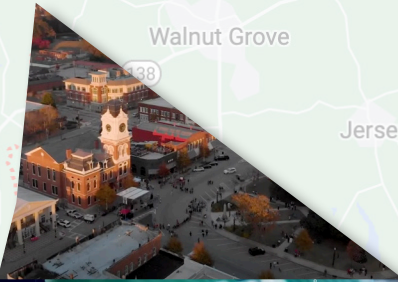


COVINGTON AND NEWTON COUNTY



BOARD OF DIRECTORS BRIEFING BOOK

December 7, 2022

GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT BOARD BOOK

FIRST QUARTER HIGHLIGHTS, FISCAL YEAR 2023

TABLE OF CONTENTS

| | |
|--|----|
| Georgia Council for the Arts | 3 |
| Center of Innovation | 5 |
| Film | 7 |
| Global Commerce | 9 |
| International Trade | 11 |
| Marketing, Communications & International Engagement | 13 |
| Tourism..... | 15 |



Murals such as this painting in Jesup may be developed using grant funding to help communities with their placemaking efforts.

By the Numbers

FY22 Grants:

340 grants funded

142 counties reached

\$2.7 million total distributed

>\$1.3 million to communities outside metro Atlanta

3.3 million served

7,600 jobs supported

\$904,000 re-granted from American Rescue Plan funds

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. Grant announcements

In August, GCA announced the recipients of its [Bridge, Project, and Arts Education grants](#) as part of its initial disbursement of grants for for FY23. A total of 253 grants were awarded for arts initiatives throughout the state. This year, the more than \$3.1 million in grant funding is an increase of more than \$1 million over last year's total.

2. 'Georgia Presents'

During September 12-14, GCA sponsored the Fox Theatre Institute's "Georgia Presents," a three-day conference for presenters to see artist showcases and to take advantage of professional development opportunities. GCA staff promoted Georgia artists selected by a panel of experts and offered a workshop on ways that the arts can be used to address community challenges.

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3. Poetry Out Loud

GCA has formed a new partnership with the Alliance Theatre to offer Poetry Out Loud. Poetry Out Loud is a national poetry recitation competition for high school students. Alliance Theatre has a comprehensive arts education department, which offers acting classes and teacher workshops, as well as theatre productions for children as young as one year old.

UPCOMING EVENTS AND OPPORTUNITIES

- **February 2023**

The deadline for FY24 GCA Bridge, Project, and Arts Education grants applications will be February 2023.

- **More than Murals: Thomasville; February 22-24, 2023**

This three-day workshop is focused on helping rural cities use the arts to address community challenges. The workshop will take place in Thomasville, which will showcase how the arts have been a major component of the city's growth. This workshop is a partnership between GCA, Georgia Municipal Association (GMA), Thomasville Center for the Arts, and the City of Thomasville Downtown & Tourism Development.



Rugged Road is one of the companies featured in the Center of Innovation's one-highlight, story-telling approach to their work.

By the Numbers

Through FY23Q1:

130 client engagements

99 industry partner engagements

11 state regions touched

21 engagements linked to economic development recruitment, expansion, or other activity in the state

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. COI's Logistics team releases Regional Fact Sheets

In support of Georgia's economic development community, the Center of Innovation's Logistics team has created and released Logistics Fact Sheets. These fact sheets include data on road freight, top commodities, ocean freight information, and warehousing and distribution statistics for both the state as well as each of the 12 regions of the state. These were released in September at the annual Georgia Economic Developers Association's Annual Conference.

2. COI team visits leaders in Albany

In August, Center of Innovation Executive Director David Nuckolls and AgTech Director Chris Chammoun visited with business and education leaders in Albany to find additional ways to support local businesses. The team met with leadership from the Albany-Dougherty Chamber of Commerce, the Advanced Technology Development Center's Albany Startup Catalyst, and Albany State University.

