



“Atlanta is a premier city which provides the perfect foundation to write the next chapter of our success story here in the U.S. We’re proud to call Georgia home.”

STEPHEN CANNON, MERCEDES-BENZ USA PRESIDENT AND CEO (2015)

DIVISION HIGHLIGHT

GEORGIA ATTRACTS LUXURY AUTOMAKER - In January 2015, Mercedes-Benz USA announced that it would relocate its New Jersey headquarters to Atlanta, creating \$74 million in investment and 800 jobs. The company cited strong quality of life, terrific schools and wonderful cultural and recreational activities as some of the reasons why Atlanta was the company’s final choice.

BY THE NUMBERS

\$4.75B

INVESTMENT

26,951

NEW JOBS

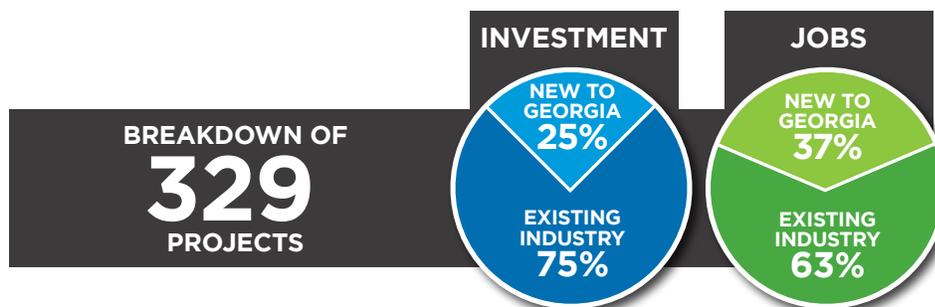
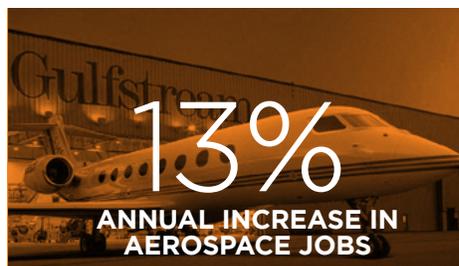
35% & 27%PERCENTAGE OF INVESTMENT
AND JOBS CREATED BY
INTERNATIONAL PROJECTS**724**COMPANY VISITS BY
EXISTING INDUSTRY TEAM**149**COMMUNITY VISITS BY
STATEWIDE INDUSTRY TEAM**320**

PROSPECT VISITS

1,121ENTREPRENEURS SMALL
BUSINESS TEAM SUPPORTED

GLOBAL COMMERCE

The Global Commerce division works to recruit new companies to Georgia from across the globe, help existing Georgia companies expand and assist small businesses as they grow. The division also markets the state of Georgia through the Georgia Allies, trade shows, targeted advertising and other marketing initiatives. To read more about all of our FY15 announcements visit georgia.org/newsroom.



SMALL BUSINESS ROCK STARS

- GDEcD and the Georgia Economic Developers Association (GEDA) teamed up to recognize impactful small businesses. Winners of the 2015 award include: Guardian Centers, Savannah Bee Company, Water Shadow Enterprises, LLC, Aventure Aviation, Madjax and Technical Services Audio Visual.

DON'T TAKE OUR WORD FOR IT...

“Georgia is easy to get to, and it's a beautiful state. It creates a great quality of life, and part of our commitment to our employees is to create a great work experience, a place where they're thriving.”

Jacopo Leonardi, Executive Vice President and President, Immunology, Baxalta



Georgia Bioscience Training Center



DIVISION HIGHLIGHT

BRAZILIAN SUCCESS – In June, Governor and Mrs. Deal, Commissioner Carr and state and business leaders, led an economic development mission to Brazil. The purpose of the mission was to establish new business relationships, strengthen existing ties and promote Georgia as an excellent tourism destination. As a result of the mission to Brazil, Stefanini, a leading global information technology (IT) service provider based in São Paulo, Brazil, announced the creation of 400 new jobs by the end of 2016 through an expansion of its Atlanta office.

