



BOARD OF DIRECTORS | DAWSONVILLE, GEORGIA
BRIEFING BOOK | FEBRUARY 21, 2019



Amicalola Falls | *Dawsonville*

Amicalola Falls is a 729-foot waterfall on Amicalola Creek in Dawson County, Georgia. It is the highest waterfall in Georgia and is considered to be one of the Seven Natural Wonders of Georgia. The name "Amicalola" is derived from a Cherokee language word meaning "tumbling waters." The falls are the centerpiece of Amicalola Falls State Park.



GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT BOARD BOOK

TABLE OF CONTENTS

Georgia Council for the Arts	1
Centers of Innovation	3
Film	5
Global Commerce	7
International Relations	9
International Trade	11
Marketing and Communications	13
Rural Initiatives.....	15
Tourism.....	16



Selection of State Art Collection works on loan to Elbert Memorial Hospital. Artist - Barbara Brozik, "Wall Weave"

DIVISION PROFILE

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, Georgia Council for the Arts provides grant funding, programs and services statewide that support this vital industry, preserve our cultural heritage and create increased access to high quality arts experiences.

QUARTERLY DIVISION HIGHLIGHTS

1. Governor's Awards for the Arts and Humanities

In October 2018, Governor and Mrs. Deal honored ten outstanding individuals and organizations that have made significant contributions to Georgia's civic and cultural vitality through excellence and service to the arts and humanities. Presented in partnership with Georgia Council for the Arts and **Georgia Humanities**, the Governor's Awards recognize the value of the arts and humanities in the creation of a thriving economy and their contributions to education, innovation, growth and quality of life. The 2018 recipients are:

- o Cine, Athens
- o Pearl Cleage, Atlanta
- o Jim Crisp, Macon
- o Janice Faircloth, Thomasville
- o Friends of Historic Jekyll Island, Jekyll Island
- o Azira Hill, Atlanta
- o Historic Oakland Foundation, Atlanta
- o Morehouse College Martin Luther King, Jr. Collection, Atlanta
- o National Black Arts Festival, Atlanta
- o Ellen Thompson, Dalton

2. Traditional Arts Research Collection Exhibit

Georgia's Traditional Arts Collection comprises documentation in the form of field notes and reports, photographs, and audio and video recordings of Georgia traditional artists that were created by the **Georgia Folklife Program** from 1987 to 2007. Over the last seven years GCA has worked with partners

By the Numbers

FY19 Vibrant Communities Grant Stats:

- 100 applicants
- 78 grantees
- \$394,624- total amount requested
- \$300,000- total awarded
- 53- total funded counties

FY18 GCA Grant Impact Stats:

- 84% of Project, Partner, Arts Education Program, and Vibrant Communities Grant recipients said that they would have had to cut back on the anticipated scope of the project or programming if they had not received the grant.
- 81% of all grantees said they were able to leverage the GCA grant to help raise additional funds.
- 95% of all grantees said that other funders look more favorably on their organization because they are funded by GCA.
- 66% of all grantees said that jobs would have been affected if they had not received the grant.
- 93% of all grantees said that the grant helped them reach new audiences.
- 74% of all grantees said that the GCA grant allowed them to launch a new collaboration or partnership

Contact Information

- For further information or details - please contact:

Karen Paty

Georgia Council
for the Arts
Executive Director
404.962.4015
kpaty@gaarts.org

around the state to digitize the nearly 30,000 items in this collection and make them more broadly accessible to the general public. The Collection has been added to the Digital Library of Georgia, and in partnership with Georgia Humanities, in the fall of 2018 three digital exhibits of the collection were curated and made available. <https://www.georgiahumanities.org/programs/exhibitions/>

3. FY18 Impact Map

For the fifth year in a row, GCA has released its **annual impact map** which identifies the location of GCA grants and programs in each county served, including grant recipients, grant recipients' service areas, capacity building & professional development, arts learning programs, literary arts programs, acknowledging artistic excellence & preserving cultural heritage, and GCA local consultations. In FY18GCA directly and indirectly delivered support to 131 of the state's 159 counties. A total of 3.9 million individual Georgians directly benefitted from the programs and services delivered by GCA grantees.

UPCOMING EVENTS AND OPPORTUNITIES

- GCA's FY20 [Arts Education Program Grant guidelines](#) are now available on the agency's website. The application deadline is March 6, 2019.
- GCA's first exhibit of the **Georgia State Art Collection** in a rural hospital will open on February 28th from 5:30 PM-7:30 PM at **Elbert Memorial Hospital in Elberton**. The event is co-hosted by the Elbert County Chamber of Commerce and will also include an exhibit of student work from Elbert County High School. The exhibit, which hangs in waiting rooms and public spaces throughout Elbert Memorial Hospital, will be on loan for one year.
- The [Georgia Poetry Out Loud](#) State Finals will be hosted by the Atlanta History Center on Sunday, March 17, 2019. The winner will represent Georgia at the national finals in Washington, D.C. Leading up to the State Finals, Regional Finals will be held at the Atlanta History Center on February 2, at Gilmer Arts Center in Ellijay on February 9, at the Atlanta History Center on February 17, and at Telfair Center for the Arts in McRae on February 23.



