



LET'S TALK

BUSINESS



# BOARD OF DIRECTORS BRIEFING BOOK

APRIL 2020

# GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT BOARD BOOK

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April 9, 2020

To the Georgia Department of Economic Development Board of Directors:

In addition to the highlights you'll read in this quarterly report, every division of the Georgia Department of Economic Development (GDEcD) was called on to respond to the unprecedented effects of the COVID-19 pandemic during the third quarter of fiscal year 2020.

As the State of Georgia began to feel the effects of COVID-19, GDEcD worked closely with Governor Brian Kemp and our partners to support our state government, businesses and communities.

The Georgia Department of Economic Development staff has provided a steady hand for the communities that work closely together to make the state so special. Along with countless personal outreach efforts, our specialized COVID-19 response pages and briefing updates for the tourism, film and entertainment, and arts and nonprofit communities – in addition to the Department's main business and industry response page, began immediately providing specialized mission-related resources to help our partners navigate turbulent times.

The Department was specifically tasked with leading the state's charge to identify manufacturers and distributors across Georgia who could assist with production, storage or distribution of critical health care supplies. Our Department worked closely with the Georgia Emergency Management and Homeland Security Agency on this initiative and received an incredibly strong response from Georgia businesses.

Multiple divisions assisted with manufacturers who pivoted their businesses to help fill resource gaps and keep Georgians employed. Our Department also helped Georgia companies completely shift their export strategies and remained in touch with more than 200 industry partners during the early days of the crisis to help them assess both long and short-term impacts.

When Governor Kemp's "Executive Order to Ensure a Safe and Healthy Georgia" became public on April 2, members of our Department, in Georgia and abroad, worked around the clock for days to answer questions and provide accurate information and guidance to our state businesses and networks. Our staff also helped get the word out about the state's small business resources as it relates to the federal "CARES Act," which will prove critical in the coming weeks and months.

The GDEcD team designed billboards to support health-related messaging, kept international partners informed, and still found time to create more good news for Georgia throughout this period.

Our global employee network remained operational while following state, federal and international guidelines. These operational shifts were unprecedented, and our staff continued to efficiently fill vacancies and on-board new employees, manage technology issues and keep accounts moving forward.

While we've shifted to integrate more telecommunication into every facet of our work, our mission has not changed. Since this outbreak began, our Department has had the opportunity to not only witness, but assist Georgia companies as they redefine corporate social responsibility, and set an example nationwide.

The diversity of Georgia's economy and our export markets keeps us well-positioned to bounce back from the current challenges, and we are confident that our numbers will continue to trend upward in the long-term – as they have over past 20 years.

The financial research website WalletHub named Georgia's economy as the best positioned to weather the impacts of COVID-19, and GDEcD will continue to do everything in our power to help ensure that outcome.