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3. Innovative solution helps Americus company with workforce challenge

The COI team partnered with Americus-based TSG Resolute to help create a new way to make their workforce more flexible to meet production demands. Through connections to Atlanta-based TeamWrX, the company was able to create a new process that allowed community members to pick up kits ready to assemble at home. More than 500 people in the community signed up to be part-time contractors, and on a daily basis 50 to 100 people now work with TSG Resolute on various assemblies.

4. AgTech Director supports Italian trade delegation

AgTech Director Chris Chammoun supported a delegation of AgTech equipment companies that was led by the Italian Trade Agency. The group visited Fort Valley, Georgia, including stops at Fort Valley State University and Lane Southern Orchards.

5. Energy Technology and Manufacturing teams support Kennesaw State University center

The COI Energy Technology and Manufacturing teams met with the Kennesaw State University Industrial Assessment Center (IAC) in September. The IAC is funded by a grant from the U.S. Department of Energy (DOE) and provides support for KSU to offer free energy assessments to manufacturers. This resource is a great resource for small to medium-sized manufacturers, and the team has already found ways to connect clients to it for additional support.

UPCOMING EVENTS AND OPPORTUNITIES

- [Georgia Logistics Summit](#): Savannah; March 8, 2023



“A Friend of the Family,” featuring Colin Hanks, Anna Paquin, and Jack Lacy, debuted in theaters and on the Peacock streaming service in September. The American drama series was filmed in locations across Atlanta.

By the Numbers

The Georgia Film Office currently has:

19 projects in prep

54 projects in production

DIVISION PROFILE

The Georgia Film Office develops the state’s film, television, and commercial production industries by marketing the state to more than 4,850 motion picture industry businesses and production-related companies, location scouting; and by 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. Mega-feature ‘Megalopolis’ in production at Trilith

Oscar-winning director Francis Ford Coppola is in production on the self-funded \$120 million epic drama, “Megalopolis” in Fayetteville. Coppola aims to have “one foot in the past and one in the future,” mixing classic filmmaking with the newest production technology by utilizing Trilith Studios’ new LED Volume Prysm stage. The film will star Dustin Hoffman, Adam Driver, Forest Whitaker, Nathalie Emmanuel, Chloe Fineman, D.B. Sweeney, Talia Shire, Shia LaBeouf, Jason Schwartzmann, Grace Vanderwaal, Kathryn Hunter, James Remar, Jon Voight, Aubrey Plaza, and Laurence Fishburne.

2. Director Ron Howard making an ‘Impact’ on local film industry hiring

Backed by director Ron Howard and producer Brian Grazer, a new professional social network called “Impact,” aimed at film industry workers is being initially launched in Atlanta. Howard and Grazer are teaming up to fill what they think is a void in their industry: a networking platform that connects film industry workers with productions seeking their talent.

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3. As construction continues, Assembly Atlanta studios announces new partnership

Even as Gray TV begins construction of 29 stages – more than 1 million square feet of high-demand space – on the old GM site in Doraville, NBCUniversal has signed a long-term partnership with Gray. NBCUniversal will lease property for content creation as well as manage all production facilities, including Gray's studios. This partnership is estimated to create more than 4,000 new jobs in the state.

UPCOMING EVENTS AND OPPORTUNITIES

- **Film Festivals**

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

Upcoming Festivals:

[True Crime Film Fest Atlanta](#): Marietta; January 21, 2023

The second True Crime Film Fest Atlanta runs from noon through 11 p.m. on January 21, 2023, at the Strand Theatre on the square in Marietta. With a mission to exhibit films that expose the truth behind real crime stories and aim to bring justice to victims, the festival will be hosted by Erica Kelley of the Southern Fried True Crime podcast.

[SCAD aTVfest](#): Atlanta; February 9-11, 2023

SCAD's aTVfest is an international festival that brings together professionals from all spheres of TV and media content production to discuss industry trends, showcase the best work in the field, and participate in master classes with students. Screenings in 2023 will take place at the IPIC Theater in Atlanta.

