WHY GEORGIA

BOARD OF DIRECTORS
BRIEFING BOOK
February 23, 2022
# TABLE OF CONTENTS

2021 Year in Review and Look Ahead ................................................................. 3

Georgia Council for the Arts................................................................................. 5

Center of Innovation............................................................................................. 7

Film ..................................................................................................................... 9

Global Commerce............................................................................................... 11

International Trade............................................................................................ 13

Marketing, Communications & International Engagement............................. 15

Tourism............................................................................................................... 17
GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT 2021 IN REVIEW AND LOOK AHEAD

We end each year with an eye toward letting go of the past and embracing the future. In Georgia, we continually improve on yesterday’s successes to develop tomorrow’s future.

The $5 billion Rivian Automotive Inc. announcement is a leading part in a revolutionary change that will play out rapidly over the next 10 years. At the Georgia Department of Economic Development (GDEcD), our mission is to secure investments that will lift up all Georgians, including underrepresented communities across the entire state. This project, and those focused on by each of our strategic arms at the Department, continue that work with new records and a mindset that will allow us to achieve even more together in the coming year.

The Rivian story is not only historic in the 7,500 direct jobs it will create on top of its investment, it’s also putting Georgia in a remarkable position during a worldwide massive shift in mobility. Approximately 55,000 Georgia jobs are tied directly to the internal combustion engine. As major automotive companies seek extremely aggressive deadlines to transition to electric batteries and lighter vehicle bodies to accompany them, Georgia recognized early that we needed to give the people of our state the opportunity to be a part of that coming change – and that includes employing all of our educational resources to provide solutions to new challenges.

We’re doing that, and we’re seeing greater numbers of projects seeking to tap into Georgia’s talent and diversity.

Incredibly, coming out of a pandemic, that story is not unique to the Department’s expansions and recruitment division. Its tremendous positive impact is shared across every division, thanks to our holistic approach to creating new jobs, strengthening our economy, and providing the hope that goes with these opportunities.

In tourism, Georgia has remained resilient, with 2021 travel spending, and hotel occupancy, rates, and revenues outpacing pre-Delta variant forecasts. The Explore Georgia team has seen this enthusiasm for travel to our state play out in real time, and travel also helps people understand that Georgia is not just a great place to visit – but a wonderful place to live and work!

Today, four of the top six highest-grossing domestic films of all time have been filmed in Georgia. During the last fiscal year, the Georgia Film Office reported a new record of more than $4 billion in direct spending by productions. That’s not using a formula to determine the extra impact of each dollar invested, that’s hard cash spent in the state – and it’s a 495% increase in the last decade. In addition, private industry has been developing more stage and warehouse space here to meet increasing demand. For perspective, in 2010, Georgia offered 45,000 total square feet of purpose-built stage space. Today, we boast 5.3 million square feet in purpose-built and retrofitted stage and warehouse space.

Like other targeted growth industries in Georgia, film jobs here are bolstered by programs like the Georgia Film Academy, our K-12 education system, and our colleges and universities, which are training Georgians for careers in all aspects of production, not to mention the other small business and hospitality jobs supported by the industry. One 10-month production spent $35.8 million on Georgia cast, crew, and extras. This doesn’t include local permitting fees, construction, wardrobe and makeup, local catering, or a host of other costs. And they spent nearly $1.5 million in post-production editing, an area where Georgia is continuing to develop homegrown opportunities in the state, with an eye to the digital, technology, and creative jobs we’re producing here.
During normal years, our creative communities generate roughly $37 billion in revenue and account for about 200,000 jobs in the state. The Georgia Council for the Arts last year helped more organizations in our state than ever keep their doors open and make investments that will help them serve long-term goals, including building a sense of community, place, and healthy outlets for expression.

Daily, every area of GDEcD is focused on making Georgia a more attractive place for business.

The Georgia Center of Innovation taps into each of these areas and more, creating new connections and providing knowledgeable insights into key industries. In FY21, they worked with more than 700 public and private entities in our state to remove roadblocks, build ecosystems, and move businesses to the next level.

