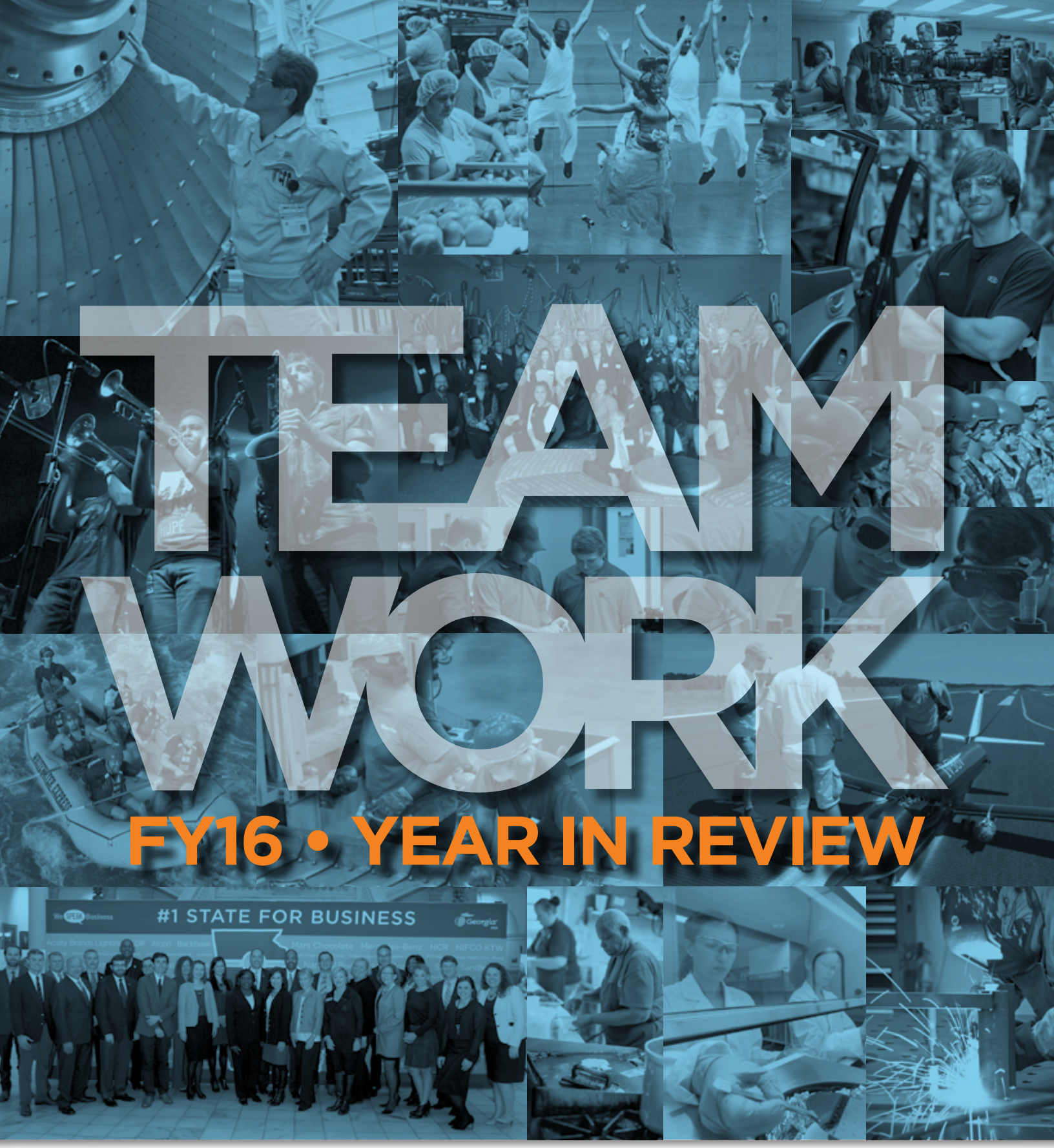


# TEAMWORK

## FY16 • YEAR IN REVIEW

Georgia® USA

GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT

# DEAR PARTNERS,

What a year it has been!

Once again, Georgia has been named the No. 1 state in the nation in which to do business, not just by *Site Selection* magazine for the fourth year in a row, but also by *Area Development*. This ranking can be attributed to Governor Deal's leadership, the support from our legislature, our best in class economic development tools, statewide community leadership and the industry professionals that proudly call Georgia home.

As you well know, economic development is a team sport, and the common thread for all of our announcements and accomplishments are these relationships and partnerships within the economic development community in Georgia.

This 'Year in Review' gives us an opportunity to highlight some of our division's successes and achievements during FY16 – and to celebrate these milestones with you. Our GDEcD team does a fantastic job of elevating the state's profile as a place to do business, visit and live. I commend them for their hard work and commitment to creating jobs and investment opportunities in our state.

As we move through FY17, I thank you for your partnership and we look forward to working with you on exciting new projects, announcements and programs.

Sincerely,

Pat Wilson
Commissioner

# BOARD OF DIRECTORS

## CONGRESSIONAL DISTRICT

1ST - The Honorable Jay Neely (Chairman)
2ND - The Honorable Mark Glass
3RD - The Honorable Philip Tomlinson
4TH - Vacant
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 Dennis Chastain
The Honorable Pedro Cherry
The Honorable Rene Diaz
The Honorable Kent Fountain
The Honorable Randy Hatcher
The Honorable Eric Johnson
The Honorable H. "Monty" Osteen (Secretary)
The Honorable Beth Shiroishi
The Honorable Marisa Simpson