BY THE NUMBERS

INTERNATIONAL REPRESENTATION IN GEORGIA

25 CONSULS GENERAL

43 HONORARY CONSULS

29 BI-NATIONAL CHAMBERS OF COMMERCE

WELCOMED IN 2015

4 TOP-LEVEL FOREIGN GOVERNMENT LEADERS

11 AMBASSADORS TO THE UNITED STATES

5 NEW CONSULS TO GEORGIA

3 NEW HONORARY CONSULS

INTERNATIONAL RELATIONS

The International Relations division is dedicated to strategically cultivating and expanding Georgia's international relationships. The office oversees communications and activities with foreign governments and is the state's liaison to members of the Consular Corps. The division also manages Governor Deal's trade and investment missions, welcomes international delegations and dignitaries and coordinates international efforts among state departments and agencies.

MISSIONS ABROAD

- ▶ In late March, public and private sector representatives traveled to Tel Aviv as part of a delegation assembled by the Georgia Department of Economic Development to attend the Cybertech 2015 International Conference. The group included representatives from large corporations including The Coca-Cola Company, Delta Air Lines, Southern Company, NCR, AT&T, IBM and Capgemini. The conference brought together global thought leaders on cyber security in Israel, where the cyber industry is a pioneering and innovation-driving force.

EVENTS AND OPPORTUNITIES

- ▶ 2015 International VIP Tour was held in Northeast Georgia. It is an annual three-day event that showcases a different region of Georgia to the Consular Corps.

“The tour creates an opportunity to familiarize our VIP Tour guests with destinations they might not have otherwise seen, as well as create long-lasting friendships and business connections within these thriving communities.”



VIP Tour - Château Élan

DON'T TAKE OUR WORD FOR IT...

“Excellent choice of venues and wonderfully done execution of the tour, including weather contingencies! This experience is so very important on very many levels. Thanks for your excellent work, your generosity, and your support of our consular exposure to this truly great state of Georgia!”

Bruce Allen, Honorary Consul of Liechtenstein, on the 2015 International VIP Tour



DIVISION HIGHLIGHT

GLOBE AWARDS - 44 GLOBE Award winners were recognized for entering at least one new international market last year. Collectively, these winners successfully entered 104 unique global markets.

BY THE NUMBERS

943

GEORGIA EXPORTERS RECEIVED
CUSTOMIZED EXPORT SERVICES

388

EXPORT TRANSACTIONS
SUPPORTED TO
41 GLOBAL MARKETS

71%

OF EXPORT TRANSACTIONS
SUPPORTED BY GEORGIA'S
INTERNATIONAL REPS

123

COUNTIES REACHED

SMALL BUSINESS REPRESENTATION

86%

OF COMPANIES HAVE FEWER
THAN 100 EMPLOYEES

57%

OF COMPANIES HAVE FEWER
THAN 20 EMPLOYEES

INTERNATIONAL TRADE

Our nationally recognized International Trade division works to bolster Georgia exports and brand the state as a competitive source of quality products and services. The division includes international representatives located in eleven strategic global markets and assists Georgia companies in expanding their sales worldwide. The Trade division provides Georgia businesses with the global insight and global connections they need to successfully diversify their international customer base. They also interface with local, state and federal partners to increase services for Georgia exporters and have been recognized as a national model for collaboration.

19

INTERNATIONAL
TRADE MISSIONS,
SHOWS AND IN-BOUND
BUYER DELEGATION
EVENTS SUPPORTED

150+

GEORGIA COMPANIES
PARTICIPATED
WITH GDEcD
AT THESE EVENTS

2015 ANNUAL INTERNATIONAL REPRESENTATIVES' VISIT TO GEORGIA

► This annual event showcases Georgia's international representatives to the statewide business community and connects local exporters with opportunities in 11 strategic global markets. **2015 was the biggest year yet for this event**, which featured 88 one-on-one business meetings over two days in Atlanta and Savannah. Statewide, the event generated an outreach to 76% of Georgia counties.