Our award-winning International Trade team works day in and day out with mainly small and medium-sized businesses to help them reach new markets, navigate the tides of uncertainty to find smooth, inviting waters, and deliver Georgia made products to the world.

When Georgia is operating at optimum capacity, our thriving economy expands to develop more jobs and investments across sectors.

In addition to this Briefing Book, we encourage a look at our FY21 Year in Review, which uses the lens of individual successes and highlights to tell the wider story of Georgia’s economic progress.
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. Vibrant Communities and Cultural Facilities grants
In October, Georgia Council for the Arts announced the recipients of the Vibrant Communities and Cultural Facilities grant awards for fiscal year 2022. The Vibrant Communities grant supports a variety of arts programming throughout the state, and the Cultural Facilities grant supports the restoration or renovation of a building used for arts programming. Fifty-six entities in 43 counties received $235,836 in Vibrant Communities funding, while 10 arts organizations in 10 different counties received $364,164 in Cultural Facilities funding.

2. Institute for Museum and Library Sciences grant
Georgia Council for the Arts was awarded a grant through the Institute for Museum and Library Sciences (IMLS). The grant will pay for two art conservators to evaluate the 600-piece State Art Collection. The conservators will prepare a report with prioritized recommendations for the paintings, photographs, sculpture, ceramics, and furniture in the collection.

By the Numbers
In FY22, GCA has distributed:
$2.7 million in grants to 335 organizations in 92 counties
*$1M from American Rescue Plan funding.

Georgia’s Creative Industries generate:
$28B in economic impact, generating 154,259 jobs, which is 4.6% of the Gross State Product.
*Source: NASAA

In-person programming:
59% of arts attendees going to live events as of November 2021,
Compared to:
38% in September 2021, and
17% in April 2021, with an additional 11% expected by January 2022.
*Source: AMS Audience Outlook Monitor

Contact Information
For further information or details - please contact:

Tina Lilly
Georgia Council for the Arts
Executive Director
404.962.4827
tlilly@gaarts.org
gaarts.org
3. Poet Laureate’s Prize
Georgia’s Poet Laureate, Chelsea Rathburn, in collaboration with Georgia Council for the Arts, announced the winner and finalists of the eighth annual Poet Laureate’s Prize, which is awarded for an original poem written by a Georgia high school student. The annual program is designed to encourage students in grades nine through 12 to write original poems and engage in the art form of poetry. The winner was Aanika Eragam, a senior at Milton High School. The poems by the winner and four runners-up were published by Atlanta Magazine at: Georgia Poet Laureate’s Prize 2021: Meet the winner and finalists - Atlanta Magazine.

UPCOMING EVENTS AND OPPORTUNITIES

- Poetry Out Loud
  State finals will be held virtually on March 13. Poetry Out Loud is an innovative program that encourages high school students to learn about great poetry through memorization and performance of the written word. Poetry Out Loud, which began in 2005, helps students improve public speaking skills, build self-confidence, and learn about the role great poetry plays in literature. The winners from each state will compete in the national finals on April 25-27.

- Grant review panels
  Grant review panels for Bridge, Project, and Arts Education grant applications will be held in April and May. Each eligible application is reviewed by a panel of six people from across the state who represent different arts disciplines.

- Middle grades child sex trafficking prevention
  In 2020, Georgia Council for the Arts (GCA) commissioned Out of Hand Theatre (OoH) to write a one-act play for middle school students to address sex trafficking. This play was developed with input from the Office of the Attorney General, the Georgia Department of Education, Wellspring Living, and Street Grace. Because of Covid-19, a version of the script was filmed that features live action and animation. When shown in schools, the film will be accompanied by a facts video, parent/teacher training, program guides, and instructions to students on where to go for help. In the spring, GCA and OoH will partner to present a pilot version of this film at middle schools in five different counties. The goal is to be able to bring the program to 100 Georgia schools next fall.
CENTER OF INNOVATION

DIVISION PROFILE
Exclusive to Georgia, the Center of Innovation helps Georgia businesses “clear the path” to innovation and growth through expert advice and navigation to the right resources through six key industries: Aerospace, AgTech, Energy Technology, Information Technology, Logistics, and Manufacturing. While providing a wide range of services and programs to businesses of all types and sizes, the Center of Innovation connects new and expanding businesses to expert staff members, external partners, and independent mentors who can help spark inspired solutions for challenges and opportunities of any size.