# FY16 SUCCESSES

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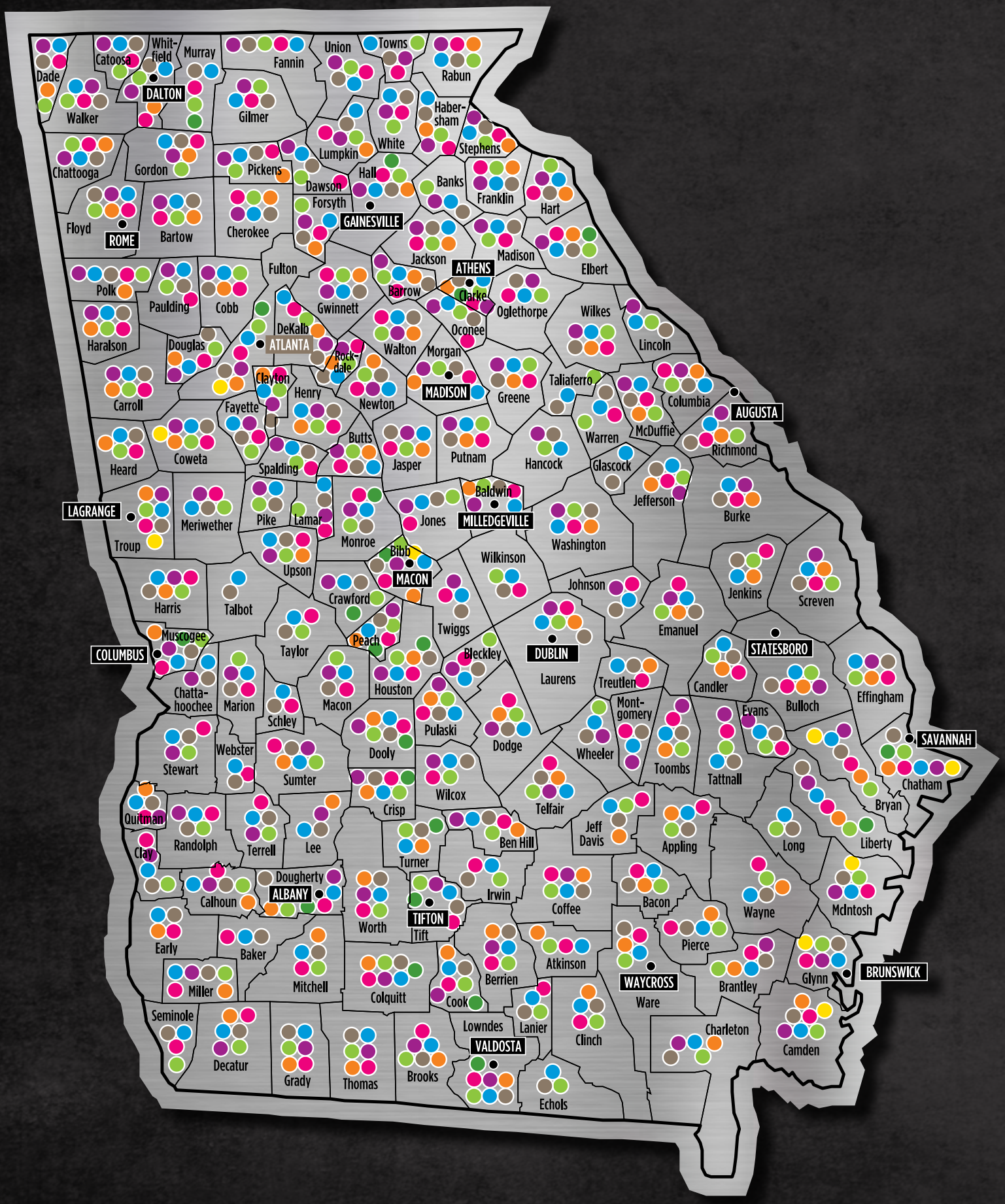
# FY16 STATEWIDE IMPACT MAP



# INTEGRATED ECONOMIC DEVELOPMENT APPROACH

Our goal at the Georgia Department of Economic Development (GDEcD) is to create jobs and investment opportunities in every community across the state.

The FY16 impact map represents a few of the numerous ways that GDEcD divisions impact cities, towns and counties in every corner of Georgia.

## STATEWIDE IMPACT MAP LEGEND

**CENTERS OF INNOVATION**
- Project assistance provided

**FILM**
- Camera Ready community

**GEORGIA COUNCIL FOR THE ARTS**
- Grant received
- Capacity building or professional development consultations
- Arts or literary learning programs

**GLOBAL COMMERCE**
- Located projects
- Georgia Small Business Rock Star

**INTERNATIONAL RELATIONS**
- Consular Corps programs
- International presentations

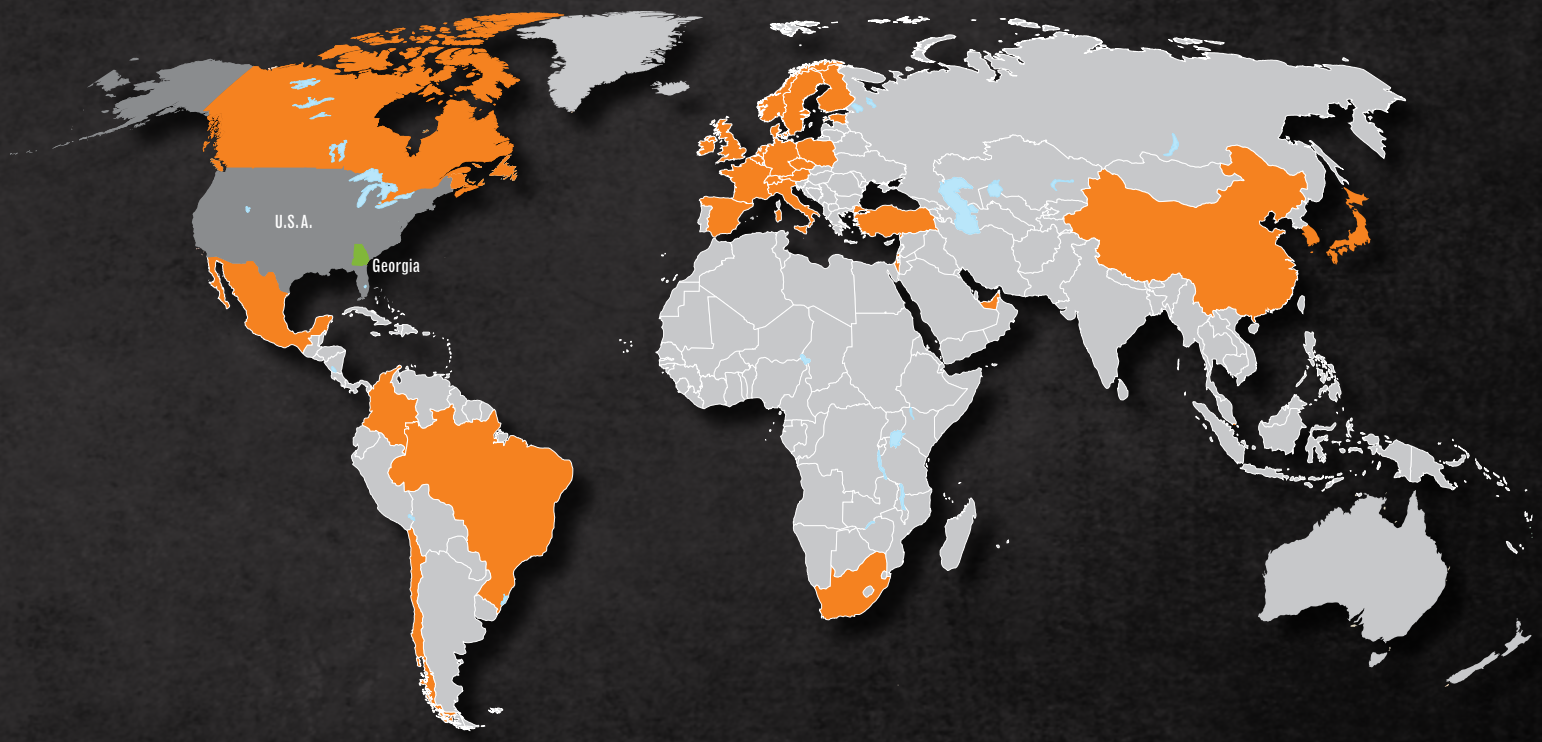
**INTERNATIONAL TRADE**
- Active trade clients
- Export success