SUCCESSFUL PARTNERSHIP WITH WORLD TRADE CENTER SAVANNAH

► The Trade division was proud to partner with the WTC Savannah for three key export events: the Annual Representatives' Visit in March; GROW Security in April and GROW Green in May. These programs connected exporters from South Georgia with buyers in the security, defense, forestry and environmental sectors from Brazil, Chile, China, Colombia and Israel.

DON'T TAKE OUR WORD FOR IT...

“With help from GDEcD, we have entered markets we would not otherwise have the resources to explore including, for example, Republic of Korea. In the last five years, our export sales have grown from less than 5% of sales to nearly 20% of sales. We credit this growth opportunity in large measure to the consultative services provided by GDEcD.”

Buzzy MMJ Labs, Fulton County

“The members of [Fruit Association Shenzhen who visited Georgia] were amazed by the well-managed, internationally supplied Atlanta Agri-produce Wholesale Market with a 50-year history. They stated that Georgia is the most business-friendly and welcoming place they have ever been! There are many opportunities for collaboration, and they want to continue the dialogue.”

Shenzhen Fruit Association, Shenzhen, China.



DIVISION HIGHLIGHT

GEORGIA ON THEIR MINDS - is an aptly named title for *Fortune's* special economic development feature in the June 2015 issue. With Georgia's low cost of doing business, availability of skilled labor, global supply chain and robust quality of life, it is no surprise that more than 440 Fortune 500 companies are thriving in Georgia. Thanks to Georgia businesses, this special section represents a \$4,000,000 value.

BY THE NUMBERS

557

CREATIVE MARKETING
PROJECTS COMPLETED

11

MANAGED GDEcD WEBSITES

5,722,524

TOTAL UNIQUE WEBSITE VISITS

86

PRESS RELEASES TO MEDIA

35

SOCIAL MEDIA NETWORKS

506,693

FACEBOOK, TWITTER AND
INSTAGRAM FANS AND
FOLLOWERS

3,699,372

TOTAL MARKETING
E-NEWSLETTERS SENT

MARKETING & COMMUNICATIONS

Through the creative integration of print, digital, social, outdoor and broadcast channels, the Marketing & Communication division supports the Department's eight operating divisions. This includes the development of new advertising campaigns, sales and marketing materials, digital advertising, communications, media engagement and outreach, social media platforms and the Department's 11 targeted websites.

ACCESS

- ▶ **Insite.Georgia.org** - Formerly Georgia Facts, the new interactive website delivers a dynamic, user-friendly portal to Georgia business sites.
- ▶ **Georgia.org/real-success** - A new, rich video experience that provides easy access to our state's economic development success stories.
- ▶ **Georgia.org/small-business** - The new site represents the state's expanding efforts to reach small businesses seeking information and resources as well as entrepreneurs interested in starting a new business.
- ▶ **Georgia.org/competitive-advantages/casestudies** - The new landing page showcases more than 24 case studies. Representing some of the state's biggest and best relocations and expansions, the landing page provides helpful information for communities as well as prospects.
- ▶ **Georgia.org/HDCI** - In December 2014, the Governor's High Demand Career Initiative Report was released to the public highlighting top skills, education requirements and careers within Georgia's workforce system.

EXPLORE

- ▶ **Exploregeorgia.org/georgia-explorers** - The program is Tourism's newest marketing tool aimed at providing inspiring travel stories and trip ideas for experience-driven travel. It has accounted for more than 20% of new traffic to the site.
- ▶ **Pretty.Sweet. Campaign** - The annual Tourism, Hospitality and Arts Day at the Capitol in January 2015 marked the launch of Tourism's new advertising campaign Pretty.Sweet. This integrated campaign is full of homegrown personality designed to create emotional connections throughout the state.