QUARTERLY DIVISION HIGHLIGHTS

1. New website launch
   Following a year of record impact on Georgia businesses, the Georgia Center of Innovation refined its branding through the launch of new website assets to ensure that Georgia businesses of all sizes understand the Center’s services and benefits. The Georgia Center of Innovation’s new website is available at Georgia.org/Innovation. Additionally, a new video was created to convey the Center’s mission and the ways in which it has proven to be a resource to Georgia companies.

2. Executive Director David Nuckolls participates in Governor Kemp’s Supply Chain Roundtable
   In November, Center of Innovation Executive Director David Nuckolls participated in Governor Kemp’s Supply Chain Roundtable. Joining GDEcD were other state partners including the Georgia Ports Authority, the Georgia Department of Transportation, the Georgia Department of Drivers Services, and numerous other private industry partners.

By the Numbers
During FY22Q2:
262 client engagements
143 industry partner engagements
39 engagements linked to economic development recruitment, expansion, or other activity in the state

Contact Information
- For further information or details – please contact:

  David Nuckolls
  Centers of Innovation
  Executive Director
  478.462.4130
dnuckolls@georgia.org
3. Georgia Tech ‘Build Back Better’ Regional Challenge grant supported by Center of Innovation
The Georgia Center of Innovation’s Aerospace and Manufacturing teams supported Georgia Tech’s proposal for a U.S. Economic Development Administration “Build Back Better” Regional Challenge grant aiming to create the Georgia Artificial Intelligence Manufacturing Economic Corridor. This project could transform the state into a leader for artificial intelligence manufacturing and potentially provide $100 million in funding.

4. Regional Leaders Summit Sciences Network’s Digital Health Workshop
The Center of Innovation’s IT team led Georgia’s participation in the Regional Leaders Summit Sciences Network’s Digital Health Workshop. This international network of business and university leaders meets regularly to collaborate on industry trends and research topics. Representing Georgia during this workshop, the Center team also recruited Dr. Jon Duke from Georgia Tech, who presented on the topic of securing and sharing of health data.

5. AgTech Director participates in Agribusiness Technology Forum at Georgia Southern University
Following up from their August visit, the Center of Innovation’s AgTech team continues to stay engaged with the Georgia Grown Innovation Center in Metter. Director Chris Chammoun is on-site monthly to provide support for businesses in the region and most recently participated in the Agribusiness Technology Forum hosted by Georgia Southern University at their facility in December.

6. Manufacturing team provides industry expertise at Internet of Things for Manufacturing workshop
The virtual Internet of Things for Manufacturing Workshop held at the Georgia Tech Manufacturing Institute hosted more than 100 different companies and organizations. Manufacturing Director John Morehouse provided an overview of the support the Center of Innovation team provides companies throughout the state, and Senior Industry Engagement Manager Alyssa Rumsey presented a technical presentation about “Designing Tools for Meaningful Work in Blue Collar Industries,” which highlighted a project performed at Commercial Interiors Manufacturing in Jasper.

UPCOMING EVENTS AND OPPORTUNITIES

- Georgia AgTech Summit: Tifton; March 2
  The Georgia AgTech Summit, co-hosted by the Georgia Center of Innovation and the Georgia Research Alliance, will be held at the UGA Tifton Campus Conference Center, bringing together AgTech professionals from industry, academia, and government to share knowledge on Integrated Precision Ag, Controlled Environments, Food Product Innovation, and Food System Technology. More information at Georgia.org/Innovation.