[Atlanta Jewish Film Festival](#): Atlanta; February 8-21, 2023

The Atlanta Jewish Film Festival (AJFF) is a multi-week cinematic exploration of Jewish life, culture, and history. Seeking to use the power of film to both entertain and educate, AJFF challenges conventional perspectives on complex and challenging issues facing both the Jewish and global communities. In 2015, a record-breaking 38,600+ moviegoers attended the AJFF, cementing its status as the highest-attended Jewish film fest on the planet. 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 3-5, 2023

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 of visiting filmmakers. These include PBS directors, professionals from Hollywood and Atlanta, and independent filmmakers. Projects from college and high school filmmakers are also included as they compete for potential scholarships to Valdosta State University.



Team Georgia celebrates its record-breaking 9th year as the “Top State for Business” at the Kia Georgia Training Center in West Point.

By the Numbers

During Q1FY23:

4,490 jobs

\$2.8 billion investment

92 projects

Projects outside metro Atlanta:

55% of job creation

73% of investment

DIVISION PROFILE

The Global Commerce division seeks to increase jobs and investment through locating and expanding businesses, including 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. Georgia named No. 1 for business for unprecedented 9th year

Governor Kemp announced on September 28 that Georgia has been named as the “[Top State for Doing Business](#)” for business by Area Development for the ninth consecutive year. No other state has earned this distinction for so many years. The Governor was joined by executives from Kia Georgia, Bridgestone Golf, and Char-Broil’s parent company W.C. Bradley Corporation, as well as members of the General Assembly, state and local economic developers, and local officials at Kia’s training facility in West Point to make the announcement.

2. Georgia shatters investment, job records in FY22

Georgia achieved another [record year for economic development investments and job creation](#) in the state during fiscal year 2022. Investments and job creation were 94% and 53% above prior economic development records, respectively. Investments in expansions and new locations totaled more than \$21.2 billion, and 51,132 jobs were created in the state through 358 projects supported by GDEcD’s Global Commerce team between July 1, 2021, and June 30, 2022.

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3. Two industrial sites in Bibb County earn 'Georgia Ready for Accelerated Development - Select' certification

The Airport East Industrial Park and the Interstate 75 Business Park in Macon-Bibb County have earned a "Georgia Ready for Accelerated Development" (GRAD) certification with "Select" status. The sites' new "GRAD Select" status provides an additional seal of approval that makes it especially attractive for future industrial development. Completing the GRAD certification program with GDEcD is a proactive way for both community planners and landowners to help catalyze economic growth and industrial development in their regions. To qualify for GRAD status, available sites must meet the program's due diligence standards, be reviewed by a third party, and earn the final approval of a board of advisors comprised of public and private sector economic development professionals. The "GRAD Select" status is an indication that a site has met or exceeded more rigorous certification requirements.

UPCOMING EVENTS AND OPPORTUNITIES

- **SHOT Show: Las Vegas; January 17-20, 2023**

Georgia will exhibit at the National Shooting Sports Foundation's annual SHOT Show, where it will promote Georgia's strength in the firearms industry. In recent years, companies such as Remington Firearms (RemArms), Norma Precision Inc, and Taurus USA have announced new operations in the state, while companies such as Glock, Daniel Defense, and H&K continue to grow their existing Georgia operations.



The International Trade team continues to support Georgia small businesses through grant opportunities such as Go Global Georgia.

By the Numbers

289 exporters assisted in Q1

186 export successes supported in Q1

\$235,000 in funding disbursed through Go Global Georgia

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 team includes International Representatives located in 12 strategic global markets and assists Georgia companies with expanding their sales worldwide. GDEcD's International Trade professionals provide Georgia businesses with the Global Insight and Global Connections they need to successfully diversify their international customer base.

QUARTERLY DIVISION HIGHLIGHTS

1. GDEcD Trade receives federal grant from U.S. Small Business Administration

GDEcD received its third consecutive State Trade Expansion Program (STEP) grant from the U.S. Small Business Administration in September. This award of \$181,000 makes financial assistance grants available to small business exporters through GDEcD's [Go Global Georgia](#) initiative. Go Global Georgia is a competitive, reimbursement grant program designed to help exporters prepare for global markets and increase international sales. To date, Go Global Georgia has disbursed more than \$235,000.