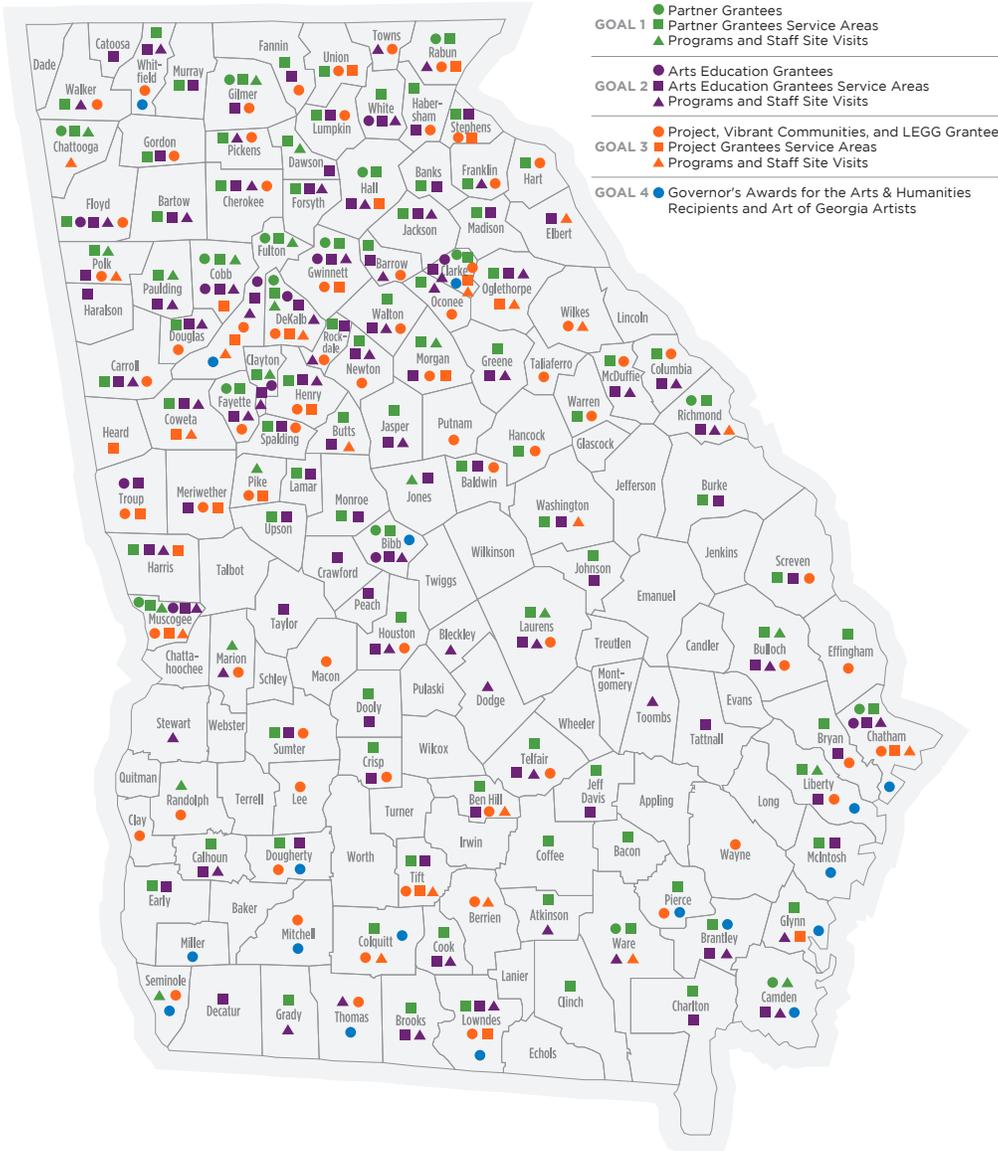
Our team is already looking ahead to the solutions that will keep employees and businesses on the path of innovation, growth and expansion.

It is GDEcD's mission to create jobs and enterprise opportunities for Georgians. We'll see to it that we will weather this storm together. We thank our Board of Directors for the continued support and welcome your feedback as always.

Sincerely,

A handwritten signature in black ink, appearing to be "Pat Wilson".

Pat Wilson  
Commissioner, Georgia Department of Economic Development



This map illustrates GCA's work as it impacts counties throughout the state of Georgia and is organized according to GCA's strategic plan goals.

## 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.

## By the Numbers

**45**

pieces of the State Art Collection are currently on display in hospitals in South Georgia through the Creative Healing Program.

**7**

Cultural Facilities Grants, totaling **\$280,000** were awarded to support the construction, renovation, or acquisition of a building for arts programs, or the addition of equipment to support arts programs.

**72**

Vibrant Communities Grants, totaling **\$292,448.00** were awarded to support arts programs throughout the state.

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## QUARTERLY DIVISION HIGHLIGHTS

1. GCA recently announced the recipient of a new theatre commission, Art as Power: Theatre in Response to Georgia's Domestic Commercial Sex Exploitation of Minors Crisis. GCA has partnered with the Georgia Attorney General's Office, the Georgia Department of Education, Wellspring Living, and Street Grace to use theatre arts as an educational vehicle for prevention of the sexual exploitation of minors. Georgia-based Out of Hand Theater has been selected to develop the script for late middle school/high school audiences. The partners joined forces to offer a contract for the creation of a script for a one-act play that will focus on bringing awareness about child exploitation. Funding for the commission is provided by GCA through our National Endowment for the Arts grant. Each production of the play will be followed by a Q&A with professionals working in the field.
2. February 28 was the deadline for submissions to the seventh annual Poet Laureates Prize, awarded for an original poem written by a Georgia high school student. Approximately 300 poems were submitted by Georgia high school students for consideration. A winner and four finalists will be selected by Georgia Poet Laureate Chelsea Rathburn and announced in the spring of 2020. The winning and finalist poems will be published by Atlanta Magazine at [atlantamagazine.com](http://atlantamagazine.com).
3. In January, GCA released its FY19 Impact Map. This year's map was redesigned to align impact with GCA's four strategic plan goals. In FY19, GCA directly and indirectly delivered support to 130 of the state's 159 counties. A total of 5.65 million individual Georgians directly benefitted from the programs and services delivered by GCA's grantees. For every \$1 in grants awarded by GCA, grantees were able to leverage that dollar to raise an additional \$90.