COI team at the BotOberfest event in Columbus.

By the Numbers

336

Total number of **COI engagements** across **12 regions** so far during FY19.

51%

Engagements outside of metro Atlanta

42

Collaborations with **GDEcD** and other **EcD organizations** projects so far during FY19

DIVISION PROFILE

Exclusive to Georgia, the **Centers of Innovation** provide the technical expertise, collaborative research, and partnership opportunities to help Georgia's strategic industries connect, compete and grow.

QUARTERLY DIVISION HIGHLIGHTS

1. COI-Aerospace completed the three year **DoD Office of Economic Adjustment (OEA)** grant program. Under the grant COI-Aerospace created the online **Georgia Defense Exchange (GDx)** which helps Georgia companies connect to DoD contract opportunities; one company reported ~ \$500k in new contracts in the first six months of use. Also as part of the OEA grant **COI-Aerospace Director Amy Hudnall** supported the **Middle Georgia Economic Alliance** with regional Charrette planning to identify strategies to help assist local defense contractors. This regional planning engaged **70 community leaders, and received input from 850 citizens**, resulting in the formation of working groups to carry out the action plans created and documented in the final report.
2. COI participated in the formation of the **Georgia Intellectual Property Alliance (GIPA)** whose mission is to make Georgia a major IP hub both in the U.S. and internationally. One major effort for COI with GIPA is to better **connect local business to Georgia universities' vast IP libraries** fueled by ~ \$2 billion in research each year – an underutilized resource.
3. COI was a big part of the **Columbus BotOberfest** – sponsored by **Columbus 2025's Enterprising Culture Committee** and supported by **Fort Benning's Maneuver Center of Excellence** – to generate excitement in the growing field of robotics and to welcome robotics enthusiasts and entrepreneurs to Columbus.
 - o COI Executive Director **Steve Justice**, COI-Aerospace Senior Aerospace & Defense Specialist **Gary O'Neill**, and COI-Manufacturing Project Manager **Alyssa Rumsey** spoke at the **Defense Entrepreneurs Forum (DEFx) "Think & Drink"** reception.
 - o COI-Manufacturing hosted a **"Build a Bot Workshop"** at the National Infantry Museum. During the event middle school students learned how to build Sumo Robots provided by the Augusta startup Sumo Robot League. COI-Manufacturing's contribution was helping to organize the event and providing some of the Sumo Robots.

Contact Information

- For further information or details – please contact:

Steve Justice
Centers of Innovation
Executive Director
478.308.3097
sjustice@georgia.org

4. COI continues to coordinate the **Israel-Georgia Innovation Program** with the first projects identified between entrepreneurs in Israel and the **Southern Company** with projects to begin during Q1CY19.
5. COI-Logistics is working with the **University of Georgia Terry College of Business** to on the **Georgia Logistics Economic Impact Study**. The study will be a comprehensive examination of the logistics industry in Georgia to identify the companies, key sectors, and the overall economic impact to our state.
6. COI-Information Technology Director **Glen Whitley** was a part of planning and participant in **Atlanta Cyber Week** in October to highlight the strong cyber security community in Atlanta.
7. COI-Logistics is working with **Georgia Transportation Alliance and UPS** on a **Truck Platooning pilot** project in Georgia in 2019 to demonstrate the potential for autonomous technologies to alleviate the shortage in truck drivers.
8. COI-Manufacturing held the **Northwest Georgia Manufacturing Day** in October at the Whitfield County College and Career Academy. Approximately 80 students from northwest Georgia high schools participated as five startup companies share their stories.
9. COI-Energy Director **Costas Simoglou** participated in the **Ocean Exchange** in Savannah. Ocean Exchange seeks innovative, proactive and globally scalable Solutions with working prototypes that can leap across industries, economies and cultures. The event included a collegiate level competition, the BIG Pitch, in partnership with Georgia Southern University.
10. COI-Manufacturing teamed with the **Georgia Manufacturing Extension Partnership (GaMEP)**, to provide a list of several Georgia-based packaging companies that can potentially supply EPP packaging material to **Nifco KTW** for use in its Toccoa facility. Finding an EPP packaging supplier in Georgia was a top priority communicated by Nifco KTW.
11. COI-Manufacturing and COI-Aerospace teamed up to provide several Electronic Manufacturing Service (EMS) provider contacts at **Warner Robins Air Logistics Complex (WR-ALC)** which is trying to help spark innovation within the C-5 electronics program. The focus is on finding ways to increase productivity, reduce costs and improve quality in manufacturing.
12. COI-Energy Director **Costas Simoglou** attended the **High Level Forum** in Grenoble, France as part of a delegation from Georgia. This annual event is attended by an international community of High Level Executives - Decision and Policy makers - all deeply engaged in the management or promotion of Innovation, from the worlds of education, research, industry, business and public authorities. The Georgia group discussed the reasons of the “rapid” growth of Tech Square and our existing industry innovation based economic development model (Centers of Innovation). **The goal is to bring a future High Level Forum event to Atlanta.**
13. COI-Logistics worked with **Georgia Power** to assist **SK Innovation**, the new Korean battery manufacturer who recently announced they are building a facility in Georgia with shipping information for their product. The COI-Logistics team helped SK determine rail options and costs for their distribution system.