- Georgia Logistics Summit: Macon; March 26
  Created in 2009 as an event to bring together all aspects of the logistics industry for lunch, the Georgia Logistics Summit has grown to become one of the Southeast’s most important logistics and supply chain focused events. Each year, the Summit has brought together speakers from prominent shippers in the industry, leaders in the state’s infrastructure and economic development community, as well as keynote speakers from some of the world’s most prominent supply chain-focused companies. Register and learn more information at GaLogisticsSummit.com.
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. Athena Studios breaks ground in Athens
On November 12, Reynolds Capital broke ground on Athena Studios, a new $60 million sound stage development in Athens, Georgia. Once completed, the 45-acre campus located in Clarke County will feature over 350,000 square feet of purpose-built space for film and television production providing multiple sound stages, support buildings, production offices, and a state-of-the-art educational facility.

An on-site learning facility will also be provided to University of Georgia and the Georgia Film Academy for undergraduate film production courses. Athena Studios is scheduled to be completed in November 2022.

2. Electric Owl Studios
In November, former Third Rail developers announced that they would be developing a new gold LEED-certified soundstage complex, Electric Owl, on Redan Road in Stone Mountain. Phase 1 of Electric Owl will host six sound stages across 300,000 square feet and 17 acres.

By the Numbers
4th-highest grossing domestic film of all time: “Spider-Man: No Way Home” joins “Black Panther,” “Avengers: End Game,” and “Avengers: Infinity War” as 4 out of the 6 highest-grossing domestic films of all time!

Contact Information
• For further information or details - please contact:

Lee Thomas
Georgia Film, Music and Digital Entertainment
Deputy Commissioner
404.962.4048
lthomas@georgia.org
UPCOMING EVENTS AND OPPORTUNITIES

• Film Festivals
  The film office sponsors and participates in numerous local film festivals, and typically has passes available if board members would like to attend a screening.

• Upcoming festivals:
  **Atlanta Jewish Film Festival**: Atlanta; February 16-27, 2022
  The Atlanta Jewish Film Festival (AJFF) is a multi-week cinematic exploration of Jewish life, culture and history. The 2022 festival will have a hybrid format with both in-theater screenings and a Virtual Cinema for in-home viewing.

  **South Georgia Film Festival**: Valdosta; March 4-6, 2022
  The South Georgia Film Festival showcases the art and industry of filmmaking across the region. It includes feature films and shorts, with a broad educational component featuring panels and Q&As with visiting filmmakers. These include PBS directors, professionals from Hollywood and Atlanta, and independent filmmakers. Projects from college and high school filmmakers are also included, as they compete for potential scholarships to Valdosta State University.

  **Atlanta Film Festival**: Atlanta; April 21 - May 1, 2022
  The Atlanta Film Festival + Creative Conference (ATLFF) traditionally takes place each spring with in-person events and screenings. One of the largest and longest-running festivals in the country, ATLFF showcases the work of both emerging and established artists. Recent festivals have seen audiences of over 28,000 film-lovers joining over 300 attending filmmakers in support of works that push the boundaries of independent cinema.
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, and international representatives in strategic regions around the world.

QUARTERLY DIVISION HIGHLIGHTS

1. Rivian to locate Georgia manufacturing facility
   Rivian Inc. announced on December 16 that they will invest $5 billion in a carbon-conscious campus in Georgia for their electric adventure vehicles. Across operations, Rivian will create approximately 7,500 jobs on just under 2,000 acres located at the site known as the East Atlanta Megasite. Once manufacturing operations are fully ramped up, the Georgia facility will be capable of producing up to 400,000 vehicles per year. Rivian’s manufacturing plant represents the single largest economic development project in state history.

2. GEAR Awards announced
   On December 8, the winners of the 2021 GEAR Awards were announced. The GEAR Awards recognize forward movement in the state’s automotive and mobility industries through innovation and emerging technologies. Winners include: YKK (Macon; Supplier of the Year, 200+ employees), SMI Composites (Comer; Supplier of the Year, 199 or less employees), Rock Solid Cargo (Douglas; Transportation Equipment Manufacturer of the Year), and Solvay (Alpharetta; Innovation and Emerging Technology Award).

