

**GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT
BOARD OF DIRECTORS MEETING MINUTES**

**SunTrust Park
Konica Minolta Conference Center Suite D
755 Battery Ave SE
Atlanta, GA 30339**

**Wednesday, May 29, 2019
2:30 pm – 5:15 pm**

**Compiled by:
Commissioner's Office
Georgia Department of Economic Development
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Atlanta, Georgia 30308
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Pursuant to notice duly given, the Board of Directors of the Georgia Department of Economic Development met on May 29, 2018, 2:30 pm, SunTrust Park – Konica Minolta Conference Room.

Attending Board Members

1. Mark Bassford
2. Scott Blackstock
3. Mike Campbell
4. Jake Carter
5. Dennis Chastain
6. Wayne Christian
7. Jaclyn Ford
8. Kent Fountain
9. Mark Glass
10. Larry Hanson
11. Eric Johnson
12. Jay Neely
13. Rusty Paul
14. Marisa Simpson
15. June Wood

Attending Advisors

1. Daryl Ingram
2. Anne Kaiser
3. Sean McMillan
4. Matt Sawhill

Chairman Jay Neely called the GDEcD Board Meeting to order at 2:30 pm and welcomed new members Mark Bassford, Scott Blackstock, Jake Carter, Jaclyn Dixon Ford and June Wood.

He then called for a motion to approve the minutes from the February 21, 2019 meeting.
February 21, 2019 Board Meeting Minutes.

Motion to approve by Dennis Chastain

Seconded by Marisa Simpson

Unanimously approved with 15 votes

Chairman Neely then called on **Andrew Capezzuto, General Counsel – GDEcD**, to present three resolutions to be voted on by the Board.

Resolution 1 – Georgia World Congress Center Bond

Motion to approve by Larry Hanson

Seconded by Kent Fountain

Unanimously approved with 15 votes

Resolution 2 – Georgia World Congress Center Water Line Acquisition

Motion to approve by Rusty Paul

Seconded by Marisa Simpson

Unanimously approved with 15 votes

Resolution 3 – Toyo Tire Easement

Motion to approve by Rusty Paul

Seconded by Eric Johnson

Unanimously approved with 15 votes

Chairman Neely called on **Sydne Smith, Director of Public Policy and Government Relations – GDEcD**, to introduce Representative Terry Rogers. Representative Rogers presented Lee Thomas, Deputy Commissioner, Film – GDEcD, with a House Resolution honoring her as Georgian of the Year by Georgia Trend Magazine.

Chairman Neely called on **Mike Campbell, GDEcD Board Member**, for welcoming remarks. Mike welcomed the Board to Cobb County. Mike then introduced Kevin Greiner from SelectCobb to welcome the Board.

Kevin Greiner, Chairman – SelectCobb, welcomed the Board with a brief history on Cobb County and its growth. He thanked sponsors Mike Plant (Atlanta Braves), Malcolm Smith (Aflac) and thanked the staff from the Cobb Chamber, Cobb VIC and SelectCobb. He then spoke on SelectCobb, which is a privately funded partnership designed to market Cobb County. SelectCobb partners with the Development Authority to market the community. During the six years of the program, they have assisted with the creation of over 30,000 jobs and \$2.5 billion investment, including projects such as: Elf on the Shelf, Atlanta Braves, Home Depot and others. They have assisted with 20 wins (12 expansions and 8 new locations) including ThyssenKrupp, Yamaha, Floor & Décor and Plethora. Kevin then thanked Commissioner Pat Wilson and introduced Dana Johnson to the Board.

Dana Johnson, EVP/Executive Director – Cobb Chamber, spoke further on SelectCobb and its mission of recruitment and retention including: workforce, advocacy, incentives, policy, and partnerships with the business community. He then shared with the Board about the Cobb Workforce Partnership, which seeks to create a talent pipeline, partnering with companies in a variety of industries to identify their workforce needs. The team also has an international strategy in Canada, and will be working toward strategies in Germany and Japan in the near future. Dana thanked his staff for their work on these initiatives and their assistance with this event.