UPCOMING EVENTS AND OPPORTUNITIES

- **2019 Georgia Innovation Summit on February 20, 2019 at the GTRI Conference Center in Atlanta** – A collaboration between COI, the Georgia Mentor-Protégée Connection, GDEcD Small Business Team, and Georgia Tech Enterprise Innovation Institute, this event highlights innovation resources available to businesses across the state. www.gainnovationsummit.com/
- **2019 Georgia Logistics Summit Regional Forum on March 14, 2019 at the Clarence Brown Convention Center in Cartersville** - The COI Logistics sponsored Summit moves to a regional format for 2019 to highlight logistics and supply chain activities in the northwest Georgia region. www.galogisticssummit.com/



On the set of the Georgia-filmed Instant Family.

DIVISION PROFILE

The Georgia Film, Music & Digital Entertainment Office develops the state's film, television, & commercial production industries by marketing the state to production companies; location scouting; and coordinating the filming needs of companies with other state agencies, local governments, and citizens. The office 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.

QUARTERLY DIVISION HIGHLIGHTS

1. On December 14, **Riverwood Studios**, home to AMC's smash-hit series "The Walking Dead" for the past eight seasons, opened its doors to the public for the first time for the "**The Walking Dead Studio Tour**," which runs Fridays, Saturdays, and Sundays. The tour has been a huge hit—selling over \$250,000 worth of tickets in the first two days!
2. 2019 has started off very strong for projects—especially television, with **31 television series** in various stages of pre-production or production. In addition to the series, we are currently hosting **nine** features, **two** television pilots and **one** television movie.
3. The Georgia-filmed "**Black Panther**" was nominated for Best Picture, Sound Editing, Sound Mixing, Production Design, Original Score, Original Song and Costume Design for a total of seven nominations. The Georgia-filmed "**First Man**" was nominated for Production Design, Sound Editing, Sound Mixing and Visual Effects for a total of four nominations. "Black Panther" is the **first superhero movie ever** nominated for a best picture at the Academy Awards. Tune in Feb. 24 to see if they take home an Oscar.
4. The Georgia-filmed "**The Walking Dead**" and "**Stranger Things**" were the most in-demand series in the world for 2018, according to Parrot Analytics.

By the Numbers

Georgia is currently hosting:

9 feature films

2 television pilots

1 television movie

Contact Information

- For further information or details - please contact:

Lee Thomas

Georgia Film, Music and
Digital Entertainment
Deputy Commissioner
404.962.4048

lthomas@georgia.org

Some of the more notable projects include:

- The HBO television series “The Outsider,” directed by Jason Bateman
- The DC television series “Stargirl”
- The feature film “Jumanji 2”
- The feature film “Zombieland 2: Double Tap”
- The Lionsgate television limited series “Man Hunter 2: Lone Wolf”
- “Lovecraft Country,” a television series for HBO to be directed by Jordan Peele
- Season 2 of the AMC television series “Lodge 49” and
- A three-part feature film series for Fox titled “Fear Street”

UPCOMING EVENTS AND OPPORTUNITIES

The film office sponsors and participates in numerous local film festivals, and typically has passes available if you would like to attend a screening. Here is a list of upcoming festivals.

[South Georgia Film Festival](#), Valdosta (March 1-3, 2019) - The South Georgia Film Festival showcases the art and industry of filmmaking across the region. It includes feature films and shorts, with a broad educational component featuring panels and Q&A's of visiting filmmakers. These include PBS directors, professionals from Hollywood and Atlanta, and independent filmmakers. Projects from college and high school filmmakers are also included, as they compete for potential scholarships to Valdosta State University.

[Atlanta Film Festival](#) (April 4 - 14, 2019) - Now in its fourth decade, the Atlanta Film Festival — one of only two dozen Academy Award® qualifying festivals in the United States — is the area's preeminent celebration of cinema. The Atlanta Film Festival is one of the largest and longest-running festivals in the country, welcoming an audience of more than 25,000 to discover 150-plus new independent, international, animated, documentary and short films selected from 1,800-plus submissions from all over the world.