3. Global Commerce leadership update
   Scott McMurray, former Deputy Commissioner for Global Commerce, recently joined the Technical College System of Georgia as Assistant Commissioner/Chief Operating Officer for Georgia Quick Start. Brittany Young, GDEcD Chief Operating Officer, will serve as acting Deputy Commissioner for the team.

By the Numbers

During FY22Q2:
72 companies assisted with locations or expansions by GDEcD, creating nearly $7.8B investment, and 15,095 jobs.

Top industries for job creation include:

- 7,550 – automotive
- 3,296 – manufacturing
- 1,510 – software and technology
- 906 – logistics and distribution

Contact Information

- For further information or details – please contact:

  Brittany Young
  GDEcD COO/Acting Deputy Commissioner, Global Commerce
  404.962.4045
  byoung@georgia.org
4. State-announced projects in nearly all regions
Projects were announced by Governor Kemp or GDEcD in nearly every region of Georgia during the second quarter of 2022. Every region of the state welcomed a new project or expansion during the first half of FY22. Recycling and sustainability-based projects increased with a new solar project, NanoPV in Sumter County; Aurubis will open a state-of-the-art recycling and secondary smelting facility for multi-metal recycling in Augusta; near the Port of Savannah, Celadon will open a North American headquarters and a state-of-the-art recycling and advanced manufacturing facility among other operations new to the area. Tech projects included French tech cloud communications company Ringover, Visa’s new 1,000-employee office hub, and leading semiconductor manufacturer Micron Technology’s new state-of-the-art memory design center in Atlanta. Among the sports and outdoor companies that selected Georgia to meet their growth needs, bicycle company Cannondale, a premium brand of Dorel Industries, Inc., will locate in Effingham County, and Remington Arms will open a new manufacturing facility in Troup County.

UPCOMING EVENTS AND OPPORTUNITIES

• RSA Conference (Cybersecurity): San Francisco, California; June 6-9
  Postponed from February 2022, Georgia will be represented with a booth along with partners.

• BIO International Convention: San Diego, California; June 13-16
  The BIO International Convention attracts 15,000+ biotechnology and pharma leaders who come together for one week of intensive networking to discover new opportunities and promising partnerships.

• SelectUSA Investment Summit: Washington, D.C.; June 26-29
  The SelectUSA Investment Summit is the highest-profile event in the United States dedicated to promoting foreign direct investment (FDI).
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 with expanding their sales worldwide. The Trade division provides Georgia businesses with the Global Insight and Global Connections they need to successfully diversify their international customer base.

QUARTERLY DIVISION HIGHLIGHTS

1. GLOBE Awards
In December, the Trade team recognized 17 companies with a GLOBE Award for successfully entering new international markets. Three companies were named Exporters of the Year: Inno Concepts Inc dba Cocoatown (1-20 employees), Quantum Aviation Solutions (21-100 emp), and CentricsIT (101+ emp). The 2021 winners were located in 11 Georgia counties – and collectively expanded to six continents and 50 individual countries.

With 82% of the winners employing fewer than 100, these companies epitomize the dedication and tenacity of small businesses to diversify and grow. Three of this year’s winners were first time exporters, and two companies – Hydro Dynamics in Rome and Richland Distilling Co. in Richland, received a special Global Grit award, recognizing their expansion into new markets for five consecutive years. Since the GLOBE Award’s inception in 2014, GDEcD has recognized dynamic Georgia exporters in 45 counties statewide.

2. Medica: Düsseldorf, Germany
In November, Trade Manager Maxine Bier traveled with four Georgia companies to Medica, Europe’s premier medical device/healthcare show. TammNet, Poriferous, Pain Care Labs, and Medical Technologies of Georgia exhibited with GDEcD for the first time since 2019. Six additional Georgia companies exhibited on their own.