The Trade team received its first STEP award in 2020, providing funding to 34 small businesses across Georgia. This financial assistance supported more than \$10 million in export sales, delivering a return on investment of nearly 62:1. The program is open to current exporters as well as new-to-export firms statewide.

2. U.S. House Committee on Small Business hearing

In July, Deputy Commissioner Mary Waters traveled to Washington D.C. to testify before the U.S. House Committee on Small Business about the State Trade Expansion Program (STEP). She spoke about the importance of exporting to Georgia's economy and the critical role of small businesses to the state's international trade growth. She also shared how Georgia small business exporters continue to develop new global markets and highlighted the positive impact of the STEP program in Georgia.

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3. SIDO Best Practices Conference

Members of the Trade team traveled to Seattle, Washington, for the State International Development Organizations (SIDO) Best Practices Conference in August. They joined trade officials from over 45 states and territories to share insights on export development, small business assistance, and new approaches to delivering effective state trade services. Across the U.S., more than 85% of exporting firms are small businesses. Deputy Commissioner Mary Waters serves as SIDO President for the 2022-23 term. Georgia will host the upcoming SIDO Best Practices Conference in December 2023.

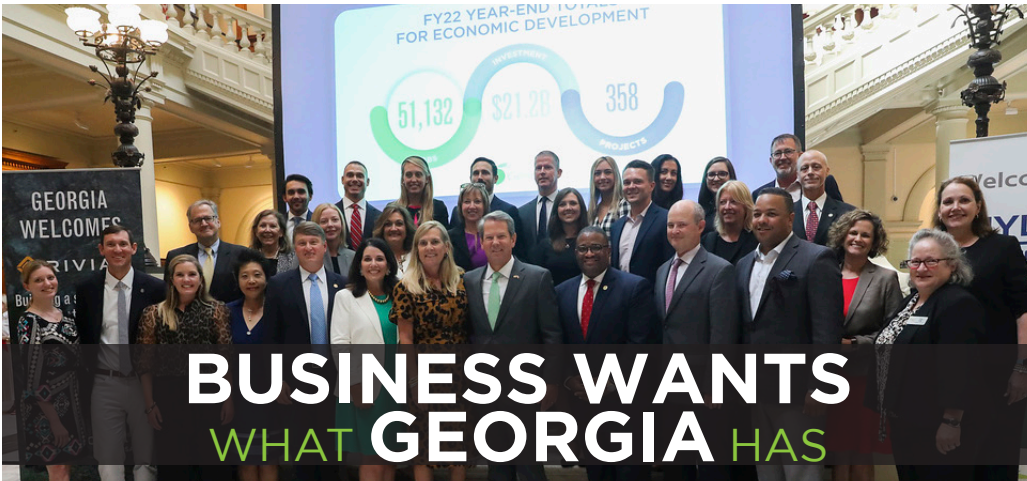
UPCOMING EVENTS AND OPPORTUNITIES

- **DOMOTEX: Hannover, Germany; January 12-15, 2023**

GDEcD's Trade team will co-exhibit with companies from Georgia's floor covering industry at DOMOTEX Hannover in January. 2023 marks the first time since 2020 that this global tradeshow will be held in person. Senior International Trade Manager Juan Cuellar and International Trade Representative Ulrike Schauerte will provide on-site support to Georgia exhibitors and develop new trade leads for floor covering exports to Europe and beyond.

- **Arab Health: Dubai, United Arab Emirates; January 30-February 2, 2023**

GDEcD will co-exhibit with six Georgia healthcare companies at the Arab Health trade show in the United Arab Emirates. 2023 marks the 10th consecutive year that Georgia will participate in the largest exhibition for the healthcare and medical device industry in the Middle East. Arab Health is an important global event for U.S. healthcare companies, attracting distributors and importers from Europe, the MENA region and Asia. International Trade Manager Alex Hinton and Senior International Trade Manager Alice Carson will provide on-site support to Georgia co-exhibitors.