The [Milledgeville Film Festival](#) (April 23 - 28, 2019) is five days of movie magic in heart of Downtown Milledgeville. Screenings, panels, and workshops will be offered throughout the five days.



Harrison Poultry groundbreaking in Taliaferro County.

DIVISION PROFILE

The Global Commerce team seeks to increase jobs and investment through locating and expanding businesses, as well as growing small businesses. The Global Commerce team includes statewide and existing industry project teams, small business, and Georgia's international representatives in 11 strategic regions around the world.

QUARTERLY DIVISION HIGHLIGHTS

1. October – Georgia Automotive Awards

The awards were designed to recognize automotive leaders throughout the state, and to honor them for the contributions they have made to build a robust automotive ecosystem in Georgia. Winners were announced at a breakfast in advance of the Southern Automotive Conference in Atlanta.

The following companies were awarded 2018 Georgia Automotive Awards:

- **Georgia Automotive Company of the Year** – Blue Bird Corporation, Fort Valley
- **Community Impact Award** – Erdrich USA, Dublin
- **Innovator of the Year** – Constellium, White
- **Georgia Automotive Supplier of the Year** – Koyo Bearings North America LLC, Cairo
- **Georgia Automotive Leader of the Year** – Don Panoz, Panoz LLC, Braselton

2. November – Site Selection Ranking

Georgia's business climate was ranked No. 1 in the nation for the sixth consecutive year by Site Selection, a leading economic development trade publication.

According to Site Selection, Georgia was the first state to hold this ranking for six consecutive years under leadership by the same governor.

3. November – SK Innovation Announcement

SK innovation, a developer and manufacturer of lithium-ion batteries for hybrid electric vehicles, is estimated to create more than 2,000 jobs and invest \$1.67 billion in a new manufacturing plant in Jackson County in the long term. This is the largest job creating project announced since Kia Motors in 2006.

By the Numbers

During the second quarter of FY19, the Global Commerce team announced:

90
project locations resulting in
9,973
new jobs and
\$3.23B
investment.

For FY19 to date, the team has located:

164
projects that created
16,966
new jobs and
\$4.77B
investment.

This is an increase of:

4%
in job creation from the same
period in FY18 (16,305) and a
56%
increase in investment
(\$3.06 billion)

Contact Information

- For further information or details – please contact:

Scott McMurray
Global Commerce
Interim Deputy Commissioner
smcmurray@georgia.org

UPCOMING EVENTS AND OPPORTUNITIES

- The Georgia Allies, along with the Georgia Chamber of Commerce, hosted the **31st annual Georgia Quail Hunt** February 6 – 8, 2019 in Albany. This invitation-only event showcases Southwest Georgia and provides guests with the opportunity to experience region and the nation's finest quail hunting. This event gives state hosts and project managers an excellent opportunity to strengthen and build relationships with guests. Governor Kemp will participate and give remarks.
- The Georgia Allies, in partnership with the Georgia Chamber of Commerce, will host the annual **Red Carpet Tour** in April 2019. This tour will host prominent site selection consultants from around the country and will showcase Jekyll Island as the 2019 host city.
- Georgia USA will exhibit at the **RSA Conference** in San Francisco, March 4 – 8. RSA is a cybersecurity conference, and with more than 115 cybersecurity companies generating over \$4.7 billion annually, Georgia serves as one of America's elite cyber hubs, ranking No. 3 in the nation for info security. Georgia is home to US Army Cyber Command, Facebook's \$42 billion data center, and 6 of the 10 largest payment processing firms in the nation.



Governor Brian Kemp attended a reception in honor of the visiting Austrian Ambassador to the United States in December. Pictured Mr. Ferdinand Seefried, Honorary Consul of Austria in Atlanta.

DIVISION PROFILE

Georgia's International Relations team strengthens Georgia's reputation as a welcoming location for international business and tourism by 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 the Governor's trade and investment missions, welcomes international delegations and dignitaries, provides community outreach and education opportunities, and coordinates international efforts among state departments and agencies.

QUARTERLY DIVISION HIGHLIGHTS

1. Economic Development Mission to Japan - In mid-October, Commissioner Wilson led a delegation of 17 people to Japan, where the group met with investing and expanding companies in Naruto, Nagoya, and Tokyo before joining a Georgian delegation of more than 50 representatives at the Southeastern US-Japan Association (SEUS-Japan) annual joint meeting in Tokyo.

Japan is one of Georgia's top trade and investment partners: 30,000 Georgians work across the state at 500 Japanese-owned facilities, and it is the 6th largest export destination. SEUS-Japan is a major annual event that rotates between Tokyo and the seven southeastern member states; Georgia will host the 2019 meeting this October in Savannah. These missions, and major events like SEUS-Japan, are important for maintaining strong relationships with Japanese companies, and for demonstration our commitment to the market.

