

BOARD OF DIRECTORS | ATHENS, GEORGIA
BRIEFING BOOK | AUGUST 29, 2019



GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT BOARD BOOK

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Participants in the Teaching Artist Training session GCA held in June 2019.

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. Teaching Artist Training:** On Thursday, June 20th, ArtsNow, in collaboration with Georgia Council for the Arts, hosted a one-day Teaching Artists Training at the Center for Innovative Teaching in Winder. With 52 participating teaching artists from throughout the state, the training featured combined and breakout sessions on STEAM; accessibility; Arts Integration and 21st Century Skills; diversity, equity and inclusion; and state policies and programs; as well as a pre-conference session for new teaching artists. The purpose of the training was to provide essential contexts for the important work of teaching artists in the state of Georgia and to support the advancement of each artists' craft through the development of specific knowledge and skills.
- 2. Creative Placemaking* Leadership Summit:** Through a partnership with South Arts, GCA funded scholarships for teams of participants from 11 Georgia communities (Newnan, Waycross, Columbus, Augusta, Fitzgerald, Oglethorpe County, Lithonia, Deep Center in Savannah, Washington, Bainbridge and Jackson) to attend the Creative Placemaking Leadership Summit in April 2019. The summit, presented by The National Consortium for Creative Placemaking in partnership with South Arts and ArtPlace America, offers a range of learning activities – from traditional seminars (for awareness building) to interactive workshops (for synthesis and application) to peer exchanges (for evaluation and creation) to train arts and non-arts leaders alike on the standards and models for successful creative placemaking initiatives.

**Creative Placemaking is public, private, not-for-profit and community sectors partnering to strategically shape the physical and social character of a neighborhood, town, tribe, city or region around arts and cultural activities.*

By the Numbers

FY20 Grant Review

April – June 2019 GCA Staff and Peer Review Panelists reviewed

248

grant applications, requesting more than

\$2.7M

dollars in funding

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3. Poet Laureate Prize: In June, Governor Kemp and Georgia's Poet Laureate, Chelsea Rathburn, in collaboration with Georgia Council for the Arts, announced the winner and finalists of the sixth annual Poet Laureate's Prize. The prize is awarded for an original poem written by a Georgia high school student. The winner and four finalists selected by Rathburn were honored by Governor Kemp and the Poet Laureate at the Georgia State Capitol. The winner is Marylou Sutherland from Hillgrove High School in Marietta. The finalists are Rohini Bose from Lambert High School in Suwanee, Aanika Eragam from Milton High School in Milton, Jenna Keeler from Cass High School in White and Sarah Lao from The Westminster Schools in Atlanta. Through a partnership with Atlanta Magazine, all winning and finalist poems are featured on their website.

UPCOMING EVENTS AND OPPORTUNITIES

- In partnership with Georgia Humanities and the Department of Juvenile Justice, GCA has funded and coordinated a series of photography workshops for youth under court supervision in Thomaston, McRae-Helena, Monticello, Cuthbert, Summerville and Blue Ridge. The photography workshops, led by teaching artists, will allow each student to produce a small portfolio of images that will be added to a community photo project in each of these locations. The project is a component of the Smithsonian's Museum on MainStreet exhibit, "Crossroads: Changes in Rural America," that is facilitated locally by Georgia Humanities and will be in each of the communities listed above. The exhibit opens in Thomaston in late August.



(L-R) COI Executive Director Steve Justice, COI Logistics director Matt Markham, and SEDA Vice President for Innovation and Entrepreneurship Jen Bonnett, toured Savannah College of Art and Design's SCADPro program which connects corporations to student teams to solve innovation challenges.

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 Regional Innovation Tours – COI began a series of visits to communities across Georgia to learn more about the local innovation ecosystems, how to expand innovation programs using a combination of local and state-wide resources, and better connect COI programs to the communities. The visits resulted in many new collaborations with local companies and opportunities for future partnerships to grow local innovation communities.