**TOURISM**
- Project assistance provided
- Site visit
- Grant received

**WORKFORCE**
- WIOA (Workforce Innovation and Opportunity Act) Program assistance to job seekers

# WE SPEAK BUSINESS AROUND THE GLOBE

Georgia has international representatives in 11 strategic world markets based on substantial investment, trade and tourism opportunities. To build and strengthen existing relationships, GDEcD staff and state officials traveled to these critically important international markets and more during FY16.



## BY THE NUMBERS

**1,003**
COMPANIES CENTERS OF INNOVATION COLLABORATED WITH

**207**
INNOVATION PROJECTS ASSISTED

**32**
SUCCESS STORIES CREATED TO PROMOTE GEORGIA'S KEY INDUSTRIES

**$1.4M**
FEDERAL GRANT FUNDING AWARDED TO AEROSPACE AND DEFENSE CONTRACTORS THROUGH THE GOVERNOR'S GUARD INITIATIVE

**100**
AEROSPACE SUPPLIERS AT SOAR 2015

**130**
AGRICULTURAL PRODUCERS AT COI-AGRIBUSINESSES' VALUE ADDED PRODUCER GRANT WORKSHOP

**115+**
NEW SOLAR POWER JOBS CREATED IN PART BY COI-IT AND COI-ENERGY TECHNOLOGY

**104**
PUBLIC USE AIRPORTS COI-AEROSPACE AND TOURISM HIGHLIGHTED IN THE "AVIATION CHALLENGE"

**1,400+**
ATTENDEES AT THE GEORGIA LOGISTICS SUMMIT

# 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-Agribusiness supported Danimer Scientific in Bainbridge, Georgia as the company commercialized its canola-based plastic product creating 30 jobs and a $57 million investment.
- COI-IT partnered with the Global Commerce team to help UK-based financial technology company, TruRating, establish an office in Georgia.
- COI-Agribusiness supported Savannah-based Verdant Kitchen in making connections with industry experts to help determine which type of ginger grew best in Georgia's soil. The company has product in more than 1,000 stores in nearly 30 states and is on "Oprah's Favorite Things" list.

- COI-Manufacturing worked with the Workforce division, Georgia Tech and the Technical College System of Georgia (TCSG) to secure a $283,000 grant to expand the Georgia Tech Manufacturing Institute (GTMI) Internship Program.

## DON'T TAKE OUR WORD FOR IT...

*"The Center of Innovation for Manufacturing gave us access to resources we didn't have and helped us create a well-manufactured product that we would take to market."*

– Jasmine Burton, Founder, Wish for WASH

# OUT AND ABOUT

**September 2015:** COI-Aerospace hosted **SOAR 2015** in Savannah. Partners included: Georgia Power, the Georgia Tech Manufacturing Extension Partnership, the Savannah Economic Development Authority and the UGA Small Business Development Center.

**February 2016:** The Georgia Centers of Innovation (COI) in partnership with the Georgia Mentor-Protégé Connection and GDEcD's Entrepreneur & Small Business team held the first annual **Georgia Innovation Summit**.

**April 2016:** COI-Logistics hosted the **8th Annual Georgia Logistics Summit** with interactive sessions on logistics technology and the first-ever Logistics Student Showcase.