## UPCOMING EVENTS AND OPPORTUNITIES

- GCA staff will be presenting grant writing workshops in Athens on June 4, and in Atlanta on June 18, in partnership with the Fox Theatre Institute.



COI Executive Director Steve Justice (left) presents the First Place High School Award at this year's K12 InVenture Prize.

### By the Numbers

**372**

COI engagements across all 12 regions of the state through Q3 FY20.

**53%**

Engagements outside of metro Atlanta or statewide.

**55**

Collaborations and projects with GDEcD and other EcD organizations through Q3 FY20.

### 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 continued efforts to support the growth of local innovation ecosystems across the state:
  - COI has provided three Columbus-based entrepreneurs with connections to business resources through the Greater Columbus Chamber of Commerce's StartUp Columbus initiative.
  - The COI Team visited Clark Atlanta University (CAU) to learn more about the university's engineering and innovation programs that can potentially be a resource to local industry. COI and CAU are discussing a possible summer or fall innovation event to reach out to minority innovators.
  - COI Associate Director David Nuckolls met with SEDA VP for Innovation and Entrepreneurship and GDEcD's Region 12 Project Manager to discuss the Savannah Logistics Tech Corridor project and other regional efforts.
  - COI met with new the Georgia Municipal Association's Georgia Forward program Executive Director Brenda Belcher to discuss the ways we can work together on community innovation.
2. COI started the University IP Portal Pilot Project to develop a prototype marketing website as a "one stop shop" to better connect Georgia industry to the IP generated by the roughly \$2.3 billion in annual university research in the state.
3. COI Manufacturing launched a pilot project that will create an augmented reality (AR) case study that will help small manufacturers in Georgia implement this technology in their companies. To test and measure the performance of AR, this project will culminate with the implementation of Google Glass, in partnership with Georgia Institute of Technology Interactive Media Technology Center (IMTC), Georgia Manufacturing Extension Partnership (GaMEP), and Gemba Systems, at a local small manufacturer - in this case Commercial Interiors Manufacturers (CiM) of Jasper. The project will run through November 2020.

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4. COI Energy Technology started an Innovation Grant project for research with Georgia Tech for Solar Inventions LLC that seeks to improve the safety of standard solar panels while increasing the performance of panels used in regions of the country that have tall trees, like Georgia, or fewer hours of sunshine.
5. COI Information Technology received the Esports Industry Assessment for the State of Georgia report from Georgia Tech. The report, commissioned by COI IT in partnership with the GDEcD Digital Entertainment Team, is an excellent overview of the growing Esports sector and will inform COI and GDEcD efforts.
6. COI Logistics is providing industry data and insight for a Federal Highway Administration (FHWA) funded National Economic Partnership Freight Alley Megaregion Study on future freight volumes and movement for five industry clusters across the three-state region of Georgia, Alabama and Tennessee.
7. The DoD Office of Economic Adjustment (OEA) formally approved the extension to the COI Aerospace grant to develop resources to assist Georgia defense contractors in meeting new DoD Cybersecurity rules coming out in 2020.
8. COI Energy Technology and Georgia Tech traveled to Jesup for the first of four community meetings in FY20 to present and discuss with six communities the development of the EPA, Georgia EPD, and COI Materials Life Cycle Tool to foster informed decisions while creating connections that turn waste streams into revenue streams that lower the cost of material input during production. Georgia will be the first state with this tool to analyze the economic and environmental impacts in 389 industry sectors.
9. COI Executive Director Steve Justice presented at the kickoff meeting of the Lt. Governor's 'Georgia Innovates' Task Force on February 10 at the Capitol. Other COI staff are supporting the task force committees including COI Aerospace Director Amy Hudnall, who is a member of the Education & Workforce Sub Committee.
10. COI Manufacturing and Rural Georgia Initiatives are working with Rayonier Advanced Materials (RYAM) in Jesup on a potential innovation project with the University of Georgia to convert a Rayonier waste product into a chicken feed additive. If successful, Rayonier will then develop the production process, which will lead to a \$10.5M plant expansion at the Jesup facility.
11. Several of the COI Team served as judges at the Georgia Tech K-12 InVenture Prize State Finals, for which COI is a sponsor. COI Manufacturing also sponsored the People's Choice Award at the Georgia Tech InVenture Prize Finals that evening which were televised live on Georgia Public Broadcasting.