- **Rome and Cartersville** - The team toured Berry College and the Campbell School of Business' Entrepreneurship program and met with students involved in the student enterprises program. Additionally, the team met with the Greater Rome Existing Industries Association, and other local entrepreneurs.
- **Augusta** - COI participated in a full-day visit to the **Georgia Cyber Center** meeting with many of the leadership team of the facility as well as other partners including: Augusta Technical College, Augusta University, The Clubhou.se, Georgia Bureau of Investigation, the Cyber Workforce Academy, Augusta Regional Airport and the CSRA Alliance for Fort Gordon,
- **Columbus** – Following up on an earlier visit focusing on robotics in Columbus, COI met with the Columbus 2025 team followed by visits to StartUp Columbus, CoWork Columbus, Pop Up Town, the TSYS Center for Cybersecurity at Columbus State University and the Muscogee County School District Steam Lab.
- **Savannah and Statesboro** – COI, hosted by SEDA's Vice President for Entrepreneurship and Innovation Jen Bonnett, toured and visited with key innovation partners including Savannah Technical College, StaffWrX (COI Logistics Client), Savannah College of Art & Design, Novel Coworking, Candor USA and Georgia Southern University.

By the Numbers

696

Total number of COI engagements across 12 EcD regions during FY19

41%

Engagements outside of metro Atlanta

75

Collaborations with GDEcD and other EcD organizations during FY19

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2. COI is partnering with the **Sandy Springs Innovation Center** on a series of luncheons to highlight innovation resources in the local area and how companies can connect to state-wide resources through COI. The kick-off event in May had well over 50 attendees.
3. COI continues to support programs across K-12 and universities to build the innovation workforce. COI provided judges for the **Georgia Tech College of Engineering Capstone Design Expo** and the **Georgia Southern College of Engineering & Computing Research Symposium**. COI Manufacturing also hosted 80 high school Girl Scouts at the Georgia Tech Manufacturing Institute leading a STEM activity session and discussion about manufacturing careers.
4. **COI Aerospace** continues to drive the expansion of **unmanned aircraft systems (UAS)** in Georgia through efforts with the new **Georgia Tech Center for Urban Air Mobility**, participation in the national **Urban Air Mobility Conference** at Georgia World Congress Center and connections with the **NASA UAS Traffic Management (UTM)** program. COI Aerospace is also working with the **Georgia Clinical and Translational Science Alliance** (Emory, Georgia Tech and University of Georgia) on the **use of drones to support rural health care**.
5. **COI Energy Technology's** efforts in **Controlled Environment Agriculture** continues to expand with more projects looking at Georgia, building on the success of the Pure Flavor project in Peach County. COI Energy Technology also sponsored the 4th annual **AgLanta Conference** on controlled environment agriculture and urban farming in Atlanta. The conference is a collaboration between the City of Atlanta, Southern Company and COI.
6. **COI Information Technology** and the **GDEcD Corporate Solutions and Cyber Security team** kicked off the development of a **Cyber Security Resource Catalog** to support recruitment, expansion and innovation efforts by GDEcD. This effort connects with the ongoing **DoD Office of Economic Adjustment grant** program led by COI Aerospace that assists Georgia defense contractors as new DoD cyber requirements come online in early 2020.
7. **COI Information Technology** launched a study by Georgia Tech's Enterprise Innovation Institute on the state's growing **Esports industry**. COI Information Technology and the **GDEcD Digital Entertainment team** are participating in this comprehensive study which will define the size, the key industry players and the dynamics of the Esports industry.
8. **COI Logistics** is serving as a connecting point between several logistics activities across the state including the **Savannah Logistics Technology Corridor** taskforce; the MOU between Georgia Tech and the Georgia Ports Authority; the Atlanta Aerotropolis Logistics Study; discussions with the University System of Georgia on the creation of a **Supply Chain Academy**; and the Georgia Motor Trucking Association on a **survey of Georgia truck drivers and trucking companies** to learn about their views on potential technology solutions, infrastructure investments and other ways that the state can support the trucking industry.
9. **COI Logistics** completed the Logistics Economic Impact Study by the UGA Terry College of Business. Additionally, the Center is also working on an update to the 2012 **Logistics Workforce report**.
10. **COI Manufacturing** presented "*Common pitfalls entrepreneurs fall into when developing new manufactured products and recommendations for how you can avoid them*" and led a panel discussion at the Launchpad2x Master's Workshop. This event, and others, resulted in manufacturing collaborations across a wide range of companies in several sectors including: synthetic turf for sports and landscaping, personal fitness, cosmetics, medical devices, textiles, automotive and a low-cost production process for titanium.