GDEcD staff, board, and economic development partners celebrated the state's record-setting FY22 at an announcement event at the Georgia State Capitol in August.

DIVISION PROFILE

The Marketing, Communications & International Engagement (MCIE) 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, PR, and digital channels, the team 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. Georgia continues to set the bar

To mark Georgia's [shattered records for investment and new jobs](#), in August a video was created that showed the incredible economic activity across the state throughout FY22. This short video underscores GDEcD's efforts to recruit and retain business for the benefit of generations of Georgians. With a driving soundtrack and quick cuts highlighting industries and people across Georgia, the video demonstrates how and why "Business Wants What Georgia Has." To date, organic (i.e., unpaid and unpromoted) [social media posts](#) about the announcement and accompanying video received more than 17,000 impressions and more than 1,000 engagements.

2. Successful spring and summer digital campaigns

The Department ran several digital media campaigns promoting GDEcD services and benefits in the spring and summer of 2022. Results and wrap reports were reviewed in August for two in particular: one promoting Go Global Georgia, International Trade's grant program to reimburse companies for export activities, and a second promoting the Center of Innovation as a resource to small and medium-sized Georgia businesses. Both campaigns targeted Georgia companies with fewer than 500 employees, and both had strong measurable results. The Trade campaign on LinkedIn was particularly successful, delivering 2.1 million impressions with 7,200 engagements, exceeding the benchmark set for the campaign.

By the Numbers

Webpage visit increases:
(Q1FY23 Vs. Q1 FY22)

- 78%** increase to site selector
- 70%** increase to aerospace
- 55%** increase in women-owned small business
- 38%** increase to minority-owned small businesses
- 32%** increase to workforce education
- 44%** increase from South Korea
- 42%** increase from China

Additional communications:

- 20** e-newsletters distributed
- 17** press releases circulated
- 12** blog posts on Georgia.org

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3. “Innovate and Thrive”

Three videos highlighting success stories for the Center of Innovation (COI) were produced and released this August. The videos represent a slight shift in the way we describe COI’s work, by narrowing the focus in to show how the team helps a company effectively navigate one specific obstacle. In the first video, Rugged Road, a young Georgia company that produces the world’s lightest high-performance cooler, needed help understanding and navigating the logistics of worldwide shipping. Our industry experts at the COI stepped in to show the efficiencies of using the Savannah ports. The videos highlighted Rugged Road, Skyfire, and Carbice, respectively, showing off the COI’s work in a clear, friendly, and humorous tone. All three videos can be viewed [here](#).



At the 2022 Georgia Governor's Tourism Conference in August, presented by Explore Georgia, Governor Kemp announced that Georgia's tourism industry maintained the state's No. 5 market share rank for domestic overnight visitation in 2021.

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, and a network of 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. Despite COVID-19's impact on the travel industry, Georgia's tourism industry drove \$64.5 billion in total economic impact and supported more than 422,600 jobs in 2021.

QUARTERLY DIVISION HIGHLIGHTS

1. 2022 Georgia Governor's Tourism Conference

Presented by Explore Georgia, the 2022 Georgia Governor's Tourism Conference (GTC) took place in Athens on August 1-3. The GTC is the premier annual event for the state's travel and hospitality industry, serving to inspire excellence and elevate the state's tourism marketing efforts. This year's conference drew more than 400 tourism industry professionals from across the state.

During the three-day event, attendees were provided with access to world-class marketing strategies and insights from global experts and industry thought leaders - all in an effort to take Georgia's tourism marketing to the next level. The conference concluded with Governor Kemp applauding Georgia's tourism industry for maintaining the state's No. 5 market share rank for domestic overnight visitation in 2021. Georgia welcomed nearly 159.6 million domestic and international visitors in 2021, resulting in \$34.4 billion in visitor spending. The impact of this visitation on the economy generated \$64.5 billion in total economic impact and supported more than 422,600 jobs.