## UPCOMING EVENTS AND OPPORTUNITIES

- Georgia Innovates Task Force: COI is supporting Lt. Gov. Duncan's panel of more than a dozen state leaders entrusted with helping accelerate the goal of making Georgia the "Technology Capital of the East Coast." The task force is to be divided into four subcommittees exploring public innovation; education and training; entrepreneurship and start-ups; and rural initiatives.
- Georgia Logistics Summit: Originally scheduled for March, the Summit is now rescheduled for late August 2020.
- Georgia Innovation Summit: Currently scheduled for May 14, 2020, in Atlanta.
- COI, along with Georgia Tech Smart Communities Challenge Team, will support the 2020 Atlanta Smart City Expo scheduled for June 2020.



Joined by Governor Brian Kemp, Lieutenant Governor Geoff Duncan, Speaker of the House David Ralston, and other leaders and film industry professionals, the Georgia Film Office hosted Film Day at the Capitol and launched the office's new FilmWorks website on March 11.

## By the Numbers

Georgia is currently hosting:

**10**  
feature films

**34**  
television projects

## 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. Joined by Governor Brian Kemp, Lieutenant Governor Geoff Duncan, Speaker of the House David Ralston, and other leaders and film industry professionals, the Georgia Film Office hosted Georgia Film Day at the Georgia State Capitol on March 11.
2. The Georgia Film Office celebrated with legislators and industry partners the positive results and record-breaking year the film industry had in the state at the annual Georgia Film Day at the State Capitol. Georgia is one of the top film production centers in the world, and the industry posted a record \$2.9 billion in direct investment during the last fiscal year.
3. The Georgia Film Office also announced the launch of the new Georgia FilmWorks website, which uses personal stories of people and small businesses throughout the state to highlight the contributions the industry has made on the lives of Georgians. The new website can be found at: [www.georgia.org/FilmWorks](http://www.georgia.org/FilmWorks), and people and businesses impacted by the film industry are encouraged to share their stories there.

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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 Film Festival:**  
Originally scheduled for April 30 - May 10, 2020, now scheduled for September 24 - October 4, 2020.  
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 ME Film Festival, Milledgeville:**  
Originally scheduled for May 18 - 24, 2020, now scheduled for November 2 - 8, 2020.  
The ME Film Festival (Milledgeville-Eatonton) is an international industry initiative founded in 2013 as the Milledgeville Film Festival. The six-day event is branded as a Southern Gothic-themed film event, created by filmmakers for filmmakers. Women’s Impact in Filmmaking and New Media are two main focuses of interest for this internationally flavored line up.
- **American Youth Film Festival, Atlanta: June 25 - 28, 2020.**  
The American Youth Festival Group (AYFG) launched its film festival division, The American Youth Film Festival (AYFF) in 2015 at the Columbus State University Center for International Education. Entries are open to students in three categories: Middle School, High School, or College. Judging categories include animation, comedy, commercials, documentaries, feature films, music videos, public service announcements, science fiction, or short films. The festival includes screenings, panel discussions and workshops for young people.



The GDEcD team greets a delegation from the Netherlands at Georgia's booth at the RSA Conference in San Francisco from Feb. 23 - Feb. 27, 2020. Georgia was the only state with its own pavilion in the exhibit hall.

## 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 international representatives in strategic regions around the world.

## QUARTERLY DIVISION HIGHLIGHTS

1. Georgia earned the top ranking for workforce development in the South Atlantic Region, according to Site Selection Magazine's 2020 Workforce Development Rankings.
2. Sugar Bowl Bakery, one of the leading minority-owned bakeries in America, announced that it will locate its first East Coast location in DeKalb County. The company will deliver approximately 400 new jobs and invest \$37 million over the next five years in its new Tucker facility.
3. Governor Brian P. Kemp and First Lady Marty Kemp joined Georgia Department of Economic Development (GDEcD) Commissioner Pat Wilson, state officials, and Georgia companies to celebrate Georgia Made Day on February 12, at the State Capitol. The event featured an exposition of products from Georgia manufacturers as well as the launch of the Georgia Made logo.