UPCOMING EVENTS AND OPPORTUNITIES

- **COI Regional Innovation Tours – Macon, Albany, Valdosta, Brunswick - TBD**
- **Georgia SMART Fall Workshop – September 5th in Atlanta**
- **NIST National MEP Summit – September 15 – 18 in Atlanta**
- **Association of University Research Parks Innovation District International Conference - November 4 – 7 in Atlanta**



Kevin Hart on the set of the Georgia-filmed "Jumanji: Welcome to the Jungle."

DIVISION PROFILE

The Georgia Film, Music & Digital Entertainment Office develops the state's film, television and 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. The Georgia-lensed television series "Stranger Things" Season 3 is breaking Netflix records, according to the network. After its July 4 premiere, 40.7 million household accounts were watching the show — more than any other film or series in its first four days, and 18.2 million had already finished the entire season in that four-day time period.
2. Several Georgia-lensed television series were picked up and returning for another season, including "MacGuyver," "Black Lightning," "Brockmire" and "Dynasty."

Some other notable projects include:

- The Fox feature trilogy "Fear Street" which will be released monthly for three months during the summer of 2020.
 - The Paramount feature film "Coming 2 America," a sequel to the popular film "Coming to America" starring Eddie Murphy and Arsenio Hall.
3. Disney is in preproduction on the project "Safety" which will be distributed on its new streaming platform Disney+. This is the true story of 18-year-old Ray McElrathbey, who puts his football scholarship on the line when he steps up to take custody of his 11-year-old little brother, Fahmarr, after their mother enters an extended stay at a drug rehab facility.

By the Numbers

Georgia is currently hosting:

30 television series in various stages of pre-production or production,

11 feature films and

1 movie of the week.

Contact Information

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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.

[Atlanta Horror Film Festival](#), Atlanta (Sept. 12 - 15, 2019) - The annual Atlanta Horror Film Festival celebrates the art of horror by presenting the best independent films in the genre from across the world.

[Out On Film](#), Atlanta (Sept. 26 - Oct. 6, 2019) - One of the oldest LGBT film festivals in the country, Atlanta's Out on Film is dedicated to supporting the exhibition of LGBT film and video art forms.

[Urban Mediamakers Film Festival](#), Atlanta (Oct. 10 - 16, 2019) - Founded in November 2001, Urban Mediamakers' mission is to promote and support a diverse independent media arts community in the Southeast and worldwide.

[Peachtree Village International Film Festival](#) (PVIFF), Atlanta (Oct. 24 - 27, 2019) - Hosted by The African American Cinema Gallery (AACG) & Gipp. Museums, Inc., PVIFF attracts more than 3,000 people each year from around the world.

[Savannah Film Festival](#), Savannah (Oct. 26 - Nov. 2, 2019) - The Savannah College of Art and Design presents the annual festival, filled with cinematic creativity from both award-winning professionals and emerging student filmmakers. Each year, more than 40,000 people attend the eight-day Savannah Film Festival. The festival is host to a wide variety of competition film screenings, special screenings, workshops, panels and lectures.

[Atlanta International Documentary Film Festival](#) (Atlanta DocuFest), Atlanta (Nov. 7 - 10, 2019) - The annual Atlanta International Documentary Film Festival brings you the best in independent documentary film and video from across the globe, and showcases meaningful life stories which educate and entertain audiences of every demographic.

[Rome International Film Festival](#), Rome (Nov. 7 - 10, 2019) - Since its inception, RIFF has prided itself on providing filmmakers with a truly unique, sophisticated and welcoming experience, featuring two full days of screenings, parties and professional networking and development opportunities.



Team Georgia attend the SelectUSA Investment Summit, which took place June 10 – 12 in Washington, DC.