**May 2016:** COI-Information Technology joined the **High Demand Career Initiative – IT Task Force**.

## BY THE NUMBERS

**#3**
IN U.S. FOR FILM PRODUCTION

**5TH**
WORLD RANKING FOR FILM PRODUCTION

**$2.02B**
DIRECT PRODUCTION SPEND IN GEORGIA

**$7B+**
ECONOMIC IMPACT

**159**
CAMERA READY COMMUNITIES

**$84,000**
AVERAGE FILM INDUSTRY SALARY

**3**
GEORGIA-LENSED FILMS IN U.S. DRAMATIC COMPETITION AT 2016 SUNDANCE FILM FESTIVAL

# FILM

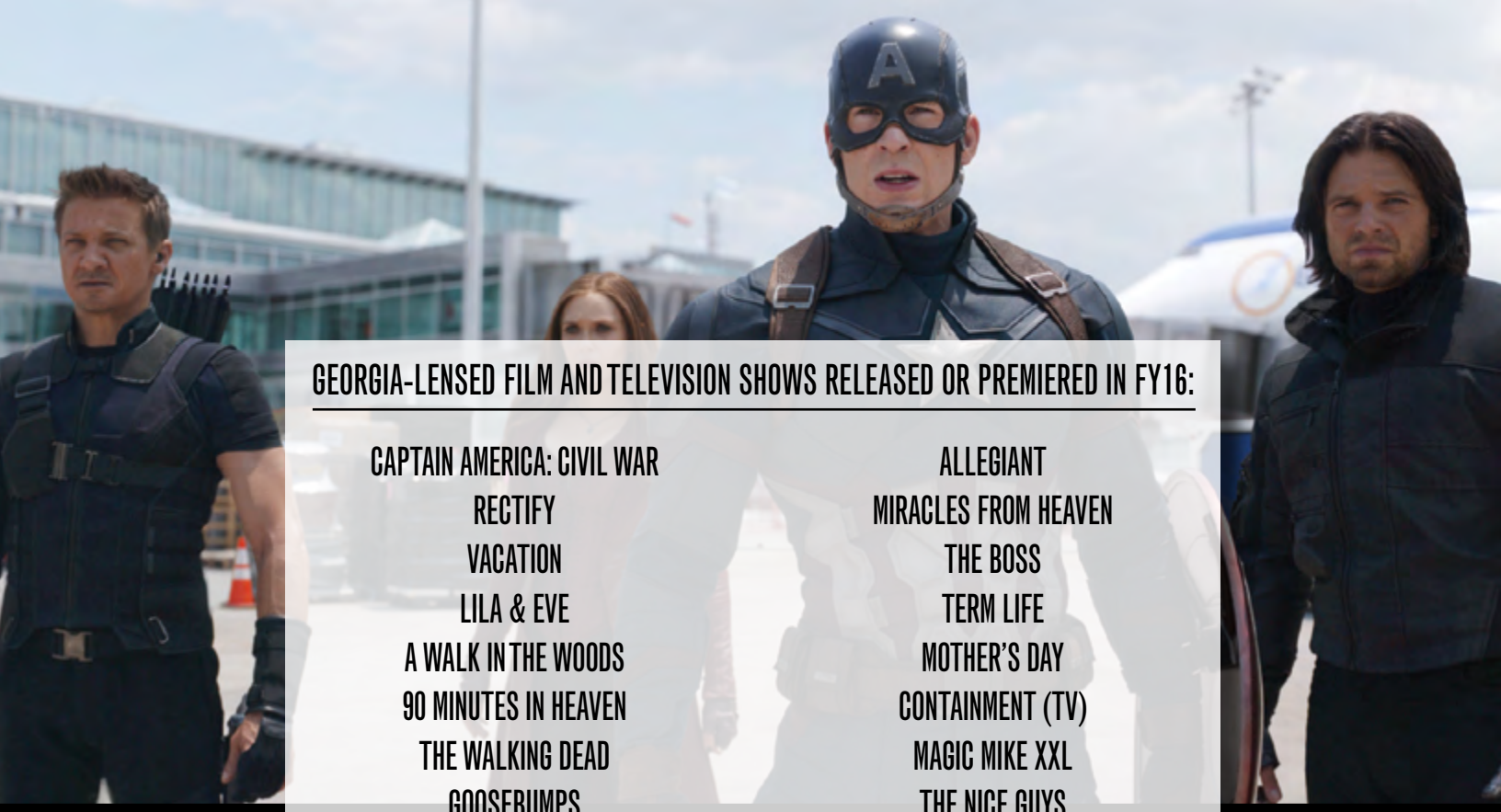
*The Georgia Film division helps develop the state's film, television and commercial production industries by marketing the state to production companies, scouting locations and coordinating the filming needs of companies with other state agencies, local governments and citizens. The division actively 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.*

### REEL PROGRESS

- Phase one of Atlanta Metro Studios in Union City opened in July 2016 consisting of 134,000 square feet of soundstages, 60,000 square feet of offices and 50,000 square feet of mill/flex space. The studio houses the largest and second largest purpose built soundstages in North America.
- Phase one of Third Rail Studios is underway. Located at the site of the former General Motors assembly plant in Doraville, the first phase of construction will be an adaptive reuse of an existing 130,000-square-foot building to accommodate 60,000 square feet of sound stages, 20,000 square feet of production support plus mill shops, related vendor spaces and administrative offices.
- Pinewood Atlanta Studios is currently working on phase three of stage construction. Stages 12-18 should be completed and ready to house projects in January 2017. Upon completion, the facility will have 31 soundstages.

## DON'T TAKE OUR WORD FOR IT...

The January 2016 Issue of Moviemaker Magazine named Atlanta, Georgia the number one "***Best Place to Live and Work as a Moviemaker***," and Savannah, Georgia the number one "***Best Small City to Live and Work as a Moviemaker***."



## GEORGIA-LENSED FILM AND TELEVISION SHOWS RELEASED OR PREMIERED IN FY16:

CAPTAIN AMERICA: CIVIL WAR
RECTIFY
VACATION
LILA & EVE
A WALK IN THE WOODS
90 MINUTES IN HEAVEN
THE WALKING DEAD
GOOSEBUMPS
THE HUNGER GAMES: MOCKINGJAY - PART 2
ALVIN AND THE CHIPMUNKS: THE ROAD CHIP
RIDE ALONG 2
THE 5TH WAVE
DIRTY GRANDPA
TRIPLE 9

ALLEGIANT
MIRACLES FROM HEAVEN
THE BOSS
TERM LIFE
MOTHER'S DAY
CONTAINMENT (TV)
MAGIC MIKE XXL
THE NICE GUYS
NEIGHBORS 2: SORORITY RISING
THE DO-OVER
BARBERSHOP: THE NEXT CUT
CONFIRMATION (HBO)
THE PHENOM
THE FUNDAMENTALS OF CARING

# OUT AND ABOUT

**November 2015:** The Film division hosted a luncheon for the **Producers Guild of America** members working in Georgia at EUE/Screen Gems Studios in Atlanta.