## UPCOMING EVENTS AND OPPORTUNITIES

BIO International Convention - June 8 - 11, 2020 - Virtual Meeting

- The BIO International Convention attracts 17,000+ biotechnology and pharma leaders who come together for one week of intensive networking to discover new opportunities and promising partnerships.

## By the Numbers

During FY20, the Global Commerce team has assisted with the location or expansion of

**258**  
projects, creating

**\$4.8 B**  
investment and

**15,074**  
jobs.

Foreign Direct Investment is strong, with 60 locations from countries around the globe, delivering 47% of the total investment, and the creation of

**4,504**  
new jobs.

Project activity is strong statewide, including the 149 counties outside Metro Atlanta. These counties have seen the majority of project locations, with 228 to-date that will result in the creation of over

**5,200**  
jobs and over 84% of total investment.

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Jeff Stepakoff from the Georgia Film Academy speaks to the Georgia Consular Corps about meeting the workforce needs of Georgia's film and entertainment industry.

## By the Numbers

**26**

Consuls General in the Consular Corps

**48**

Honorary Consuls in the Consular Corps

**25**

Diplomatic visits and business meetings with foreign dignitaries from more than 30 countries

**10**

Meetings and events held across four different cities during Governor Kemp's three days in Germany

## DIVISION PROFILE

- Note: As of March 16, 2020, the International Relations team is a part of the newly consolidated division of Marketing, Communications, and International Engagement. The team will continue its dedication to the same mission and duties under this new configuration, led by a Chief of Protocol/Director of International Engagement who will report to Abby Turano, who has been named Deputy Commissioner for Marketing, Communications, and International Engagement.
- 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 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. Diplomats flock to Georgia**  
In January and February, Governor Kemp met with Washington D.C.-based Ambassadors representing France, Kazakhstan, the Netherlands, and Slovakia, as well as the U.S. Trade Undersecretary and the Japanese State Minister for Foreign Affairs. GDEcD representatives also met with Canada's Deputy Minister for the Americas, the top Canadian diplomat covering the Western Hemisphere, as well as the locally based Consuls General of Germany, Israel, and Japan. These meetings and visits continue to strengthen diplomatic ties between Georgia and the rest of the world, giving our economic connections a solid base upon which it can grow.
- 2. Governor Kemp travels to Germany**  
In January, Governor Brian Kemp embarked on his second overseas economic development mission as Governor. He and a small team from GDEcD traveled to Germany, paying thank you calls on companies with major operations in Georgia and networking with leadership from the American Chamber of Commerce in Germany.

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The visit included discussions about the future of the automotive industry with giants Porsche and Daimler/Mercedes in Stuttgart, meetings with smaller suppliers in rural areas, as well as a small reception opening the newly relocated GDEcD representative office in Munich.

There are more than 800 German facilities operating in Georgia, employing roughly 36,000 Georgians. In addition to the business relationships that were strengthened in the meetings that took place, Governor and Mrs. Kemp's visit demonstrates Georgia's appreciation for investment, trade, and partnerships to the prominent and active German business community in Georgia.

**3. Protocol and Cross-Cultural Training for Savannah's leaders**

In February, at the invitation of the World Trade Center-Savannah, the International Relations team visited Savannah to meet with Mayor Van Johnson, as well as new members of city council, presenting a training session about protocol and cross-cultural relations. The team also led a similar training session and discussion for members and partners of the World Trade Center-Savannah.



The International Trade division co-exhibited with eight Georgia companies at Arab Health 2020 in Dubai in January. The region represents a growing market for the nearly \$2 billion in medical device and equipment exports from Georgia each year.