DIVISION PROFILE

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

QUARTERLY DIVISION HIGHLIGHTS

1. **Global Commerce has announced 3,200 jobs** in the last two months (July and August), which is more than double what had previously announced in the first two months of FY19.
2. Recent Global Commerce announcements include:
 - Arglass Yamamura** (151 jobs, \$123 million investment – Valdosta)
 - Stitch Fix** (981 jobs, \$15.5 million investment – Douglas County)
 - Amazon** (1,000 jobs, \$237 million investment – Stone Mountain)
3. Nominations are now open for the **2019 Georgia Automotive & Emerging Technology Awards!** Georgia is a premier destination for automotive manufacturers and the technology companies that are developing the transportation system of the future. In 2016, the Georgia Automotive Awards were developed to elevate the industry's profile, recognize individual companies for their contributions and celebrate the industry's collective accomplishments. Awards are granted in four categories: Automotive Innovation, Supplier of the Year, Community Impact and Leader of the Year. Nominations are open until September 13th. For more information, go to <https://www.georgia.org/GAAutoAward>.
4. **Small Business ROCK STARS** – With the Governor's focus on small business, these awards serve to honor those companies with fewer than 100 employees that are making an impact in their industries and communities. Nominations are now open for the 2020 Small Business ROCK STARS through September 30 as we are once again on the hunt to find Georgia's best and brightest small businesses. From retail and service to technology and manufacturing, any Georgia company employing under 100 is encouraged to apply. Winners will be honored at an awards luncheon at the Georgia Aquarium on April 20, 2020, and will receive great opportunities for free marketing exposure. Visit <https://www.georgia.org/small-business/how-to-become-a-small-business-rock-star> for more information.

By the Numbers

During this quarter, the Existing Industry and Regional Recruitment team visited

250 companies in each of the 12 regions around the state.

74 projects were located this quarter, resulting in nearly

\$843M investment and **4,738** new jobs.

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UPCOMING EVENTS AND OPPORTUNITIES

- The GDEcD team will have a table at the annual **State of the Port address on September 12 in Savannah**. This event, hosted by Georgia Ports Authority and the Propeller Club of the United States, will present the latest developments at the GPA during a networking-lunch reception.
- Members from the team will attend the **IAMC Fall Forum in Milwaukee, Wisconsin, on September 16 - 18**. This event, which has a focus on corporate real estate, allows our team to interact with site selection consultants and executives from major companies around the country.



Members of the Consular Corps on the International VIP Tour in Cartersville, visiting Phoenix Air, one of the world's premier air ambulance services.

DIVISION PROFILE

Georgia's International Relations division 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. In June, Governor Brian Kemp embarked on his **first overseas economic development mission** as governor. He and a small team from GDEcD traveled to **Seoul, Korea**, paying thank-you calls on companies with major operations in Georgia, meeting with businesses considering investing in the state, sitting down with political leaders and connecting with importer associations interested in buying products from Georgia companies.

Korean companies have invested more than \$2 billion in Georgia over the last year, creating nearly 3,000 jobs. GDEcD is supported by a trade and investment office in Seoul that has been continually representing Georgia since 1985. In their four days on the ground, Governor Kemp and the delegation hosted or attended 22 meetings and events, carrying a strong message to markets across Korea that Georgia is open for business.

2. The 33rd annual **International VIP Tour** was held in April in communities across the northwest region of the state, hosting 28 members of the **Consular Corps** on visits highlighting the communities through industry, tourism, education, culture and innovation. Each spring since 1986, GDEcD has sponsored this event as an opportunity for regions across the state a unique chance to promote their communities to a top-level international audience. This year the VIP Tour visited Calhoun, Lookout Mountain, Dalton, Rome, Adairsville, Cartersville and Kennesaw. See more details on this year's trip [here](#).

By the Numbers

26

Consuls General in the Consular Corps

46

Honorary Consuls in the Consular Corps

19

Diplomatic visits and business meetings with foreign dignitaries from 20+ countries

22

Meetings and events held during Governor Kemp's four days in Korea

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3. Governor and Mrs. Kemp hosted a reception at the Governor's Mansion in Atlanta to greet the entire Georgia-based Consular Corps. On a sunny day at the end of April, nearly 80 members of the Corps attended to hear a message of welcome and inclusivity from the state of Georgia.