By the Numbers

83 Go Global Georgia applications approved
103 export successes supported
583 Georgia exporters assisted
1,398 trade leads provided

Contact Information

• For further information or details – please contact:

Mary Waters
International Trade
Deputy Commissioner
404.962.4120
mwaters@georgia.org
The Trade team worked with companies to navigate COVID protocols to identify new leads and meet with existing and potential distributors during the four-day event. Companies reported that the quality of show visitors was high despite a smaller footprint at the show. Sales have already been generated and all of the companies projected sales as a result of their participation. German Trade Representative Ulrike Schauerte provided on-site support.

3. Go Global Georgia
GDEcD received a second State Trade Expansion Program (STEP) Grant from the U.S. Small Business Administration in September. The award makes an additional $240,000 available in financial support to eligible small business exporters through GDEcD’s Go Global Georgia initiative. Go Global Georgia provides financial reimbursement for activities that build export capacity and promote increased international sales.

The grant year will run to September 29. Help us spread the word to small business exporters in your community!

UPCOMING EVENTS AND OPPORTUNITIES

• **Money 20/20: Amsterdam, The Netherlands; June 7-9**
  GDEcD is currently recruiting FinTech exporters to join the Georgia booth at Money 20/20 Europe. As the epicenter of U.S. FinTech, Georgia is home to more than 200 FinTech companies who collectively process more than 300 billion financial transactions annually. Georgia’s leadership in this industry creates significant opportunities for global expansion. GDEcD, in collaboration with the Metro Atlanta Chamber, is expanding booth space for 2022 due to demand. Trade Manager Stefan Harrigan and Trade Representative Conor Griffiths will showcase Georgia’s FinTech ecosystem, identify leads and secure B2B meetings for Georgia exhibitors in support of their international goals.

• **Eurosatory: Paris, France; June 13-17**
  Trade Manager Taube Ponce will travel with four Georgia companies to Eurosatory, one of Europe’s largest defense and security trade shows. This event presents an opportunity for smaller Georgia defense companies to generate new business leads and strengthen partnerships with global customers. The Trade team will support Georgia companies with market intelligence reports, pre-arranged appointments at the show, and assistance with post-show follow-up.

• **SEUS Canada: Savannah, Georgia; June 19-21**
  Georgia will host the 2022 SEUS Canada conference this summer. The Southeast U.S.-Canadian Provinces (SEUS-CP) Alliance was established in 2007 to enhance commercial ties among small businesses, promote two-way trade and investment, and encourage technological exchanges between the member states and Canadian provinces. Total trade among Alliance members exceeded $34.2 billion in 2020. The 2022 event will feature two days of qualified B2B appointments for attendees. The event will focus on two industry sectors: transportation and logistics, and food and beverage.
WELCOME TO GEORGIA, RIVIAN

New banners were created for ads and for display on Georgia.org welcoming Rivian to the state and signaling Georgia’s burgeoning electric mobility industry.

DIVISION PROFILE
The Marketing, Communications & International Engagement 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, and digital channels, the division supports the department’s seven operating divisions. This includes new advertising campaigns, leveraging international relations and events, the creation of sales and marketing materials, digital advertising, all internal and external communications, media outreach, overseas missions, more than a dozen social media platforms across multiple divisions, and the growth of the department’s targeted websites.

QUARTERLY DIVISION HIGHLIGHTS

1. Rivian celebration and EV advertising campaign
   In the past year the state has intensified its focus on growing Georgia’s electric mobility ecosystem, and in the fall the Department launched an aggressive PR and advertising campaign centered around the industry. In December alone, more than 1,100 articles were written about Georgia’s EV industry, many focused on the Rivian announcement, with a reach of nearly 100 million readers. Read more about Rivian’s plans at the East Atlanta Megasite here.

2. A year of growth in review
   Encapsulating the Department’s economic development efforts with a regional perspective, the annual Year in Review publication uses the lens of individual successes and highlights to tell the wider story of Georgia’s economic progress. Snapshots of investment projects, innovation support, export assistance, film projects, and other activities demonstrate the variety of approaches the Department takes to ensure the economic vitality of the state continues to grow. This document, bound together with a useful notebook, was distributed to legislators at the State Capitol at the beginning of the 2022 legislative session, as well as GDEcD Board Members, and is available for download here.