EXPERIENCE

- ▶ **Marketing & Communications' Awards**
 - ☀ Silver and Bronze IEDC
 - ☀ Gold Summit Emerging Media Award
 - ☀ Gold AVA Awards
 - ☀ WebAward for Outstanding Website
 - ☀ Public Relations Society of America Phoenix Award
 - ☀ Public Relations Society of America Award of Excellence

DON'T TAKE OUR WORD FOR IT...

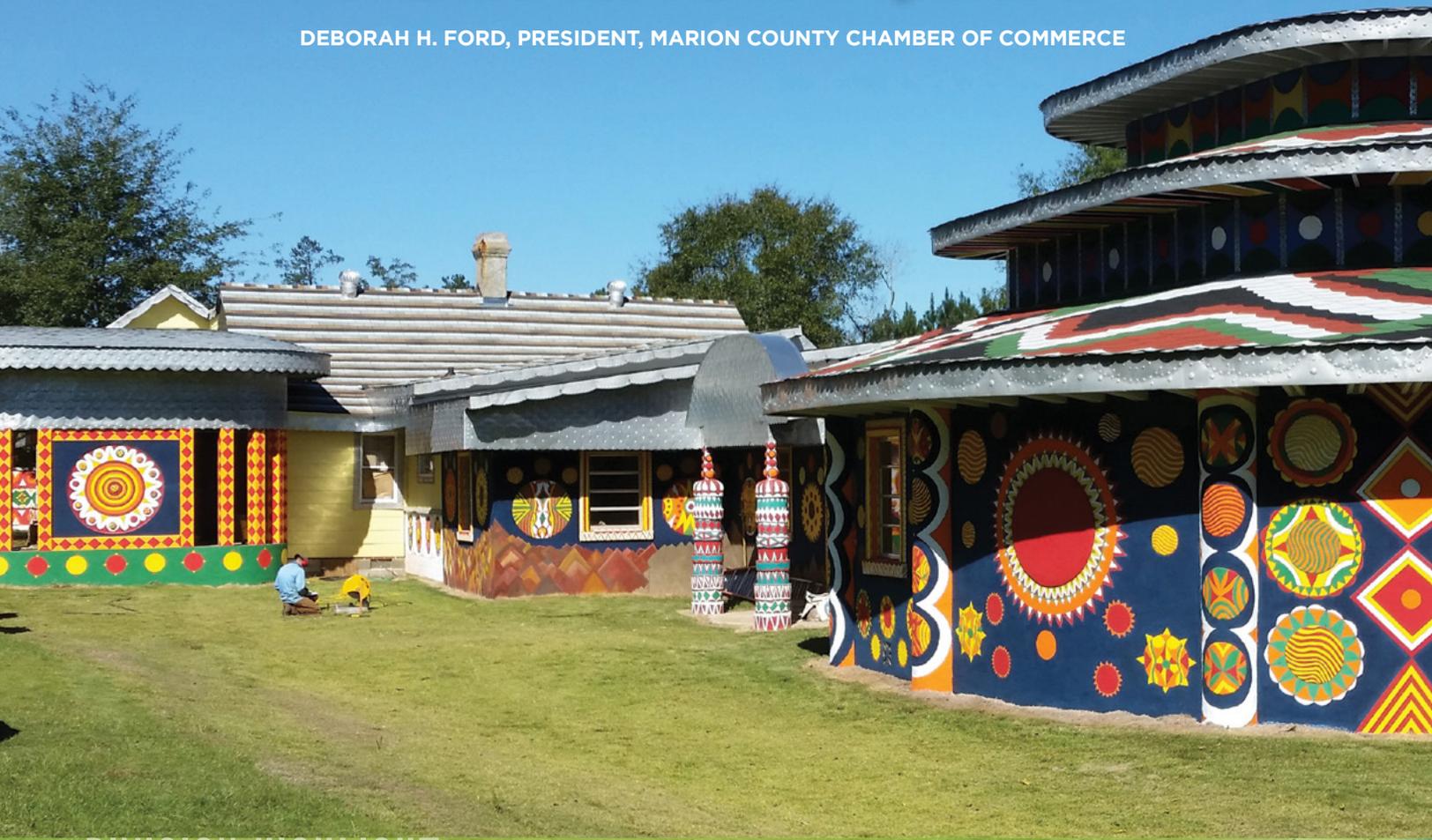
“From localized community projects, to large scale endeavors, economic development efforts have played a vital role in the global economy. As we address new and longstanding challenges, these efforts continue to take on even greater importance. The award serves as a salute to pacesetting organizations like the Georgia Department of Economic Development for leading the charge.”