2. Consular Breakfast featuring International Trade - In the early morning on Halloween 2018, the International Relations team hosted a breakfast for 15 members of the Consular Corps to hear an update on Georgia's international trade and export efforts. This series of casual, intimate breakfast events enable GDEcD leadership to network with the diplomatic representation in our state, and gives us an opportunity to share information about Georgia and some of our relevant initiatives.

This breakfast was held at Home Grown, a quirky restaurant in Atlanta's Reynoldstown neighborhood that features local produce and art. It provided a lively

By the Numbers

26

Consuls General in the Consular Corps; new arrivals in Q2 from Ecuador and Brazil

1

Newly opened Consulate General office representing the Netherlands

46

Honorary Consuls in the Consular Corps; 2 newly named in Q2 representing Jamaica and Cape Verde

12

Meetings and events hosted across Japan

20

Diplomatic visits and business meetings with foreign dignitaries from 14 countries

Contact Information

- For further information or details - please contact:

Abby Turano

International Relations
Deputy Commissioner and
Chief of Protocol

404.962.4073

aturano@georgia.org

backdrop for a discussion on trade and exports that featured a testimonial from MMJ Labs, creator of the Buzzy pain management device and Georgia small business that is successfully exporting to nine countries with the support of GDEcD's International Trade team.

3. New Dutch Consulate General – The newest addition to the Consular Corps, Mr. Ard Van der Vorst, Consul General of the Netherlands, arrived in December 2018. The Consulate, which officially opened on January 7, is the Netherlands' fifth office in the U.S. The new location in Atlanta follows a 2014 visit by Dutch Prime Minister Mark Rutte, during which he promoted the strong economic relationship between the Netherlands and the Southeastern U.S.

The new office will not provide consular and visa services; rather, it will focus on supporting economic ties through business, government and education connections. The Dutch government has a goal of significantly increasing American jobs supported by Dutch investment and trade – we look forward to working with them to achieve this goal of creating more jobs for Georgians.

UPCOMING EVENTS AND OPPORTUNITIES

- **International Day at the Capitol will be held on March 25**, in coordination with the annual visit of GDEcD's international representatives to Georgia.
- This year's **International VIP Tour** will bring leaders from the Consular Corps on a 3-day visit to Northwest Georgia on April 24-26, featuring destinations in Dalton, Rome, Cartersville, and points in between. Board members in the region are encouraged to join at several points throughout the tour – please contact Abby Turano for details.
- The **International Consular Ball**, hosted by the Georgia Council for International Visitors, will be held on Saturday, May 11, at the Intercontinental Hotel in Atlanta. This evening, in its 38th installment, is Atlanta's longest-running international black-tie tradition and the premier diplomatic event honoring the Consular Corps in Georgia.
- The annual meeting of the **Southeastern U.S.-Canadian Provinces Association (SEUS-Canada)** will be held in Montréal, Canada, from June 2-4, with a theme of Smart Mobility.
- Save the date! **The Southeastern U.S.-Japan Association (SEUS-Japan)** will be hosted in Savannah, Georgia, from October 20-23.



GDEcD's trade team exhibiting with the American Floor Covering Alliance and Georgia companies at Domotex Hannover 2019, one of the leading trade shows for the floor covering industry.

DIVISION PROFILE

GDEcD's 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 12 strategic global markets and assists Georgia companies to expand 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.

QUARTERLY DIVISION HIGHLIGHTS

1. MEDICA

November marked GDEcD's 13th year supporting Georgia companies at the world's largest tradeshow for medical devices and technologies. **MEDICA has become a signature event for the trade division** with a record seven small businesses exhibiting in the Georgia, USA booth this year. Our exhibitors experienced great success at the show, with more than \$3 million in projected sales and 350 new business contacts made.

2. SIAL Paris

GDEcD International Trade Managers traveled with **four Georgia companies** from across the state to exhibit in the USA Pavilion at SIAL Paris, the world's largest food innovation exhibition. This year's show delivered record attendance of more than 310,000 visitors from nearly 200 countries. Our Georgia exhibitors have already reported \$350,000 in sales as a direct result of attending the show, with even greater sales projected in the coming months.

3. Smart City Expo World Congress

In November, Georgia's trade team traveled to Spain to exhibit in the USA Pavilion at the Smart City Expo World Congress. This event provides an opportunity for thought leaders to gather and share insights and best practices on how to make cities more sustainable and livable. **Eight Georgia technology startups** joined representatives from the Metro Atlanta Chamber, City of Atlanta, Georgia Institute of Technology, TECH Alpharetta and Southern Company as co-exhibitors in the Georgia, USA booth.

By the Numbers

10,301

Trade leads provided to Georgia companies in FY19.

732

Georgia exporters assisted so far in FY19.

\$13.5M

Exports supported by the trade team in FY19.

82

New companies have engaged with GDEcD trade services since the start of FY19.