**June 2016:** The Film division hosted another successful **Georgia Night in LA** at the Sunset Tower Hotel in West Hollywood, California. The event was attended by the Governor and Mrs. Deal, former GDEcD Commissioner Chris Carr and then Chief Operating Officer Pat Wilson, Georgia Department of Revenue (GDOR) Commissioner Lynne Riley, Georgia Department of Labor (GDOL) Commissioner Mark Butler, Atlanta Mayor Kasim Reed, 35 Georgia sponsors and more than 300 guests.

The Film division attended the **Toronto International Film Festival**, the **Association of Film Commissioners International Cineposium**, the **Sundance Film Festival** and the **Produced By Conference**.

## BY THE NUMBERS

**179**
GRANTS AWARDED BY GCA TO SUPPORT ARTS PROGRAMS

**$1.2M**
FUNDS AWARDED BY GCA TO SUPPORT ARTS PROGRAMS

**2.9M**
GEORGIANS BENEFITTING FROM PROGRAMS AND SERVICES BY GCA GRANTEES

**130**
COUNTIES REACHED BY GCA GRANTS, PROGRAMS AND SERVICES

**61** ARTISTS FROM **27** COUNTIES
EXHIBITED AT THE CAPITOL THROUGH "THE ART OF GEORGIA"

**40**
ARTS ORGANIZATIONS GRADUATED FROM MOMENTUM FOR THE ARTS

**16**
RECOMMENDATIONS BY GOVERNOR DEAL'S ARTS LEARNING TASK FORCE

**3,019**
VISITORS SAW THE *GEORGIA|GEORGIA* EXHIBIT

**13,000**
GEORGIA HIGH SCHOOL STUDENTS PARTICIPATED IN POETRY OUT LOUD

# 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 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.*

### *INSPIRED GEORGIA*

An important part of GDEcD's mission is to advance awareness of the exceptional work produced by Georgia artists. *Inspired Georgia,* parallel anthologies of contemporary Georgia poets and photographers, is a tribute to the ecology, terrain and culture of the state that draws in, nurtures and fuels artistry and intellect. The book showcases remarkable artists that, by birth or by choice, found their muse in Georgia.

### BUILDING A SUSTAINABLE ARTS INDUSTRY

- GCA released two significant publications in FY16 for the future of arts education policy in Georgia.
  - **The Arts Learning Task Force Recommendations**: Provided guidance on the implementation of arts learning in K-12 classrooms to prepare Georgia's public schools to effectively improve the educational achievement and attainment of students through the creation of robust arts learning environments.
  - **Arts Education in Georgia: Public School Data and Principal Perspectives**: Research report examining access to and quality of arts learning in Georgia's public schools.
- GCA unveiled a new grant program, Vibrant Communities, which awards up to $5000 and expands the reach of GCA funding and supported arts activity in counties in which no other FY16 GCA grant had been awarded.

## DON'T TAKE OUR WORD FOR IT...

*"We are grateful for the support of the GCA Partner Grant. The biggest impact the grant had on our center was the initiation of momentum in all of our program areas. When you see marketing efforts paying off with greater numbers of people attending programs and events throughout the year, it creates a momentum to enhance programs even more. The GCA grant went a long way in helping us adhere to our new value statement and truly change peoples' lives."*

– T. Patrick Brennan, Executive Director, Sautee Nacoochee Center

# OUT AND ABOUT

**August 2015 - January 2016:** ***Georgia\|Georgia***, a joint exhibition between Georgia Council for the Arts (GCA) and the Museum of Contemporary Art of Georgia (MOCA GA), displayed 40 pieces from the state art collection alongside 33 pieces from MOCA GA's permanent collection.

**October 2015:** GCA, in partnership with the Office of the Governor and Georgia Humanities, presented the **2015 Governor's Awards for the Arts and Humanities** at the Capitol honoring 13 Georgia citizens and organizations for their significant contributions to innovation and growth of the state's civic and cultural vitality.

**January 2016:** Georgia was one of 10 states selected by the **National Endowment for the Arts** to host a roundtable discussion with a small group of local artists, academics and creative entrepreneurs to collect information and insight into the infrastructure that supports the arts.

**March 2016:** GCA, in partnership with the Atlanta History Center, hosted the **2016 Poetry Out Loud** state finals. Marta Palombo, a senior at Cambridge High School in Milton, Georgia, took home the first place prize and represented Georgia at the national finals in Washington, D.C., where she won second place.

## BY THE NUMBERS

**25,341**
NEW JOBS

**$4.4B**
INVESTMENT

**57**
GEORGIA READY FOR ACCELERATED DEVELOPMENT (GRAD) SITES

**60%**
COUNTIES WITH NEW JOBS/INVESTMENT

**83**
INTERNATIONAL PROJECTS

**13%**
HIGHEST INVESTMENT FROM A SINGLE COUNTRY - KOREA

**64%**
PROJECTS LOCATED OUTSIDE METRO ATLANTA

**1,016**
COMPANIES WHO RECEIVED ONE-ON-ONE ASSISTANCE FROM THE ENTREPRENEUR & SMALL BUSINESS TEAM

**219**
PROSPECT VISITS

# 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 FY16 announcements visit Georgia.org/Newsroom.*

### ANNUAL GROWTH

| | | |
|---|---|---|
| 114% LOGISTICS AND DISTRIBUTION | Example: DOLLAR GENERAL | 500 JOBS / $85M INVESTMENT |
| 33% CALL CENTERS | Example: KAISER PERMANENTE | 2,688 JOBS / $65M INVESTMENT |
| 20% CORPORATE SOLUTIONS | Example: HD SUPPLY | 3,039 JOBS / $83M INVESTMENT |

**365**
PROJECTS LOCATED

| EXISTING INDUSTRY | NEW INDUSTRY |
|---|---|
| 73% | 27% |

## DON'T TAKE OUR WORD FOR IT...

*"For us, the opportunity to relocate to 'Transaction Alley' was a strategic business decision that made too much sense to ignore. Atlanta is the FinTech capital of the country and for Merchant e-Solutions to better serve our customers we need to be where the top-level industry talent resides."*

– Tim Schneible, Executive Vice President for Operations, Merchant e-Solutions

# OUT AND ABOUT

**January 2016:** Georgia annually participates in the **Automotive News World Congress** where nearly 1,000 of the most influential automotive leaders gather, including manufacturers, suppliers, analysts and more.