## 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 Representative located in 12 strategic global markets and assists Georgia companies 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. Arab Health 2020  
In January, eight Georgia companies co-exhibited with GDEcD at Arab Health, the largest healthcare exposition in the Middle East. This year’s show welcomed more than 55,000 attendees from 159 countries. The region represents a growing market for the nearly \$2 billion in medical device/equipment exports from Georgia each year. Georgia companies reported more than 300 leads generated from the show with anticipated sales estimated at nearly \$5 million.
2. Georgia - China Trade Webinar  
In February, GDEcD’s trade representatives in China hosted a webinar focused on the Phase I U.S.-China trade agreement and its impacts on Georgia businesses. In total, 19 companies/organizations participated, representing key industries for the state including agriculture, aviation, manufacturing, and medical devices. The new trade agreement includes provisions intended to expand U.S. exports to China, such as the recent opening of the Chinese market to U.S. poultry. This agreement is expected to increase opportunities for Georgia companies looking to do business in China.
3. State of Trade – March 12, 2020  
The Trade team and World Trade Center Atlanta partnered to host an inaugural State of Trade breakfast on March 12. The goals of the event were to increase awareness about the breadth and depth of trade in Georgia, and to provide actionable intelligence and specific insights from leading companies on how to prepare for trade uncertainty, and create mitigating strategies.

## By the Numbers

- 745**  
trade leads provided to Georgia companies
- 653**  
Georgia businesses received customized export assistance
- 191**  
key clients worked with International Trade Managers
- \$14,33,000**  
million exports supported by the trade team
- 184**  
trade successes

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Opening remarks were given by COO Bert Brantley followed by a distinguished panel including: Ruchi Shah, director of marketing, South Atlantic District for UPS, Lisa Winton, CEO, Winton Machine Company, and Jeff Lamb, director of corporate business development, D.J. Powers Company, Inc. The candid discussion, focused on the current state of trade, and how their companies are responding to the complexities in the global marketplace. The panel was facilitated by former GDEcD Commissioner Craig Lesser.

## UPCOMING EVENTS AND OPPORTUNITIES

- **Rescheduled: International Reps Visit**  
Due to the global impact and concerns over COVID-19, the “novel coronavirus,” GDEcD has rescheduled this year’s International Representatives Annual Visit until late August. Preliminary plans are to hold the visit during August and have the reps participate in the GDEcD Board meeting in Columbus. Stay tuned for updates.
- **Money 20/20 Europe, Amsterdam, Netherlands: June 16-18, 2020**  
Shehzin Tietjen, Senior International Trade manager is working with the Metro Atlanta Chamber to lead a delegation of companies and partners to Europe’s biggest FinTech event. The 2019 edition of Money20/20 Europe featured more than 2,200 companies, and welcomed 6,000+ visitors from 97 countries, highlighting its strength as the region’s leading payments event. Leaders representing FinTech, banks, payments companies and suppliers, retailers (online and offline), investors, governments and central banks will come to Amsterdam to seize new business opportunities and strengthen partnerships. Money 20/20 Europe will provide a venue for Georgia companies to connect with leads for new business opportunities.
- **Exporter Directory**  
The Trade team has launched Export Georgia, USA, an online platform designed to connect Georgia suppliers with international buyers. The goal is to help Georgia businesses reach new markets and diversify their international customer base. The directory allows international buyers to search for Georgia suppliers based on product, service, industry, or keyword. Georgia companies wanting to promote their products or services globally to international buyers need only register. Georgia’s international representatives will promote Export Georgia USA in their markets to drive new international customers. The division is actively recruiting Georgia exporters to be listed and welcomes the Board’s help in connecting with interested businesses.  
Export Georgia, USA can be found at: [www.georgia.org/export](http://www.georgia.org/export).



The Marketing & Communications division supported a number of events during the Georgia General Assembly session, including the launch of the new "Georgia Made" logo during Georgia Made Day at the Capitol.

## 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. The Marketing & Communications division provided substantial support for the department's COVID-19 response during the teleworking period. Each team was involved in responding to press requests, keeping the websites updated, sharing internal announcements, providing graphics and other creative, and producing blog posts sharing various industries' stories and impacts during the crisis. Marketing & Communications maintained constant coordination with each division of GDEcD, as well as the Governor's office regarding COVID-19.
2. Marketing & Communications produced numerous creative projects and announcements in support of industry days and program launches during the General Assembly session. A new evergreen backdrop stands at the Capitol as a constant testament to GDEcD's efforts, and pull-up banners, one-pagers, branded signage, press releases, new features on the websites, and two new brands were on display at events such as Film Day; Tourism, Hospitality and Arts Day; and the Georgia Made launch. Projects were also completed for the postponed International Day, Aerospace Day, and non-Capitol events such as the Georgia Logistics Summit.
3. Several marketing campaigns launched during the third quarter of FY20:
  - a. A campaign focused on LinkedIn and search engine marketing and optimization drove traffic to Georgia.org;
  - b. Social media advertising on Facebook and LinkedIn encouraged audiences to register for the Georgia Logistics Summit;