**JoAnn Crary, CEcD, Chair of the International Economic Development Council
and President of Saginaw Future Inc.**

- In response to Georgia.org winning Gold and Silver awards

“When neighboring county leaders inquire about our collaborative success and want to know who is responsible, our response is, the Georgia Department of Economic Development.”

DEBORAH H. FORD, PRESIDENT, MARION COUNTY CHAMBER OF COMMERCE



DIVISION HIGHLIGHT

PASAQUAN – a folk art environment created by Eddie Owens Martin, is a landmark in rural Buena Vista, Georgia: it consists of six major structures including a redesigned 1885 farmhouse, painted concrete sculptures, and four acres of painted masonry concrete walls. In 2014, the site was selected by the Kohler Foundation for a multi-million dollar restoration by professional folk artists from around the United States. Georgia Tourism stepped in with technical assistance through a resource team to help Marion County prepare the City of Buena Vista for the visitors expected to arrive upon its reopening. Projects are underway through the Marion County Chamber of Commerce throughout the county to provide new activities for visitors including new attractions, lodging and downtown shopping. In FY2015, Pasaquan Preservation Society was honored by the Governor during the Arts and Humanities Award Ceremony for their work!

BY THE NUMBERS

453

COMMUNITIES SERVED

422

BUSINESSES SERVED

152

PROJECTS LOCATED

12,295,980

VISITORS GREETED AT 11
INFORMATION CENTERS

61

TRAVEL TRADE
PROFESSIONALS HOSTED
ON 13 FAM TOURS

76

INDUSTRY-RELATED
MEETINGS HELD

549

PRODUCT DEVELOPMENT
ASSISTS

TOURISM

The Tourism division, through its network of regional and international representatives, Atlanta office and 11 visitor information centers, assists the state's communities and attractions in drawing potential travelers to their areas and helps individual visitors and groups discover Georgia's unique vacation options. The division also helps communities develop well-planned and sustainable tourism products.

DIVISION SUCCESSES

- ▶ Georgia tourism advertising reached 6.7 million households and influenced 626,000 trips to the state with a total economic impact of \$569 million and a subsequent \$22.8 million in state tax revenue generated.
- ▶ At the invitation of the Covington Convention & Visitors Bureau (CVB), GDEcD staff joined the CVB, Chamber and Welcome Center for the unveiling and ribbon cutting of their recently remodeled welcome center. The Welcome Center's remodel focused on Covington's close connection to the film industry's "The Vampire Diaries" and "In the Heat of the Night."
- ▶ The 2015 Governor's Tourism Conference was held in Savannah and on Tybee Island. More than 500 people, a record-breaking attendance, participated in sessions on tourism trends, and Governor Deal presented tourism awards to a number of tourism industry professionals and organizations.
- ▶ Produced a series of videos entitled "We are Georgia" which highlight key charms of each of Georgia's nine tourism regions.

EVENTS AND OPPORTUNITIES

- ▶ Introduced the first five Georgia Explorers who write blog content for ExploreGeorgia.org. Topics are: Culinary, Festivals, Smart Travel, Outdoor and Family Travel.
- ▶ Began construction on the new Savannah/Port Wentworth Visitor Information Center. In a public-private partnership, Visit Savannah and the Golden Isles CVB are investing approximately a half million dollars for interactive displays in the new facility which is scheduled to open in late summer 2016.