**March 2016:** Georgia is the only state that exhibits at the annual **HIMSS** (Health Information Management Systems Society) conference attended by more than 40,000. The 2016 Georgia pavilion showcased the state as the nation's health IT capital with 12 co-exhibiting companies and partners.

**June 2016:** GDEcD was one of five diamond sponsor states at **SelectUSA**. The annual international investment summit is the prime event for attracting FDI to the U.S. The summit resulted in more than 40 qualified leads. Georgia also hosted a pavilion at the annual **BIO International Convention** with 14 co-exhibiting companies and partners.

## BY THE NUMBERS

### GEORGIA'S INTERNATIONAL REPRESENTATION

**25** CONSULS GENERAL

**43** HONORARY CONSULS

**28** BI-NATIONAL CHAMBERS OF COMMERCE

**11** GLOBAL MARKETS WITH GDEcD INTERNATIONAL REPRESENTATIVES

### IN FY16 GEORGIA WELCOMED

**6** AMBASSADORS TO THE UNITED STATES

**11** NEW CONSULS GENERAL POSTED

**4** TOP-LEVEL FOREIGN GOVERNMENT LEADERS

**3** NEW HONORARY CONSULS

### ECONOMIC DEVELOPMENT MISSIONS

**2** GOVERNOR MISSIONS

**1** COMMISSIONER MISSION

# INTERNATIONAL RELATIONS

*The International Relations division is dedicated to strategically cultivating and expanding Georgia's international relationships. The team 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 overseas trade and investment missions, welcomes international delegations and dignitaries and coordinates international efforts among state departments and agencies.*

### 2016 INTERNATIONAL VIP TOUR VISITS COASTAL GEORGIA

Since 1985, this three-day tour has showcased various regions of Georgia to the Consular Corps. The 2016 itinerary included both traditional tourism assets and economic development locations along Georgia's beautiful coastline, highlighting businesses and state partners in the following communities: St. Marys, Jekyll Island, St. Simons Island, Ossabaw Island, Darien, Richmond Hill and Savannah.

## OUT AND ABOUT

**August 2015:** The Governor and Mrs. Deal led an economic development mission to Germany. Germany is one of Georgia's top two investor nations, and German companies operate nearly 500 facilities in the state employing 23,250 people. The mission established new business relationships, strengthened existing ties and announced an investment by Sandler in Perry, Georgia.

**August-September 2015:** Former Commissioner Carr led an economic development mission to China and Japan. Stops included Hong Kong, Shanghai, Qingdao and Shenzhen, in addition to Osaka and Tokyo.

**October 2015:** Governor Deal welcomed Prime Minister Mark Rutte of The Netherlands, and Minister-President Geert Bourgeois of Flanders, Belgium visited the Atlanta region for an economic mission.

**November 2015:** Mrs. Deal hosted an afternoon Tea and Tour for the wives of Porsche executives at the Governor's Mansion to say thank you for Porsche's gracious hospitality during the Governor's mission to Germany.

**November 2015:** Governor Deal led a delegation to the United Arab Emirates for company meetings at the Dubai Airshow. Aerospace is a strategic industry for Georgia, representing more than 500 companies and 86,000 employees.

**December 2015:** First Lady Sandra Deal welcomed consular spouses to the Governor's Mansion during Christmas tours.

**March 2016:** International Day at the Capitol brought legislators and Georgia's international representatives, Consular Corps members and Bi-National Chambers of Commerce officials together for a networking breakfast.

# DON'T TAKE OUR WORD FOR IT...

*"Thank you for facilitating access to companies and economic development officials in the coastal region of Georgia. We have seen areas of the state we would never have found on our own. This is a wonderful way to promote Georgia."*

– Louise Fortin, Director, Quebec Trade Office, regarding the 2016 International VIP Tour

## BY THE NUMBERS

**$38.5B**
EXPORTS OF GEORGIA-BASED PRODUCTS AND SERVICES

**200,000**
JOBS SUPPORTED BY EXPORTS

**217**
COUNTRIES/TERRITORIES GEORGIA COMPANIES EXPORT TO

**8,107**
TRADE LEADS PROVIDED TO GEORGIA BUSINESSES

**761**
GEORGIA COMPANIES RECEIVED CUSTOMIZED EXPORT ASSISTANCE

# INTERNATIONAL TRADE

*The International Trade division works to bolster Georgia exports and brand the state as a competitive source for quality products and services. The division includes international representatives located in 11 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. The team also interfaces with local, state and federal partners to increase services for Georgia exporters and has been recognized as a national model for collaboration.*

**14**
INTERNATIONAL TRADE MISSIONS, SHOWS AND IN-BOUND BUYER DELEGATION EVENTS FACILITATED

**31**
COUNTRIES WITH EXPORT SUCCESSES

### INTERNATIONAL REPRESENTATIVES VISIT NORTHWEST GEORGIA

- Each year, Georgia's international representatives travel to experience first-hand what sets Georgia apart from the competition. Highlights from the 2016 visit include engagement with the Consular Corps and legislators during International Day at the Capitol, more than 105 business to business meetings with local exporters and community visits with local leaders and business owners in Cartersville, Rome and Dalton.

### GLOBAL DEMAND FOR GEORGIA GROWN GOODS

- The Trade division hosted international agricultural buyers from Europe, Singapore, India and China, looking to purchase everything from Georgia blueberries, pecans and peanuts to meats, seafood and value-added food products.

## DON'T TAKE OUR WORD FOR IT...

*"Thank you to the GDEcD Trade team for the wonderful support you provide to Georgia companies to support their growth. It is tough running a business, and the resources you provide are a big help."*

– Robert Fabbrini, General Manager, Red Brick Brewing Company

# OUT AND ABOUT

**November 2015:** The Trade division celebrated 10 years of exhibiting at **MEDICA**, the world's largest trade event for medical devices and technologies in Germany.