UPCOMING EVENTS AND OPPORTUNITIES

- The 42nd Annual Joint Meeting of the Japan-U.S. Southeast Association and the Southeast U.S./Japan Association (SEUS-Japan) will be hosted in Savannah, Georgia, from October 20 - 23. For more information or to register, go to <http://seusjapan2019.com/>.



Georgia, USA delegates at Money20/20 Europe one of the world's leading events for the payments and financial technology sector.

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. 12th Annual SEUS-Canadian Provinces Conference - Montréal, Canada

In June, representatives from Georgia's business and economic development communities joined more than 200 delegates from six southeastern U.S. states and six Canadian provinces at the 12th Annual SEUS-CP Conference. The alliance brings together member states and provinces each year to promote trade opportunities between the two regions. This year 11 Georgia delegates participated in 68 business-to-business meetings related to the smart mobility sector. The conference also included a roundtable discussion on logistics with speakers from Georgia Tech and the Georgia Ports Authority.

2. Money20/20 Europe - Amsterdam, Netherlands

Georgia FinTech companies and statewide economic development partners co-exhibited with GDEcD at this year's Money20/20 show in Amsterdam. As one of the world's leading FinTech events, the show provided a unique opportunity to partner with statewide stakeholders to brand Georgia's FinTech ecosystem and highlight our small business innovators. Georgia delegates walked away with new business deals and strengthened partnerships with leaders in the financial services and payments industry. This year's show welcomed more than 5,000 attendees from more than 80 countries.

3. LAAD Security & Defense Expo - Rio de Janeiro, Brazil

In April, Georgia companies co-exhibited in the Georgia, USA booth at LAAD, Latin America's largest defense and security tradeshow. The event attracted more than 38,000 military and civilian buyers from 80 countries. GDEcD's trade representatives in Brazil arranged more than 30 business-to-business meetings

By the Numbers

\$28.6M

Exports supported by the trade team in FY19

2,081

Companies receiving customized export assistance

67%

Export successes achieved with the support of Georgia's international representatives

91%

Percentage of Georgia counties with companies receiving GDEcD trade assistance

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for Georgia attendees with participants reporting more than \$1.5 million in anticipated sales. The state's defense and security exports have grown by 118% in the last decade and Latin America continues to be a growing market for Georgia exports.

4. Fancy Food Show & European Inbound Trade Mission

Working with the Southern United States Trade Association (SUSTA), Georgia's trade team hosted a delegation of buyers from Europe's food retail industry in coordination with the Summer Fancy Food Show in New York City, the largest specialty food show in North America. Three Georgia companies participated in one-on-one meetings with the European buyers and exhibited at Fancy Food in the SUSTA booth. Fifteen additional Georgia companies exhibited separately at the show.