Contact Information

- For further information or details - please contact:

Mary Waters

International Trade
Deputy Commissioner
404.962.4120
mwaters@georgia.org

UPCOMING EVENTS AND OPPORTUNITIES

- **Gulfood** – February 17-21, 2019

In February, GDEcD trade managers will travel to the United Arab Emirates with the Southern United States Trade Association (SUSTA) to exhibit at Gulfood 2019, the world's largest annual food and hospitality trade show. Georgia companies will co-exhibit in the SUSTA booth with additional Georgia companies exhibiting on their own. Last year's show welcomed nearly 100,000 attendees from 193 countries.

- **2019 International Representatives Visit to Georgia** – March 25-29, 2019

GDEcD's international representatives from 12 global markets will travel to Georgia this March to participate in client meetings, best practices sharing and training sessions and community visits to highlight Georgia's regional diversity. This year's statewide outreach will focus on Regions 7 and 12 with stops in Augusta and Savannah.

- **Trade Winds Indo Pacific Forum and Mission** – May 6-13, 2019

In May, GDEcD's trade team will travel with Georgia companies to India for the 2019 Trade Winds Indo Pacific Forum and Mission. Organized by the U.S. Commercial Service, this event includes a business development conference for companies looking to expand sales in the region with customized business matchmaking appointments. The mission will visit seven Indian cities as well as Bangladesh and Sri Lanka. India represents a growing market for Georgia companies and in 2017 ranked 8th for total dollar value of Georgia exports.



The Marketing team recently launched a new and improved Georgia.org website. Check it out.

DIVISION PROFILE

The Marketing & Communications division manages the agency's reputation and promotes Georgia's business, tourism, arts and entertainment assets throughout the state, U.S. and world. Through the creative integration of print, digital, social media, outdoor and broadcast channels, the division supports the department's eight operating divisions. This includes new advertising campaigns, the creation of sales and marketing materials, digital advertising, all internal and external communications, media outreach, more than a dozen social media platforms across multiple divisions and the growth of the department's targeted websites.

QUARTERLY DIVISION HIGHLIGHTS

1. GDEcD's **FY18 Year in Review** was completed in December. The annual publication provides the department an opportunity to highlight its successes of the past fiscal year. This year, as was the previous year, it was printed in a notebook format and provided to legislators, partners and stakeholders in January. A collaborative effort between the Marketing & Communications team and GDEcD's other divisions, the review serves as a concise but comprehensive marketing piece that showcases divisional job numbers, investment, visitation, revenue generated and many other success metrics. The Year in Review is available at [GDEcD FY18 Year in Review](#).
2. The new [Georgia.org](#). As technology changes and our customer's expectations continue to grow, we are responding to them with improved marketing and communications tools. In November, **we launched a new and improved Georgia.org** that provides our customers and economic development partners easier access to information and resources, greater scalability on the Drupal framework - improved search, navigation, and information architecture - as well as a fast and responsive design. The new site features customized content, including a new interactive timeline and video hub experience, a mobile first design, and enhanced industry landing pages. Please take a look and let us know what you think.
3. Prospects can take an inside look at [Georgia's state-of-the art Cyber Center](#) in the newest video completed by the division. The **video** was shot during the center's grand opening and features a variety of interviews. The Cyber Center had an initial investment of \$100M, and an annual operating budget of \$6M - it represents the

By the Numbers

27

Press releases drafted and distributed to media by the Communications team.

Q2 2017/Q2 2018

[Georgia.org](#)

- Traffic from 25-34 (millennials) is now 31% of all website visits - up 6%
- Traffic from South Korea up 19%
- Traffic from France up 30%
- Traffic from Japan up 26%

Social Media/Newsletter

- LinkedIn referral traffic up 228%
- YouTube referral traffic up 544%
- Film page views increased 106%
- We Speak Business E-newsletter subscribers up by 18.5%, increased open rate by 13.5%

[ExploreGeorgia.org](#)

- International traffic was up. Increases include:
 - China 77%
 - UK 22%
 - India 31%
 - Brazil 63%
- North GA Mountains region traffic up
- Most visited City Pages: Ellijay (+ 31%) and Helen (+ 31%)
- Fairs and Festivals traffic up 23%

Social Media/Newsletter

- Tourism e-newsletter subscribers up 11.5%
- Users from referral sites up 11%
- Instagram sessions up almost 400%

Contact Information

- For further information or details - please contact:

Greg Torre
Marketing &
Communications
Deputy Commissioner
404.962.4173
gtorre@georgia.org

single largest investment in a cybersecurity facility by a state government to date. The Center spans 332,000 square feet and features a 340-seat auditorium, a cutting-edge cyber range, highly secure meeting space, and much more.