**January 2016:** The Trade division and 11 Georgia businesses exhibited at **Arab Health** in the UAE.

**March 2016:** At the 2016 **Go Global** reception, the Governor and Mrs. Deal presented the 3rd annual GLOBE Awards to 26 Georgia exporters, 80% of which are small businesses, and who collectively expanded into 102 new international markets in 2015.

The Trade division led delegations of Georgia agricultural companies to international trade shows in Canada, the Middle East, Africa and Mexico. The Trade team also supported Georgia exporters at three leading aerospace and defense shows: **Dubai Airshow**, **DSEI** (Defense & Security Equipment International) in the UK and **Eurosatory** in France.

## BY THE NUMBERS

**662**
MARKETING PROJECTS
(19% INCREASE)

**5,983,268**
UNIQUE WEBSITE VISITS
(5% INCREASE)

**15**
VIDEOS/COMMERCIALS PRODUCED

**83**
PRESS RELEASES DISTRIBUTED

**32**
SOCIAL MEDIA NETWORKS

**657,118**
LINKEDIN, FACEBOOK, TWITTER & INSTAGRAM FOLLOWERS/FANS
(30% INCREASE)

**4,206,202**
E-NEWSLETTERS SENT
(14% INCREASE)

**49%**
WEB TRAFFIC INCREASE FROM CHINA

**1,100**
IMAGES ADDED TO PICTUREGEORGIA.ORG

# MARKETING & COMMUNICATIONS

*The Marketing & Communications division manages the agency's reputation and promotes Georgia's business, tourism, arts, entertainment and workforce assets. Through the integration of print, digital, social media and broadcast advertising and communications channels, the division supports the department's eight operating divisions in their efforts to attract jobs and investment to the state.*

### MULTIMEDIA HIGHLIGHTS

- **Life's Pretty Sweet in Georgia** – The first new 30-second tourism television commercials in 10 years kicked off the vacation travel planning season in March 2016.
- **Mitsubishi Hitachi Power Systems** – Video profiling the construction and shipment of the largest gas turbine ever manufactured in North America.
- **We are Georgia** – Nine tourism videos produced for the new Visitor Information Center at Hartsfield-Jackson Atlanta International Airport representing Georgia's nine travel regions.
- The Marketing & Communications division supported the grand opening of the **Georgia BioScience Training Center**.
- Georgia.org homepage, certified sites (InSite) and COI pages redesigned and updated for improved user experience.
- New music landing page launched with improved integration on ExploreGeorgia.org for Year of Georgia Music.
- The Marketing & Communications division supported the department's three international missions with branding and marketing as well as on the ground logistics and special event management.

InSite

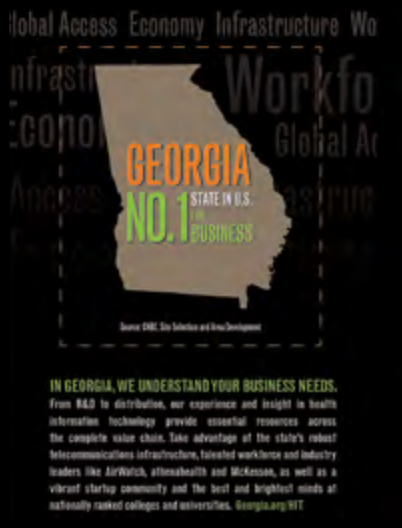
### PRINT HIGHLIGHTS

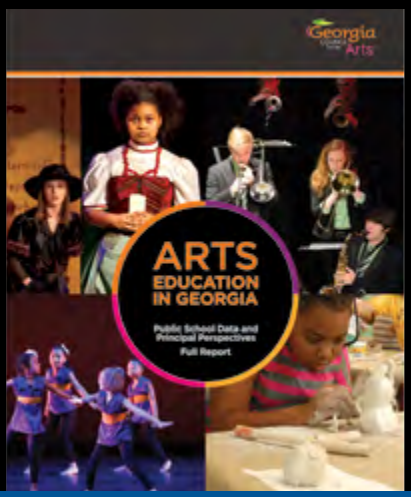
- The 2016 Georgia Travel Guide released in January 2016 marked the beginning of the Year of Georgia Music.
- Roam: The Official 2016 Georgia Group Tour Planner is designed as a comprehensive resource for group travel planners and trade media.
- Delta *Sky* magazine's year-long partnership with Global Commerce resulted in 12 full-page print ads focused on Georgia's industry sectors. The publication has a monthly circulation of 5 million.
- The second annual *Georgia Eats* culinary guide features the popular "100 Plates Locals Love" list.

## DON'T TAKE OUR WORD FOR IT...

*"Georgia.org is a good example of 'starting the conversation'."*

– Gregg Wassmansdorf, Senior Managing Director, Newmark Grubb Knight Frank, Area Development Consultants Forum





# AND THE WINNER IS...

**2015 Internet Advertising Competition (IAC) Award** - Best Travel Email Message
**2015 Public Relations Society of America (PRSA) Phoenix Awards** - Pretty. Sweet. promoting Georgia Culinary Tourism campaign and Flooring Industry Revival in Dalton, Georgia feature in Floor Covering Weekly
**2015 W³ Silver Award** - Online Video – Travel - "Where to Eat in Savannah"
**2015 WebAward for Outstanding Achievement in Web Development** - ExploreGeorgia.org
**2016 Platinum Hermes Creative Award** - "Georgia is Built for Business" video
**2016 American Inhouse Design Award** - *Arts Education in Georgia* brochure

## BY THE NUMBERS

**381**
COMMUNITIES SERVED

**352**
BUSINESSES SERVED

**169**
PROJECTS LOCATED

**261,200**
INFORMATION SESSIONS AT 12 INFORMATION CENTERS

**89**
TRAVEL TRADE PROFESSIONALS HOSTED ON 14 FAM TOURS

**84**
INDUSTRY-RELATED MEETINGS

**10**
PRODUCT DEVELOPMENT RESOURCE TEAMS COMPLETED

# TOURISM

*The Tourism division, through its network of regional and international representatives, Atlanta office and 12 Visitor Information Centers, assists the state's communities and attractions in drawing potential travelers to these 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.*