Chairman Neely introduced **Mitch Rhoden, Chairman – Cobb Chamber**, to serve as moderator of the Sports Tourism Panel Discussion. Mitch began the discussion by speaking on the importance of partnerships in the Sports Tourism industry, mentioning how these partnerships were instrumental in the creation of Lake Point in Bartow County, the Atlanta United facility in Marietta and Circle10 in Powder Springs. Mike then introduced the panelists: **Mike Plant, CEO -**

Braves Development Co., Connie Engel, Partner - Childress Klein and Vice Chair of the Cumberland CID, Sharon Mason, CEO and President - Cobb Chamber of Commerce and Holly Quinlan, CEO - Cobb Travel & Tourism. Each of the panelists spoke on their background and how it related to the Sports Tourism industry. Holly spoke on marketing Cobb as a tourist destination and said that tourism is a \$3.14 billion industry in the community. Connie spoke of her role at Cobb Galleria and how the property's name recognition is an important part of the recent increase of tourism in that area of Cobb County. Sharon spoke of the Chamber's role in working with partners to create a vibrant economy that would help businesses start, grow and prosper in Cobb. Mike talked about the Atlanta Braves' mission to win a World Series, but also on the creation of SunTrust Park as a destination that would provide year-round entertainment and the park's reinvestment into the community through tax revenues.

Mitch asked Sharon to speak about the impact the Atlanta Braves have had on Cobb County. She referred to the park as a "grand slam" and spoke of an impact study that was conducted by Georgia Tech a year ago, finding that the county receives an additional \$18 million annually in school and county tax revenue, after expenses. She also spoke of the new ThyssenKrupp office tower, the first in a decade for Cobb, that will be built adjacent to the stadium and will further the creation of a vibrant environment in the area.

From the tourism perspective, Holly spoke on the longstanding history of Cobb Galleria of over 25 years, and how SunTrust Park has provided the area with a "nightlife" by being connected via a bridge. Groups are now even more attracted to the area for conferences or to visit. Sharon added that the pipeline of projects in the community has increased over the past two years from 19 companies to over sixty. Mike added that there have been 115 teams from across the world who have visited SunTrust Park. He spoke of the thirty-year bond that was created when the park was built, and how it is believed that it could be expired by the 5th or 6th year, based on current projections.

When asked about the impact of SunTrust Park on the game of baseball, he spoke about how the park is changing the game. As an \$850 million development, there was risk involved and cash needed. They constructed 2.5 million square feet in 36 months' time and met their April 2017 deadline. The model used to finance the stadium is now being used by teams all over the world.

Connie spoke on the growth of Cobb and her role on the CID Board, including how the Braves have created a huge economic impact in the area. There has been \$750 million invested in commercial real estate in the area, and rent growth has increased by 20% over the past three years. She spoke about how the area had been relatively quiet before the Braves' investment, despite great shopping and infrastructure, but how the construction of the stadium had changed the area into a destination.

Mitch Rhoden then opened the panel up for questions from the Board. Mike Plant was asked about the revenue that comes in through the Battery. He estimates \$60 million gross retail and restaurant revenue, and stated that the Battery and SunTrust Park are generating \$100 million

additional revenue over Turner Field, attributing that to a balance of more premium seats with affordable options.

When asked about other Sports Tourism in Cobb, Holly mentioned BMX bike racing, wakeboarding, rugby, golf and lacrosse. She also spoke about the travel ball industry and how it seems to be recession-proof.

To conclude the panel, each of the panelists gave their perception on what is next for Cobb County. Sharon believes that Cobb has a great momentum at this time, and will make transportation, workforce and entrepreneurs a priority moving forward. Connie spoke about the CID and creating connectivity, while Holly talked about continuing to market the community and increase the CVB's focus on the Arts.

Chairman Neely then called on **Dan Corso, President - Atlanta Sports Council, Tom Cunningham, Chief Economist – Metro Atlanta Chamber, and Marshall Guest, Vice President of Business Climate – Metro Atlanta Chamber**, to give a presentation on “How Georgia Wins: Hosting Major Sporting Events” and Atlanta hosting Super Bowl LIII. Marshall introduced Dan Corso and Tom Cunningham, then spoke on how every city wants to host a major sporting event, and how the process is much like recruiting companies, requiring a partnership between public and private entities.

Dan Corso provided background on Atlanta's history with the Super Bowl, which has been hosted three times in the city: 1994, 2000, 2019. He spoke about the long application process, which had begun ten years earlier. He spoke about the detailed plans submitted to the NFL, including inclement weather plans. He also spoke about HB951, which exempted sales tax on tickets for major sporting events, which helped Atlanta win the bid.