MARKETING, COMMUNICATIONS & INTERNATIONAL ENGAGEMENT

By the Numbers

E-mobility:
- 15,000 views of e-mobility/EMIA web pages during quarter
- 3,500 views of Rivian announcement

Webpage visit increases:
(Q4 2021 vs. Q4 2020)
- 384% to Go Global Grant applications
- 82% to small business grants/loans pages
- 30% to “Register your Location for Filming”
- 14% to Georgia.org homepage
- 91% from Germany
- 12% from India

Additional communications:
- 26 e-newsletters distributed from GDeCD
- 25 press releases circulated
- 8 blog posts on Georgia.org

Contact Information
• For further information or details – please contact:

Abby Turano
Marketing, Communications & International Engagement
Deputy Commissioner
404.962.4073
aturano@georgia.org
3. Helping unlock new markets for Georgia companies
An advertising campaign promoting the Department’s International Trade services garnered 1.5 million impressions in Q2. The campaign focuses on the Go Global Georgia export assistance grants, and features images from the animated video created for the initiative that carefully breaks down what companies and activities are eligible to receive federal funding for export activities. Well-received by its audience of Georgia companies seeking new sales markets overseas, the program provides financial assistance to support eligible small business exporters. Please share these details with small business exporters in your community!

4. We Speak Business publication
Accompanying the November 2021 Site Selection magazine was a stand-alone special issue entirely focused on the assets of the state of Georgia. Published at no cost to GDEcD, this 100-page “We Speak Business” edition underscores that the state remains “Open for Business,” sharing statistical profiles and industry studies that are of particular interest to site selectors, as well as top projects of 2021. The issue includes in-depth stories on e-mobility and innovative agriculture, as well as reports on Georgia’s workforce development leadership, export support, and broadband initiatives connecting rural Georgia across the globe. Read the entire issue online here.

5. Consular Corps reception
In December, a few days before Christmas, Governor and First Lady Kemp hosted a holiday reception at the Governor’s Mansion to honor the members of Georgia’s Consular Corps. This marked the first in-person gathering of Georgia’s diplomats since Covid-19 took hold in 2020. Governor Kemp and Commissioner Wilson took the opportunity to express appreciation to this influential group for their work connecting Georgia to opportunities in their home countries; promoting trade, investment and economic ties; and elevating the state’s international profile.
DIVISION PROFILE

Explore Georgia, the tourism division of the Georgia Department of Economic Development, is the state’s official destination marketing organization. Through its home office in Atlanta, nine visitor information centers across Georgia, and a network of tourism representatives across the globe, Explore Georgia inspires travel to and within the state through marketing programs developed and executed in partnership with the state’s travel industry. The division works to grow Georgia’s tourism industry that represented $68.82 billion and supported 484,000 jobs in 2019.

QUARTERLY DIVISION HIGHLIGHTS

1. Restart of international marketing
   Explore Georgia increased investment in international marketing after the U.S. reopened its borders to foreign visitors in November. On behalf of Explore Georgia, Deputy Commissioner for Tourism Mark Jaronski and International Marketing Manager Amanda Peacock participated in key aspects of two in-person international tourism shows: Brand USA Travel Week Europe 2021 and Travel South International Showcase.

   Brand USA Travel Week Europe 2021 took place in London, England, from October 25-28. The annual event brings together key players in the U.S. and European travel industries to discuss trends, challenges, innovations, and the opportunity to drive future visitation to the U.S. The Explore Georgia team met with over 50 European key tourism contacts including journalists, airlines, and tour operators, and attended enrichment sessions that offered valuable industry updates.

   Travel South International Showcase took place in New Orleans, Louisiana, from November 30 - December 3. Prior to the start of the show, Mark participated in the Travel South Board of Directors meeting. During the event, Amanda represented Explore Georgia and met with over 40 key tourism contacts from many major European destinations as well as Canada and South America.