### RECORD-BREAKING ECONOMIC IMPACT

- In FY16, the Georgia tourism industry had a total economic impact of $59 billion, supporting more than 439,000 jobs and generating $3 billion in state and local taxes.
- In 2015, Georgia welcomed more than 100 million visitors setting record numbers for visitation and hotel occupancy.
- Georgia tourism advertising reached 8.6 million U.S. households and influenced 685,000 trips to the state with a total economic impact of $865 million generating a subsequent $35 million in state tax revenue.
- Deputy Commissioner for Tourism Kevin Langston joined Governor Deal at the Rededication Ceremony for Jekyll Island. Several new tourism and hospitality products opened on the island as well.
- The 2015 Governor's Conference on Tourism was held in Savannah and on Tybee Island. 500+ attendees participated in sessions on tourism trends, and Governor Deal presented tourism awards to industry professionals and organizations.

### IMPROVED VISITOR RESOURCES

- The new Visitor Information Center opened at Hartsfield-Jackson Atlanta International Airport in partnership with the Atlanta Convention & Visitors Bureau (ACVB).
- Renovations began on eight of the state's Visitor Information Centers to provide updated facilities and amenities for visitors.

### GEORGIA MAKES NEWS

- Tourism hosted six international media visits and 28 travel writers and social media influencers at the annual Travel Media Marketplace.
- 40+ placements in local and regional media about the popular "100 Plates Locals Love" list.

## DON'T TAKE OUR WORD FOR IT...

*"With this series of videos we set out to capture a moving portrait of Georgia Tourism. A portrait that engages viewers through the power of connection and communicates there is a story to be told. Our goal was to create a cinematic story through the authentic involvement of the very Georgians who make this state such a great place to visit."*

– Craig Miller, Executive Producer, Craig Miller Productions, Inc.

# OUT AND ABOUT

**July 2015: 2nd Annual Georgia Restaurant Week** – statewide

**January 2016: Tourism, Hospitality and Arts Day at the Capitol** – Atlanta

**February-March 2016: Georgia Association of Convention and Visitors Bureaus (GACVB) Winter Meeting** – Columbus

**March 2016: Regional Visitor Information Center (RVIC) Workshop** – Lake Lanier Islands

**April 2016: Travel Media Marketplace** – Columbia County

# YEAR OF GEORGIA MUSIC

★ THE YEAR OF ★
GEORGIA MUSIC

GDEcD celebrated the "Year of Georgia Music" with the following programs and initiatives:

- 2016 Georgia Travel Guide featured Luke Bryan and 30 Georgia musicians from around the state
- Partnered with Oxford American on annual Southern music issue
- Music tourism-inspired itineraries, festivals and a 365-day music calendar on **ExploreGeorgia.org/Music**
- Media blitzes in drive city markets
- #GeorgiaMusic Backstage Pass Social Media Contest

## BY THE NUMBERS

**20,000**

**GEORGIANS SERVED THROUGH THE WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA)**

**19**

**LOCAL WORKFORCE DEVELOPMENT AREAS (LWDA)**

**97%**

**SUCCESS RATE OF VET2 101 COURSE**

**$2.9M**

**AMERICAN APPRENTICESHIP INITIATIVE GRANT AWARDED TO WORKFORCE DEVELOPMENT**

**$2M**

**DISABILITY EMPLOYMENT INITIATIVE GRANT AWARDED TO WORKFORCE DEVELOPMENT**

**4**

**STATEWIDE HDCI MEETINGS**

# 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.*

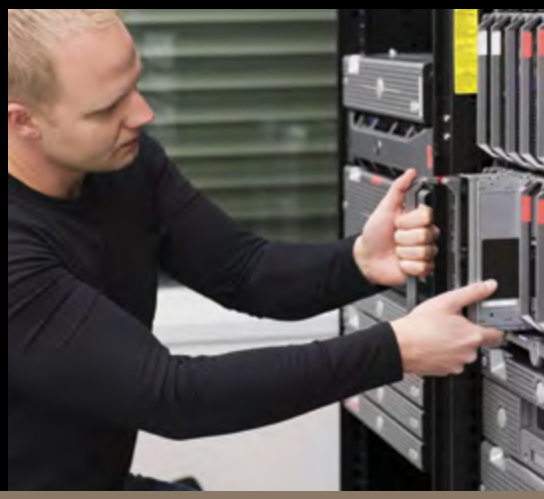
### FUELING A ROBUST WORKFORCE

- In May 2016, the High Demand Career Information Technology Task Force was created in response to the acute need for software developers and computer programmers.
- GDEcD received $2.4M from the United States Department of Labor (USDOL) to promote programmatic and physical access to the Georgia workforce system for individuals with significant disabilities.
- In March 2016, Georgia's Skilled Trade Initiative launched the Go Build Georgia High Demand Career Scholarship and Go Build Georgia Grant program to prepare high school seniors entering the Technical College System of Georgia.
- Operation: Workforce partnered with Georgia Tech's Veteran Education Training and Transition program (VET2), to develop and deliver online training to up to 7000 exiting military personnel.

## DON'T TAKE OUR WORD FOR IT...

*"The Technical College System of Georgia is proud to partner with the Georgia Department of Economic Development's Workforce division to help train students for, and connect them with, the high-demand jobs that keep Georgia's employers competitive in the global economy."*

– Gretchen Corbin, Commissioner, Technical College System of Georgia (TCSG)



# OUT AND ABOUT

**August–December 2015:** The Workforce division hosted **High Demand Career Initiative** (HDCI) meetings at Chattahoochee Technical College, Clayton State University, Albany State University and Savannah Technical College.

**November 2015:** Operation: Workforce and the Greater Columbus Georgia Chamber of Commerce hosted the **Soldier for Life Employment Summit** at Fort Benning, educating employers on best practices for hiring veterans and ways to transition into the civilian workforce.

**March 2016:** The Workforce division hosted four **Sector Strategy Trainings** that promoted regional, employer-driven partnerships focusing on the workforce needs of key industries in labor markets across the state.

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