UPCOMING EVENTS AND OPPORTUNITIES

- **42nd Annual SEUS-Japan Conference** - October 20 - 23, 2019

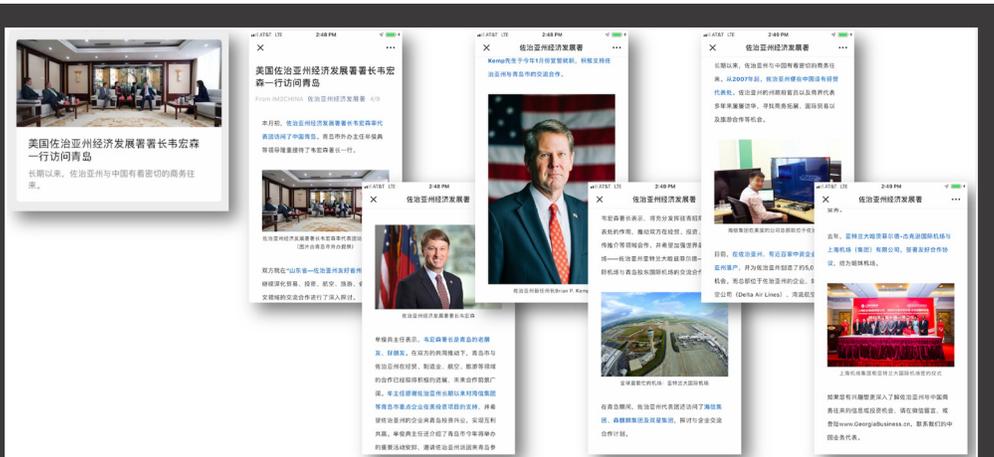
The 42nd Annual Joint Meeting of the Japan-U.S. Southeast Association and Southeast U.S./Japan Association will take place this fall in Savannah. The annual gathering of global business leaders celebrates longstanding economic and cultural ties and offers delegates the chance to leverage international opportunities with one of Georgia's top trade and investment partners. Georgia has been a part of SEUS-Japan since its founding in 1976 and looks forward to hosting this year's conference. Visit www.seusjapan2019.com to register!

- **DSEI** - September 10 - 13, 2019

Georgia defense companies will co-exhibit with GDEcD at this year's Defense & Security Equipment International (DSEI) show in London, United Kingdom. As one of the world's leading exhibitions in the defense industry, this show provides an opportunity for Georgia businesses to meet the world's integrators, suppliers and manufacturers in the defense and security industries. The 2019 edition will welcome 35,000 visitors from more than 50 countries. Georgia defense and security exports to Europe totaled \$262 billion in 2018.

- **Anuga** - October 5 - 9, 2019

GDEcD will exhibit with Georgia companies in the USA Fine Food Pavilion at Anuga, one of the world's leading food shows for retail trade and food service markets. More than 165,000 visitors from 198 countries are expected to attend. Companies that exhibited with Georgia at the last edition of Anuga reported more than \$3.5 million in sales. Georgia's agricultural exports to the European Union have increased by 128% over the last decade.



GDECD posts weekly to WeChat, one of the world's largest standalone mobile apps, and has consistently grown the subscriber base to reach thousands of Chinese influencers and business executives.

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

- GDECD's cybersecurity campaign** concluded with almost 10,000 clicks to Georgia.org/Cyber and more than 8 million impressions in key markets such as London, Tel Aviv, Boston, New York and Silicon Valley. Creative consisted of 15-second commercials cut from the recently produced Cyber Center video, HTML five banner ads, sponsored posts on LinkedIn and sponsored Twitter posts aligned with targeted cybersecurity tradeshows.
- The **Global Commerce Japan campaign** with Nikkei concluded with very positive results far exceeding benchmarks. Long-form articles featuring interviews with Mr. Kuwata, president of the Yamaha Corporation, and Mr. Arai, executive officer of the Kubota Corporation, were published on the Nikkei domain in-language and were promoted via native ads over the course of the spring and early summer. In conjunction, the Japanese Investment video was marketed on the site. These assets garnered more than 46,000 page views and video views. The articles have been republished to Georgia.org/Japan. We were very honored that Mr. Kuwata and Mr. Arai took their valuable time to help us with our efforts.
- Our Germany-focused **Handelsblatt campaign** has been a success and is winding down with two articles left out of the contracted amount of 16. The campaign has generated almost 31,000 page views with an average dwell time of more than four minutes. We were very fortunate to have interviews with the CEO of Porsche, CFO of thyssenkrupp, president and CEO of AGCO, the dean at the college of computing at Georgia Tech and more. All of the finalized articles are posted on Georgia.org/Germany.