Tom Cunningham then spoke on the economic impact of a major sporting event, estimating that it was between \$200 – 400 million based on 100,000 people in attendance and an average spend of \$1,000 to \$2,000 per person. He said that although the numbers are large, they are difficult to detect in the overall economy, especially when measured monthly. However, the earned media exposure generated almost 45,000 articles and 7.4 billion total impressions during the event. He stated that commentary from the community and the attendees had been positive overall.

Dan added that there were 5,000 credentialed media on site during Super Bowl LIII, each spending days leading up to the event around the Atlanta area and provided positive exposure for the area. He shared that media compliments can be used as part of the bid package for future events. He also talked about the 10,000 volunteers for the event, chosen out of 32,000 applicants.

Marshall Guest spoke about the city's future bids for sporting events, and how Atlanta would hope to host the Super Bowl again in 2029. The city is also bidding to be a semi-finals location for the FIFA World Cup in 2026, a decision which will be made in December 2020. He spoke of

the infrastructure in Atlanta that is already in place for such an event. The group then spoke of how hosting affects the entire state through increased hotel and restaurant spending. The panel said that Atlanta is in a good position to be chosen as a host in the future, so long as they keep on the same path and continue to be mindful of what sports organizations are requiring from the cities they choose.

Chairman Neely called on **Malcolm Smith, VP of State Affairs – Aflac**, to present an update on Aflac. Malcolm gave a brief overview on the history of the company, from its start in 1955 in Columbus, GA, to its expansion into Japan during the 1970's World's Fair. The company provided supplemental cancer insurance to its Japanese clients. In 1999, the company began using the Aflac duck in its advertising, taking the company from 11% brand awareness to 94%. Aflac is now a Fortune 120 company. He stated that the company is thankful for the business environment in Georgia. He shared with the group that the SEUS-Japan 2019 42nd annual meeting would be hosted in Savannah this year and that it is an opportunity to showcase our state to visiting Japanese companies. An Aflac executive will be Chairman of the event.

With regard to sports marketing, Malcolm shared that Aflac has sponsorships in NASCAR, PGA Tour, is a Heisman Trophy presenting sponsor, and provides trivia questions during televised MLB and College Football games.

Malcolm then spoke on Aflac and its focus on pediatric cancer. The company has been working with Children's Healthcare of Atlanta's Cancer & Blood Disorders Center since the 1980s. At the time, there was no hospital that catered to children with cancer. Aflac is also developing a robot version of the famous duck, which will allow children to express their feelings through the use of emojis. The goal is to provide a duck to every single child being treated for cancer at CHOA.

Chairman Neely called on **Pat Wilson, Commissioner – GDEcD**, to present the Commissioner's Report.

Commissioner's Report

Thank you to our friends here in Cobb County and SunTrust Park for hosting us today! Couldn't have asked for a better backdrop for this meeting.

It's been a busy four months since we saw you all at Amicalola Falls in February.

We've had a few leadership changes that I wanted to loop you all in on.

Kevin:

Our Georgia Tourism Deputy Commissioner Kevin Langston will retire at the end of June. He's been with the department for 33 years.

Kevin came in to the position at the pit of the recession and led the team through the recovery to the record economic impact that we just mentioned.

Other landmarks of Kevin's tenure including Georgia breaking through the 100 million visitors per year mark, and to a diversification of Georgia's international tourism markets.

Kevin plans to stay involved in the tourism industry by consulting with communities and companies on their international market development plans.

Thank you to Kevin for many, many years of service to this state.

Scott:

I am excited to tell you that Governor Kemp has confirmed Scott McMurray as Deputy Commissioner of our Global Commerce team.

Scott joined GDECD in 2005 as a Project Manager, and most recently served as Division Director of the Global Commerce team.

He also served as Director of both the LEAF team and the FDI team, and for a time, Division Director and FDI director at the same time.

Scott did a tremendous job as the second in command for Tom Croteau.

I am thrilled that Scott has accepted this role, and excited about the future of this team.

Today, I am going to share a few of the more recent highlights from our team.

I encourage you to review the board book that we emailed to you last week for more detailed information about what are divisions are up to.