4. In September, the Marketing & Communications team in partnership with Global Commerce, produced the fourth international investment video – [Japanese Investment in Georgia](#). The video is in Japanese with English subtitles and provides an excellent overview of Japanese investment in Georgia, and the supporting resources Japanese companies can find to help them succeed and grow. Executives from leading companies such as Hitachi Automotive, Rinnai and YKK tell their stories of doing business in Georgia.
5. In October, the Account Management team recently had the opportunity to capture a celebration between dignitaries from China and Georgia to celebrate the 2000th excavator rolling off the assembly line at Sany’s North American manufacturing facility in Peachtree City. [Click here to watch](#). If you’ve bought or are receiving a gift card for the holidays or special occasion it most likely came from our friends at InComm. Watch our [new video](#) featuring Scott Meyerhoff from InComm as he explains this cutting-edge technology, and the current state of FinTech in Georgia.



December 18 swearing in of the state's Rural Prosperity Council.

DIVISION PROFILE

The division's mission is to help rural Georgia communities become more competitive for economic development projects and identify new strategies for attracting jobs and investment. This division works diligently to advance these strategies, thereby improving the quality of life for those residing in Georgia's rural communities.

QUARTERLY DIVISION HIGHLIGHTS

1. Deputy Commissioner Amy Carter served as the **keynote speaker** at several community events including the Lakeland-Lanier County Chamber Annual Banquet, the Elberton-Elbert County Eggs and Issues Annual Breakfast, the First Annual Dahunega-Lumpkin County Chamber of Commerce, Lumpkin County Development Authority, and Dahunega Rotary Club State of Economic Development Luncheon and the Waycross-Ware County Chamber Annual Banquet.
2. During the quarter, **Rural Georgia Initiatives (RGI) team members spoke** at the GeorgiaForward Forum in Macon; Georgia House Rural Development Council in Brunswick; Sidebar Conference in Waycross; the Region 10 Family Connections quarterly meeting in Bainbridge; Azalea City Civic Club in Valdosta; Georgia Bankers Association President's Annual Conference in Greensboro; and Annual Rural Prosperity Summit in Tifton.
3. RGI team members were on hand and spoke at several rural ground breakings including **Taurus USA** in Bainbridge, **Origis Energy** and **First Solar** in Twiggs County, **Silicon Ranch Solar** announcement in Clay County, and **Harrison Poultry** in Taliaferro County.
4. The team is highly active in the state through leadership and professional development training programs. Amy is a trustee for **Leadership Georgia**, Chris is a fellow in the **Zell Miller Leadership Institute**, and Taylor was selected as a participant in the **GeorgiaForward** Young Gamechangers program.

UPCOMING EVENTS AND OPPORTUNITIES

- The team will start Region 12 community and industry visits in February 2019.
- Amy will be speaking at the Annual Valley Partnership Joint Development Authority Dinner in March.
- The team will be participating in the USDA Rural Development, City of Dawsonville, and Dawson County Chamber of Commerce Home and Business Expo in March.
- The Rural Georgia Initiatives team accompanied the Tourism Product Development (TPD) team for three days in Perry and assisted the community leaders and tourism partners in fostering new tourism products and will present its report to the community in February.

By the Numbers

70

Counties the RGI team held community meetings in across the state.

3

House Rural Development Council meetings that Amy has attended to amplify the voices of rural communities.

4

Chris has met with the Telfair County leadership in McRae four times regarding rural development centered around agritourism and ecotourism to diversity their rural economy.

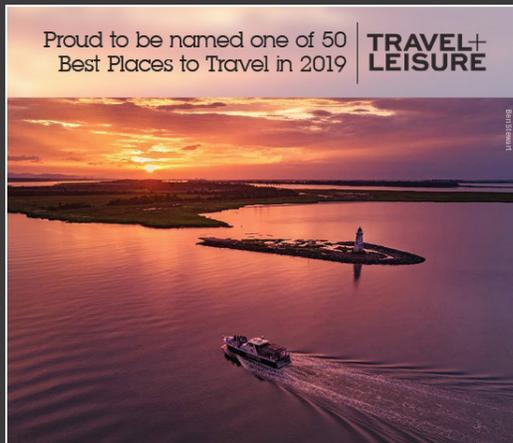
Contact Information

- For further information or details - please contact:

Amy Carter

Rural Georgia Initiatives
Deputy Commissioner
404.962.4133

acarter@georgia.org



2019 Travel + Leisure Magazine ranking.

DIVISION PROFILE

Georgia Tourism, 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.