By the Numbers

22 The number of press releases drafted and released by the communications team

Georgia.org

- Contact Us submissions: **356**
- Bounce rate: **-20%**
- Web site traffic from paid media campaigns: **+327%**
- Web site traffic from LinkedIn/Organic search: **+620%**
- Web site traffic from referral web sites: **+19%**
- Web site traffic from Twitter posts: **+242%**
- International traffic (+ targeted PR/paid media in these markets):
 - o Germany: **+69%**
 - o Japan: **+405%**
 - o South Korea: **+96%**
- **We Speak Business E-Newsletters:**
 - o Q419 Subscribers: **+28.9%**
 - o Q419 Open rates: **+43%**
 - o Q419 Click rates: **+16.6%**

ExploreGeorgia.org

- Web site traffic from paid media: **+89%**
- Online Travel Guide Views **+87%**, while overall Guide orders/views **+212%**
- Total partner referral visits: **+88%**
- Bounce rate: **-10%**
- Average time on site: **+8%**
- Web site visitors from paid Facebook campaigns: **+41,000**
- International traffic:
 - o Greatest increase in web site users was from South Korea: **+232%**
- Domestic traffic:
 - o Greatest increase in web site users was from New York: **+16%**
- E-Newsletters
 - o Q419 Subscribers: **196,694 (+45%)**
 - o Q419 Open rates: **11.33 (+10.2%)**
 - o Q419 Click rates: **1.6 (+10.3%)**

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4. Our **Korean campaign** is ongoing with video advertising in-country on business-to-business domains targeted at senior-level decision makers. Creative assets consist of two 30-second commercials cut from our Korean Investment video. To date the campaign has generated 1.7 million views and 5500 clicks to Georgia.org/Korea. We also recently added translated press releases from significant Korean project announcements to the site.
5. **China marketing** continues with consistent weekly postings on WeChat bolstered by KOL campaigns to drive further readership and subscribers. We have also begun posting the same content to Toutiao, which is one of China's largest mobile platforms of content creation, aggregation and distribution. We were successful in getting approval from the Chinese government to host GeorgiaBusiness.cn in-country, and we have recently applied to take direct ownership of our WeChat account.
6. A new **Georgia Site Selector** web tool was launched in June, using new software powered by ZoomProspector Enterprise, the industry-leading technology developed by GIS Planning. The user-friendly GIS web tool promotes the state for business relocation and expansion, with free access to expansive and wide-ranging data for corporate site selectors and business owners making investment decisions. GIS Planning software is used by more economic development organizations than all competing software combined.
7. **Picture Georgia**, the department's digital asset management platform has been replaced with a new, easier to use CrowdRiff platform called Media Hub. The ability to filter/catalog and find images by subject and location has also been greatly improved during this process. Go to PictureGeorgia.org to create a user profile, and start searching for statewide images.

UPCOMING EVENTS AND OPPORTUNITIES

- **Nominations for the Georgia Small Business Rock Stars opened August 1.**
- **Nominations for the Georgia Automotive & Emerging Technology Awards opened August 1.**



The RGI team with Global Commerce project manager Maggie Laton at Flowers Foods in Villa Rica

DIVISION PROFILE

The Rural Initiatives 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. During the quarter, Rural Georgia Initiatives (RGI) team members have spoken at the Annual Talbot County Chamber of Commerce Annual Dinner, Cook County Roundtable Meeting, Meriwether Community Leader Forum, Carroll County Monthly Chamber Meeting and the LaGrange Early Bird Chamber Breakfast.
2. Deputy Commissioner Amy represented Georgia at the National Governor's Association's Good Jobs for All Americans Conference in Whitefish, Montana.
3. Amy collaborated with the director of the Office of Rural Development within the Utah Governor's Office of Economic Development in Salt Lake City, Utah.
4. Division Director Chris presented on RGI at the Sidebar Conference in Savannah and at the Georgia Association of Regional Commissions annual meeting. Chris also participated in the Evans County Tourism Product Development team visit.
5. Amy participated in the first of four meetings of the Future of Work Taskforce (Council of State Governments appointment) in Lexington, Kentucky.
6. The RGI team held community meetings in Troup, Meriwether, Carroll, Towns, Lumpkin, Washington, Jefferson, Glascock, McDuffie, Richmond, Burke and Jenkins Counties.

UPCOMING EVENTS AND OPPORTUNITIES

- The RGI team will begin community and industry visits in Region 6 and 8 in September.
- Amy will speak at the House Rural Development Council meeting in August.
- The Rural Georgia Initiatives team will be participating in the Electric Cities of Georgia South Georgia Bus Tour in August.