The annual meeting of the re-established Georgia Tourism Foundation was also held in coordination with the GTC. In partnership with the Foundation's 20-member Board of Directors appointed by Governor Kemp, Explore Georgia outlined a plan of work for FY23 that has established a goal of raising \$1 million through public/private partnerships in FY23 to aid Georgia in increasing its competitiveness in the global tourism advertising marketplace.

By the Numbers

Tourism Research:

2.3% increase in road travel volume YoY (July 1 – Sept. 30)

Source: Arrivalist

29.7% increase in hotel room revenues YoY (YTD through Aug.)

Source: STR

\$6.4B in travel spending in July & August (up 12.3% YoY)

Source: USTA

ExploreGeorgia.org (FY23 Q1)

3.1M website sessions

5.2M pageviews

627,286 partner referrals

Source: Google Analytics

@ExploreGeorgia - Instagram, Facebook, Pinterest, & Twitter (FY23 Q1)

915,972 followers

930,067 engagements

23.3M impressions

282,094 link clicks to site

Source: Sprout Social Reporting

Earned Media (FY23 Q1)

103 placements

391.4M impressions

Source: Cision

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IHG Hotels & Resorts sponsored a new evening event at the Hotel Indigo Athens prior to the start of the conference, which allowed proceeds from ticket sales to benefit the foundation.

2. 2022 American Society of Association Executives (ASAE) Annual Meeting & Exposition

Explore Georgia led a statewide convention marketing presence at the 2022 American Society of Association Executives (ASAE) Annual Meeting & Exposition in Nashville, Tennessee, on August 20-23, attracting a disproportionately high number of meeting planners from the Southeast (compared to when this event is held in other regions of the U.S.). The annual event is attended by association executives who represent the largest source of meetings and conventions business for Georgia destinations. This year, the event welcomed nearly 5,000 attendees. Anchored by Explore Georgia, the trade show booth enhanced Visit Savannah's significant investment, and made it possible for Athens Convention & Visitors Bureau, Destination Augusta, VisitColumbusGA, Jekyll Island Authority, and Visit Macon to exhibit at the show for the first time. It also complemented Atlanta Convention & Visitors Bureau's strong presence at the event, which was located adjacent to the Georgia booth. Together, the Georgia team obtained more than 150 meeting buyer leads for potential future convention business. The 2023 ASAE Annual Meeting & Exposition will be hosted in Atlanta at the Georgia World Congress Center on August 5-8, 2023.

3. Brand USA Travel Week U.K. & Europe 2022

Explore Georgia, including its international representatives for German-speaking markets, Atlanta Convention & Visitors Bureau, and Visit Savannah united to form a statewide contingent at Brand USA Travel Week U.K. & Europe 2022 in Frankfurt, Germany, on September 26-29. Brand USA Travel Week is an international travel trade show that connects U.S. destination marketing organizations with U.K. and European travel buyers and media to drive future visitation to the U.S. The Georgia team met with dozens of travel buyers and media from the U.K. and Europe. Additionally, Deputy Commissioner for Tourism Mark Jaronski, along with 26 destination chief executives, gave briefings at the event's media forum and met with aviation executives from many of the world's leading airlines.

UPCOMING EVENTS AND OPPORTUNITIES

- **2023 National Plan for Vacation Day: Nationwide; January 31, 2023**
Presented by U.S. Travel Association, this campaign encourages Americans to plan their vacation days for the whole year at the start of the year and inspires them to use those days to travel to and within the U.S.
- **Georgia Association of Convention and Visitors Bureaus Annual Conference 2023: Albany; February 13-15, 2023**
At this multi-day event of statewide networking and leadership training, tourism professionals will join industry suppliers as well as travel and hospitality affiliates to share successes and find solutions in promotions and product development. The Association of CVBs that hosts this event invites Explore Georgia to update and engage with its members each year at this conference.



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