## By the Numbers

### ExploreGeorgia.org

- Visitors to the website up 17%
- Nearly 2.8M page views, up 11%
- New users/visitors up 20%

#### Domestic:

- Illinois up 63%
- New York up 50%
- North Carolina up 36%
- Florida up 24%

#### International:

- Brazil up 26%
- Germany up 22%
- Canada up 18%

### Georgia.org

- Visitors to the website up 62%
- Nearly 520k page views, up 33%
- Users from South Korea up 2,000% (paid media campaign)
- Users from India up 162%
- Average time on page 2:32
- Logistics/Supply chain page views up 2,000%
- Cybersecurity page views up 164%

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- c. PR and social media efforts helped launch the Georgia Made campaign, focusing on the Governor's Georgia Made Tour visits and the state's strength in manufacturing;
- d. Programmatic, out of home, broadcast, search, and social media ad buys encouraged potential in-state and out-of-state tourists alike to Explore Georgia; and
- e. Korean language digital display ads targeted South Korean companies to boost traffic to the market-specific pages on Georgia.org.

Though most of these campaigns were paused during the COVID-19 crisis, they were already proving successful before the pause.

4. Prior to the cancellation of many trade shows and conventions, the Global Commerce, International Trade, and Tourism divisions participated in several key events around the country and the globe. The Marketing & Communications division assisted these events through booth creative, collateral development, and, in the case of SHOT Show and RSA for Global Commerce, in-person support and reception management.
5. Working alongside the Film division and the Georgia Studio Alliance, Marketing & Communications developed a new Georgia FilmWorks brand to showcase the success stories of Georgia individuals and small businesses involved in the film industry. A new interactive map on the website showcases these stories from across the state and is updated regularly. Learn more at [Georgia.org/FilmWorks](http://Georgia.org/FilmWorks).
6. A new series of region-specific landing pages on Georgia.org launched in February, featuring the economic development success in each of the state's 12 regions. These webpages were developed to support the work the Global Commerce and Rural Georgia Initiatives divisions perform in attracting businesses to areas outside the major metropolitan areas. Each page contains region-specific data, companies, news, success stories, videos, contact information for the regional project manager, and more. These pages can be found at [Georgia.org/Regions](http://Georgia.org/Regions).
7. In March, the division merged with International Relations to form the Marketing, Communications, and International Engagement division, headed by Abby Turano, who had been heading up International Relations and previously worked on Marketing & Communications' account management team. The division will now have five teams: account management, communications, creative services, digital marketing, and international relations.
8. In January, Marketing & Communications released the FY19 Year in Review on behalf of the department, showcasing each division's efforts in the prior fiscal year and clearly demonstrating another strong year in economic development for the State of Georgia.

## UPCOMING EVENTS AND OPPORTUNITIES

- TBD, 2020: Release of a new Rural Georgia Initiatives video that puts a focus on six Georgia companies across the state and how they've been successful.



The RGI team's visited Olin Epoxy in Crawford County during the third quarter of fiscal year 2020.

## DIVISION PROFILE

The Rural Georgia Initiatives (RGI) 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 represented the RGI team through several speaking engagements, including the Georgia College and Career Academy CEO Workshop, Walton-Works workforce development event, Leadership Lowndes, and Rome-Floyd County Chamber Leadership Day at the Capitol.
2. Division Director Chris Chammoun graduated from the South Georgia LEADS Program, and Deputy Commissioner Amy Carter is now serving on the Georgia Innovates Taskforce, with the goal of making Georgia the "Technology Capital of the East Coast."
3. Division Director Chris Chammoun and John Morehouse of COI Manufacturing led a meeting with Rayonier Advanced Materials in Jesup and UGA Poultry Science department to discuss a potential grant to develop a waste product into a poultry feed additive.
4. The RGI team also partnered with COI to help the City of Woodbury in installing a test phase of their wireless internet service and becoming the third "Broadband Ready Community."