COMMUNICATIONS

- ▶ Hosted 30 travel writers at the annual Travel Media Marketplace event
- ▶ Completed 23 familiarization tours for media, tour operators and trade publications
- ▶ Held 16 desk-side meetings with writers and editors at national publications
- ▶ Hosted 18 international media visits

YEAR OF CULINARY

This past year, the Department celebrated a 'Year of Culinary' with the following programs and initiatives:

- ▶ Georgia's Culinary Road Map: Ten Flavor Tours that celebrate the Flavors of Georgia
- ▶ Produced the Georgia Eats Culinary Guide
- ▶ Media Blitzes in drive city markets
- ▶ Statewide Restaurant Week (with Georgia Restaurant Association)
- ▶ 100 Plates Locals Love





DIVISION HIGHLIGHT

HIGH DEMAND CAREER INITIATIVE – Governor Deal kicked off the 2015 High Demand Career Initiative (HDCI) on August 17th with a meeting at Chattahoochee Technical College, North Metro Campus and on August 19th at Clayton State University. Since, 10 High Demand Career Initiative meetings have taken place across the state. These meetings focused on a number of in-demand industries and featured employers who expressed current and future workforce needs.

BY THE NUMBERS

19,435

PARTICIPANTS SERVED
BY WORKFORCE
DEVELOPMENT PROGRAMS

100+

JOBS SAVED THROUGH
THE LAYOFF AVERSION
PROGRAM

OperationWorkforce.com

900+

REGISTERED EMPLOYERS

500+

JOB OPENINGS

5,000

ACTIVE VETERAN PROFILES

WORKFORCE

The Workforce division administers the Workforce Innovation and Opportunity Act (WIOA) under the leadership of the State Workforce Development Board with the ultimate goal of improving the quality and marketability of Georgia's workforce to meet the needs of business.

FUELING A ROBUST WORKFORCE

- ▶ **Operation Workforce** connects Georgia's veterans with career opportunities in the civilian workforce. Veterans can create profiles on the updated OperationWorkforce.com, upload resumes, search and apply for jobs posted by registered Georgia employers who are seeking to hire military heroes.
- ▶ **The Fast Track Coastal Initiative** was launched in the spring of 2015. Fast Track is an eight week training program made possible through a partnership between the Georgia Department of Economic Development (GDEcD), Coastal Workforce Services, Savannah Tech and over 50 leading logistics and warehousing companies throughout the state—students learn about the industry, earn logistics certifications and are selected for job interviews within the participating companies.
- ▶ The **Go Build Georgia**, a program that aims to educate students on the rewarding careers in the skilled trade industries, press conference was held in February 2015 to highlight the outreach efforts made since its launch in 2012.
- ▶ In partnership with COI's, Workforce used a grant to launch the **GUARD Initiative** to assist Georgia aerospace and defense companies who perform U.S. Department of Defense-related work in creating business opportunities and managing talent resources.

EVENTS AND OPPORTUNITIES

- ▶ GDEcD was awarded a \$1.4MM incentive grant by the U.S. Department of Labor **for excellent performance**.
- ▶ Workforce awarded approximately \$80M to the 19 Local Workforce Development Areas throughout Georgia. These funds are used to support Georgia's workforce infrastructure by providing employment and training services to eligible participants.
- ▶ From March-June 2015, Deputy Commissioner Ben Hames embarked on a tour of all 19 Local Workforce Areas.

DON'T TAKE OUR WORD FOR IT...

Barry Booth worked as a pressman in Georgia for twenty-one years. Unfortunately, he was laid off in June 2014 when the company he worked for shut down. Due to meaningful relationships developed through the WIA One-Stop in Metter and the ITA Program, Barry took advantage of educational advice and financial assistance for training and transportation purposes. Since, he has earned a certification in Pest Control and received support to launch his own business.





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