Tourism:

Tourism's 2018 preliminary economic impact numbers were released during National Travel & Tourism Week, May 6-11.

All indicators were positive: total impact was up 4.7% to \$66.2 billion, tourism-supported jobs were up to 471,600 and state and local tax revenues generated by tourism hit a record \$3.4 billion.

International Relations:

Next month Governor Kemp will travel to Seoul, South Korea for four days of business meetings. This will be the Governor's first international trip, and he will stay in Korea the entire time, because we want to send a message that the Korean market is a top priority.

It's a top priority because Georgia has announced nearly \$2 billion of investment from Korean companies in the last 12 months alone.

- That's about 3,000 jobs in communities from Whitfield County to Jackson County to Troup County.
- These companies are moving quickly – Hanwha Q Cells in Dalton went from groundbreaking to hiring about 600 people in just 7 months.
- And these companies are providing jobs for the future, manufacturing solar cells and electric car batteries.

Georgia Council for the Arts:

In July – the Georgia Council for the Arts will announce the recipients of the Arts Education, Partner and Project Grants.

Later that same month guidelines will be posted for the Vibrant Communities Grant and a new Cultural Facilities Grant to be offered for FY20.

Please be certain to let arts organizations in your community know about the availability of these additional grant programs.

Rural Georgia Initiatives:

The Rural team continues its travels throughout rural Georgia having facilitated community meetings in 80 rural counties with dozens of industry tours along the way. The team is collaborating and utilizing resources to build upon the strengths of rural Georgia. They are sharing success stories from one rural county to another and promoting economic development opportunities within Georgia’s rural communities.

Centers of Innovation:

COI-Logistics held the 2019 Georgia Logistics Summit Regional Forum in Cartersville in March.

- The event was a great success bringing together 400 attendees from the region and the state to network and learn about the state’s Network Georgia strategy and the Appalachian Regional Port.

Georgia Aerospace Day took place at the Capitol on February 28. Governor Kemp and Lt. Governor Duncan gave remarks.

- The annual event was a great success with more than 100 Georgia aerospace representatives attending to discuss the industry with state leaders.

International Trade:

Georgia’s 2018 international trade numbers were released in late March, and they tell a strong story.

- Exports surpassed \$40.5 billion for the first time, and grew 9 percent from 2017.
- Aerospace remains Georgia’s leading export industry based on dollar value
- Georgia’s export story is fundamentally about small businesses finding global success and our Trade team continues to set a high bar for export assistance.
- This fiscal year alone, the team has worked with 2,010 companies on export issues, including 129 companies that are new to GDEcD services.

Film:

Georgia is currently hosting many projects—especially television, with 39 television series in various stages of pre-production or production.

In addition, we are currently hosting 15 features and 1 television pilot.

Global Commerce:

It’s fitting we are here in Cobb County today as Governor Kemp announced this morning that Plethora will create 250 jobs and invest \$17 million in a new production facility here in Marietta. Congratulations to Dana Johnson and his team at the Development Authority of Cobb County on this win! Other partners on this project include Quick Start and ECG.

Members of the Global Commerce team recently attended the NextGen Talks in Brooklyn, NY, IAMC Spring Forum in Santa Barbara, CA and several other industry- focused conferences.

Marketing & Communications:

I am excited to share a new Global Commerce video titled, We Speak Business that was done by our Marketing team.

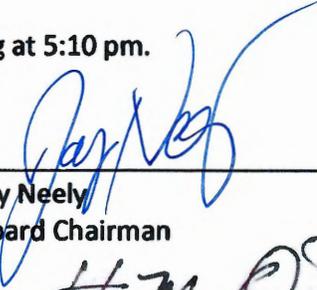
Georgia Department of Economic Development
Board Meeting – May 29, 2019

- It features leading executives from Delta Air Lines, Gulfstream, InComm, Kia Motors Manufacturing, Unisys, UPS and more as they talk about the strengths of doing business and living in Georgia.

Following the video, Chairman Neely thanked the Cobb team, the sponsors, and the Atlanta Braves. He stated that the next meeting will take place in Athens.

Chairman Neely adjourned the meeting at 5:10 pm.

Respectfully Submitted:



Jay Neely
Board Chairman



Monty Osteen
Board Secretary