## UPCOMING EVENTS AND OPPORTUNITIES

- RGI will be releasing its Rural Works video highlighting six Georgia companies located in rural Georgia.
- The RGI team will be working to complete meetings with the final rural counties that have not been visited in Regions 7 and 11.

## By the Numbers

The RGI team completed community meetings and visits in

**15** counties (Crawford, Wilkes, Warren, Sumter, Webster, Clay, Quitman, Schley, Chattahoochee, Marion, Randolph, Berrien, Cook, Toombs, and Baldwin Counties).

Division Director Chris Chammoun participated in

**5** separate Tourism Product Development (TPD) teams and final presentations.

The team visited with

**7** industries throughout the state to learn more about industry issues specific to rural communities.

## Contact Information

- For further information or details – please contact:

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Explore Georgia presents Governor Brian P. Kemp with a \$3.4 billion check representing tourism's impact on the state economy during 2018 at Tourism, Arts, and Hospitality Day at the Capitol in February.

## By the Numbers

RVIC Grants Awarded

**33** Regional Visitor Information Centers received more than \$60,000 in funding.

Tourism Product Development Grant  
Five organizations received grant funding totaling

**\$22,633.**

## DIVISION PROFILE

Explore Georgia, a division of the Georgia Department of Economic Development, is the state's official destination marketing organization. Through its home office in Atlanta, 11 visitor information centers, and a network of representatives across the globe, Explore Georgia inspires travel to and within the state. The division works to advance Georgia's \$66.3 billion tourism industry that supports 478,000 jobs. As home to the biggest cities in the region, the most diverse population, and a geographical range from the mountains to the beach, Georgia has the South's most unexpected sights and stories.

## QUARTERLY DIVISION HIGHLIGHTS

1. On January 21, Governor Brian P. Kemp was joined by leaders from Georgia's tourism industry for the annual Tourism, Hospitality & Arts Day at the Capitol to recognize the \$66.3 billion impact the tourism industry has on Georgia's economy. Representatives from the tourism industry presented Kemp with a check representing the \$3.4 billion in state and local tax revenue generated by tourism-related expenditures. The 2020 Explore Georgia Travel Guide was also released during the event.
2. Explore Georgia attended the American Bus Association (ABA) conference January 10 -14, in Omaha, Nebraska. Domestic Sales Manager Mandy Barnhart managed the Georgia booth at the marketplace where she met with over 50 tour operators.
3. The new industry site dedicated specifically to Georgia's tourism industry launched on January 29. The Explore Georgia Tourism Industry Portal contains helpful resources, including the tourism strategic plan, research reports, TPD reports, advertising opportunities, as well as the improved Event Impact Calculator.
4. Explore Georgia attended the International Inbound Travel Association Summit (IITA) in St. Pete/Clearwater, Florida, on February 3 - 6. IITA is the national nonprofit trade association representing the United States' international inbound travel industry.

## Contact Information

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5. On February 19 - 21, Explore Georgia attended Connect International in Kissimmee, Florida. During the Marketplace, Global Market Development Manager Amanda Peacock met with more than 50 international travel buyers
6. Members of the Industry and Partner Relations team attended STS Connections in Little Rock, Arkansas, on February 10 - 12 with more than 40 partners and vendors from Georgia in attendance. STS Connections is an annual event that brings together tourism experts, visionaries and curators to share their industry insights.
7. Explore Georgia conducted a media blitz in New York, Feb. 25 - 27. During this two-day blitz, the communications team met with freelance and travel media editors to form new relationships and begin pitching story ideas for the summer and fall travel seasons.
8. Explore Georgia's sales and communications team attended Travel South Showcase March 8 - 11 in Baton Rouge, Louisiana. Travel South Showcase is the premier marketplace event in the South where over 500 tourism professionals gather for three days of intensive meetings with a goal of delivering more visitors. During the event, Domestic Sales Manager Mandy Barnhart and Sr. Communications Specialist Emily Murray held appointments with more than 30 tour operators and 50 journalists respectively.

## UPCOMING EVENTS AND OPPORTUNITIES

- Explore Georgia has canceled the RVIC Conference scheduled for April 22-24, 2020, in Douglasville.
- Georgia On My Mind Days are on temporary hiatus while the state Visitor Information Centers are closed.