QUARTERLY DIVISION HIGHLIGHTS

1. The **Greater China Region Initiatives** team attended the East West Marketing's 2018 China & Malaysia Tourism Sales Mission. During the event, the team met one-on-one with 75 local tour operators in Shanghai, Ningbo, Shenzhen and Kuala Lumpur to present the tourism resources that Georgia has to offer. Also, the mission delegation visited major travel agents in these four cities to learn about the agents and build relationship.
2. Georgia Tourism conducted a **roundtable with editors** from the **Meredith** line of publications, including Martha Stewart Living, Family Circle, Shape, Parents, Parents Latina, Rachael Ray Every Day, Food & Wine, Cooking Light and Real Simple. The event was co-hosted by Travel South, Kentucky and South Carolina, and focused on the culinary scenes of the three states. The event was part of a three-day media blitz that included desk side meetings with travel industry reporters from various other top tier and specialized publications.
3. The Tourism Product Development Team worked on **Resource Teams in Polk County, High Falls State Park, the city of Perry, and Columbus** on their Black Heritage Trail.
4. The **Greater China Region Initiatives** team conducted a **FAM tour** in partnership with Delta Air Lines. Georgia Tourism and the Atlanta Convention and Visitors Bureau staff took the group of 11 Chinese tour operator executives to visit notable sites around Atlanta including, Centennial Park, MLK NHP and the Margaret Mitchell House before going to Dahlenega to pan for gold.
5. Georgia Tourism's Director of Research **Ashley Barfield** and Marketing Project Manager **Graham Sweeney** attended **Marketing Outlook Forum** in Las Vegas. This is one of the top tourism industry forecasting events, hosted annually by

By the Numbers

Georgia's hotel demand saw positive change in 2018:

2.7%

increase in average daily rate

3.2%

increase in revenue per available room

4.9%

increase in total hotel revenue which was

\$4.6B

Contact Information

- For further information or details - please contact:

Kevin Langston

Georgia Tourism

Deputy Commissioner

404.962.4082

klangston@georgia.org

the Travel and Tourism Research Association. Our team met with their counterparts from other states and DMOs, and attended specialized sessions ranging from the co-op marketing managers' lunch and the economic outlook for the global economy, to an outlook on artificial intelligence and millennials' travel attitudes.

6. Director Global Market Development **Tracy Vaughan** participated in **WTM London** alongside our UK team. During the conference, Georgia Tourism participated in Rhythms of the South alongside the other Travel South members – the event featured musician AJ Ghent of Macon. Afterwards, the Georgia team had three days of appointments.
7. Division Director Lisa Love, Social Media Manager Parker Whidby, and Marketing Service Manager Jamal Lewis, conducted a **culinary showcase** at the **Southern Living** offices in Birmingham. They were joined by the Atlanta CVB, Visit Athens, the City of Forsyth CVB and the Greater Columbus Chamber of Commerce. Turnout was fantastic, with editorial staff from Southern Living, Coastal Living, Food & Wine and Travel + Leisure sticking around to learn about the culinary scene in Georgia.
8. Director Global Market Development Tracy Vaughan conducted a **Canada mission** to Toronto and Montreal, joined by Visit Savannah, Perry Lane Hotel, the Savannah/Hilton Head International Airport and the Savannah Music Festival. In addition to the meetings and trainings lined up, Georgia Tourism and Air Canada hosted a reception for tour operators at Momofuku Toronto, featuring Georgia band Illrd Tyme Out, Atlanta storyteller Jonah McDonald and a Georgia-inspired performance by Toronto band The Command Sisters.
9. Domestic Group Sales Manager Lacey Cameron attended the **2018 OMCA Marketplace**, November 11-14 in Windsor, Ontario. The Ontario Motor Coach Association offers the marketplace as one of the premier events in Canada for North American packaged travel.
10. Georgia Tourism co-hosted the **Midwest Travel Journalists Association** fall conference October 28 - November 4 with DeKalb County. The attendees spent three days in DeKalb and learned about Georgia's tourism product in other parts of the state on pre and post-FAMs.
11. Georgia has been selected as one of *Travel + Leisure's* **"50 Best Places to Travel in 2019."** The highly coveted annual list features the most exciting places from around the world to visit during the year, according to the editors of Travel + Leisure. The feature urges travelers to have Georgia on their mind this year due to numerous developments in Atlanta and Savannah and mentions some of the most recent attractions, hotels and restaurants. This year's list spans the globe, placing Georgia among exciting cities and countries such as Santiago, Chile, and Brisbane, Australia, and to harder-to-reach regions like Langkawi, Malaysia.

UPCOMING EVENTS AND OPPORTUNITIES

- Georgia Tourism's sales and communications team will be attending **Travel South Showcase** February 24 – 27, 2018 in Myrtle Beach, South Carolina. Travel South Showcase is the premier marketplace event in the South where over 500 tourism professionals gather for 3 days of intensive meetings with a goal of delivering more visitors.
- The 2019 **Georgia RVIC Conference** will be held April 17-19, 2019 on Jekyll Island. This annual conference is critical to the success of the Regional Visitor Information Center (RVIC) program and provides the opportunity for staff members to discuss strategy and share pertinent information that is vital to the tourism industry. The annual RVIC Conference consists of presentations, panel discussions, tours and social events designed to maximize participation and interaction among the RVICs.