By the Numbers

$2.5B in Georgia travel expenditures, which is a 37% increase year-over-year (YoY) (in November)
13% increase in road travel volume YoY (in Q4)
26% increase in hotel occupancy YoY (through December)

Q2 - ExploreGeorgia.org
2.8M website sessions
5M page views
96% increase in newsletter signups

Top 5 out-of-state markets:
1. Orlando, FL
2. Tampa/St. Pete, FL
3. Birmingham, AL
4. New York, NY
5. Miami-Ft. Lauderdale, FL

*website visitors

Contact Information

• For further information or details – please contact:

Mark Jaronski
Explore Georgia
Deputy Commissioner
404.962.4082
mjaronski@georgia.org
She also had one-on-one meetings with the Article Onze, French representation for Travel South Global Partner program, of which Explore Georgia is a member. Additionally, Explore Georgia participated in the media marketplace, meeting with 17 journalists from various international markets.

2. Georgia Tourism Foundation
   The new slate of Directors for the Georgia Tourism Foundation Board held its first meeting on November 19. During the meeting, Deputy Commissioner for Tourism Mark Jaronski provided an overview of goals for the Tourism Foundation – which include developing innovative and entrepreneurial strategies for improving Georgia’s national competitiveness – and shared a roadmap for the year ahead. Under Mark’s leadership, 20 appointed board members from various segments of Georgia’s tourism industry will advise Explore Georgia on strategies to engage the private sector and act as a platform to develop public/private partnerships that produce private donations for joint tourism marketing campaigns in ways that traditional state agencies cannot.

3. PR Daily’s Content Marketing Awards
   Explore Georgia was selected as a finalist in several categories for PR Daily’s Content Marketing Awards, with winners to be announced in 2022. The categories include: Branded Content Series or Publication (Print or Digital) – Consumer, Branded Content Site, Content Marketing for the Purpose of Customer Engagement, and Interactive Content. The finalists of PR Daily’s Content Marketing Awards represent the storytellers who know how to create content that stands out in the crowded content landscape.

UPCOMING EVENTS AND OPPORTUNITIES

- **Southeastern Tourism Society Domestic Showcase: Virginia Beach, Virginia; February 13-15**
  Southeastern Tourism Society (STS) Domestic Showcase is the premier Marketplace event in the Southeast where over 600 tourism professionals gather for 2 days of intensive meetings with a goal of delivering more visitors, spending more time, and more money in the Southeast region.

- **Georgia Tourism Foundation Board of Directors Meeting: Atlanta, Georgia; February 22**
  Georgia Tourism Foundation board meetings take place on a quarterly basis.

- **Global Meetings Industry Day: April 7**
  Global Meetings Industry Day (GMID) is an international day of advocacy that showcases the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences, and conventions bring to people, businesses, and communities. The theme this year is Meet Safe.

- **U.S. Travel Association IPW 2022: Orlando, Florida; June 4-8**
  IPW is the leading international inbound travel trade show, driving $5.5 billion in future travel to the United States. It is a national showcase of America, where U.S. travel exhibitors connect with travel buyers and media from more than 70 countries to promote their product, negotiate future business and build relationships. IPW secures America’s position as a foremost global travel destination by increasing international visitation and showing the world the best of what the U.S. has to offer.

- **Explore Georgia’s Georgia Governor’s Tourism Conference: Athens, Georgia; August 1-3**
  The Georgia Governor’s Tourism Conference is the premier educational and networking event for the state’s tourism and hospitality industry. Presented by Explore Georgia, the conference provides invaluable opportunities for networking and knowledge-sharing. This is the signature event for Georgia’s tourism industry. Each year, more than 500 tourism and hospitality professionals gather for Georgia’s largest tourism conference. Attendees include important industry partners and leaders who represent nearly every DMO/CVB in the state as well as attractions, lodging, food & beverage, education, and government.