By the Numbers

88

The number of community visits to rural counties completed by the RGI division

RGI represented GDEcD at **3** USDA Rural Strong events in Dawsonville, Tifton and Atlanta

The division coordinated a Rural Strike Force meeting with more than **15** state and local organizations represented

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(R-L) Interim Deputy Commissioner Lisa Love, Sr. Manager, Global Markets Lacey Cameron and Managing Director, State of Georgia - Canada Gail Morris at Canadian Music Week.

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. Georgia Tourism conducted multiple international FAM tours in Q4 including:

Travel South USA FAM of key opinion leaders from China in Atlanta and Gwinnett County, April 8 -10; Brand USA FAM for journalists from Australia and New Zealand to discover Atlanta's music scene, April 7 - 9; a Brand USA Netherlands FAM to Cumberland Island, Savannah and Jekyll Island, April 14 - 16; and British Airways FAM to Atlanta, Savannah, the Golden Isles and Milledgeville, April 28 - May 4.

2. The Global Market Development team attended WTM LATAM in São Paulo, Brazil April 3 - 5 with the Travel South coalition and the Atlanta CVB. The team met with over 30 key Brazilian and Argentinian tour operators during the show. During the visit, the team made sales calls to the top two producers and held meetings with Delta Airlines, Copa Airlines and American Airlines.

3. The 2019 Georgia RVIC Conference was 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.

4. Georgia Tourism celebrated National Travel and Tourism Week 2019, the 36th annual celebration of the contributions and accomplishments of the U.S. travel industry, May 5 - 11. During the week, the division announced the industry's preliminary economic impact numbers and thanked industry partners for their work in supporting Georgia's tourism industry.

By the Numbers

Travel and tourism generated more than **\$66.2 billion** in total tourism output including direct, indirect and induced impact in 2018, **up 4.7 percent** from 2017, according to the U.S. Travel Association.

Travel and tourism supported almost **471,600 jobs** directly or indirectly for Georgia travel and other industries, making **up 10.4 percent** of all non-farm jobs in the state in 2018.

Total tourism demand now stands **46 percent higher** (not inflation adjusted) than its pre-recession level.

Travel and tourism directly **generated \$3.4 billion** in state and local tax revenue in 2018.

Every Georgia household would need to be taxed an additional **\$910 per year** to replace the tourism taxes received by state and local governments in 2018.

Contact Information

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5. **Georgia Tourism participated in U.S. Travel's 2019 IPW convention in Anaheim, California.** The event represents the travel industry's premier international marketplace and the largest generator of travel to the U.S. The team met with 150 international travel agencies and 20 media appointments during the conference.
6. **Interim Deputy Commissioner Lisa Love and Senior Manager, Global Market Development Lacey Cameron participated in Canadian Music Week,** Canada's longest-running music, tech and media conference and festival in Toronto May 6 - 12. The event brings together more than 3,000 delegates and 4,500 musicians. During the conference, Georgia Tourism conducted a presentation to media and operators highlighting Georgia's music and its impact on tourism. Canadian singer-songwriters The Command Sisters performed iconic songs from Georgia artists during the presentation.
7. **Interim Deputy Commissioner Lisa Love and Senior Communications Specialist Emily Murray conducted a media blitz in Nashville, Tennessee May 20 - 22.** During the visit they participated in two morning show interviews and met with freelance writers.
8. **On June 7 the West Point Visitor Information Center on I-85 N celebrated its 40th Anniversary** during their annual Georgia On My Mind Day.

UPCOMING EVENTS AND OPPORTUNITIES

- From **August 17 - 20** multiple members of the Georgia Tourism team will attend the **U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO) in Austin, Texas.** This is the only national forum where tourism destination professionals at the state, region and local level get critical tools, tips and information to help them better market and grow their destinations.
- **Governors Tourism Conference will be held September 8 - 11 at the Great Wolf Lodge & Conference Center in LaGrange.** The conference is a once-a-year opportunity for tourism professionals throughout the state to come together and share ideas, hear from industry experts, learn about trends and issues facing the industry, and educate themselves on the latest tools and techniques to promote tourism.