

# BRIEFING BOOK



Board of Directors Meeting | February 22, 2024



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## GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT SECOND QUARTER HIGHLIGHTS, FISCAL YEAR 2024

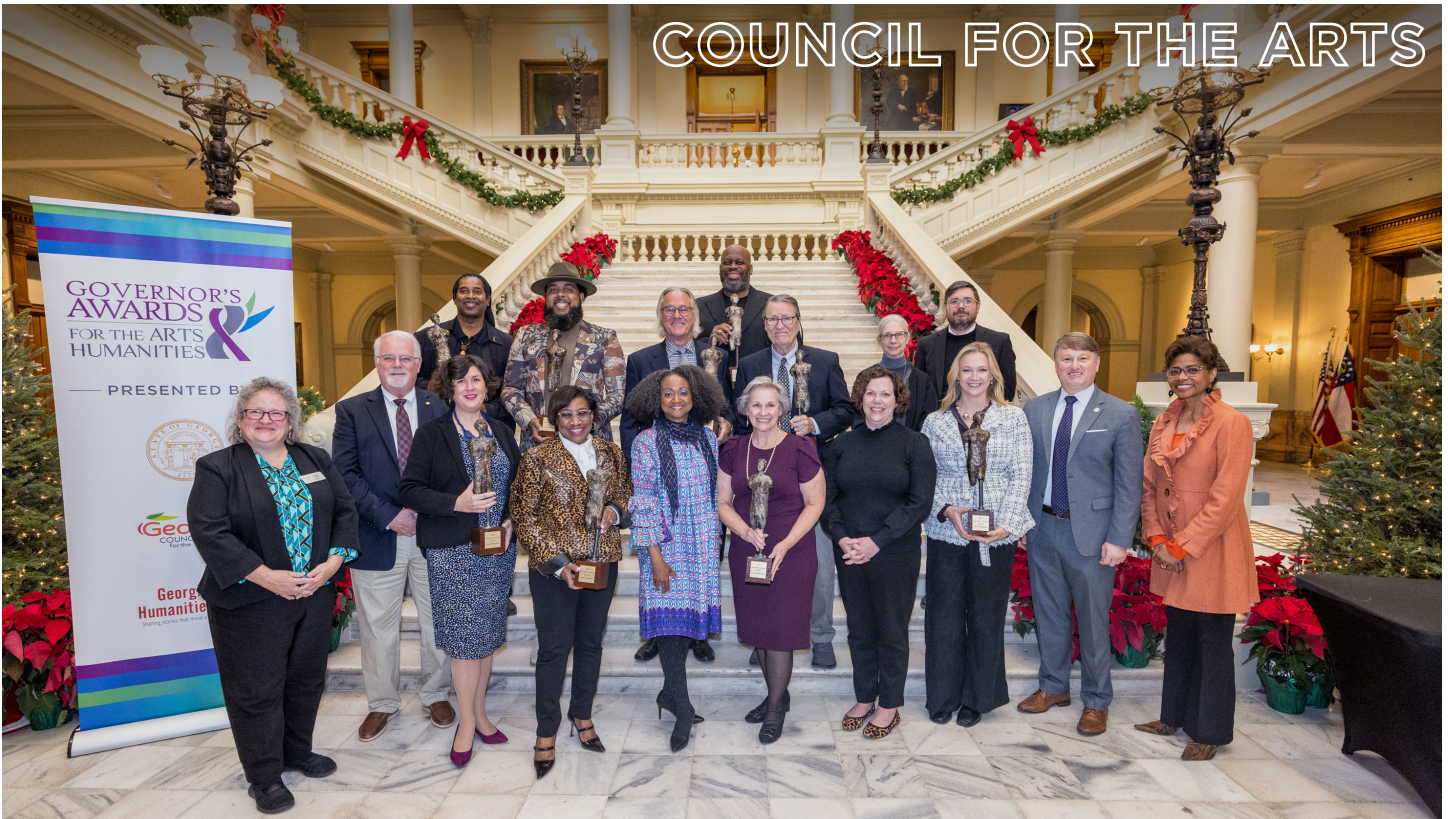
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On the cover: Known as “the City in the Forest,” Atlanta is home to award-winning restaurants, festive nightlife, professional sports teams, and an abundance of attractions and events, all of which contribute to a quality of life that attracts and retains world-class talent. At the epicenter of economic activity is an innovative tech ecosystem bolstered by institutions like the Georgia Institute of Technology, ranked No. 5 on the list of the “Most Innovative Universities in America.”

# COUNCIL FOR THE ARTS



Recipients of the 12th annual Governor's Awards for the Arts and Humanities were recognized at an event at the State Capitol in December.

## QUARTERLY DIVISION HIGHLIGHTS

### 1. Governor's Awards for the Arts and Humanities

On December 12, Georgia Council for the Arts (GCA) and Georgia Humanities celebrated this year's honorees with an event at the Capitol. The five individuals and five organizations honored have made significant contributions to the state through their work in the arts and humanities fields. The [Governor's Awards](#) are presented annually and are a partnership between GCA, Georgia Humanities, and the Governor's Office.

### 2. Vibrant Communities and Cultural Facilities grants

GCA announced that 87 entities in 59 counties will receive [more than \\$1.45 million in funding](#) provided through appropriations from the Georgia General Assembly for FY24. This fiscal year, Cultural Facilities grant awards are also supported by funding from the American Rescue Plan (ARP). Vibrant Communities grants support arts events in rural communities while Cultural Facilities grants fund capital projects.

### 3. Expanding the Teaching Artist Registry

A call for Teaching Artists resulted in 22 new additions to the registry. GCA provides a [listing of evaluated professionals](#) looking to be hired by nonprofit organizations, community arts councils, schools, and those looking for recommendation and guidance for arts education programs. Additionally, GCA coordinated Allyship Training with the Alliance Theatre for those included in the Teaching Artist Registry in October. This workshop combined topics and activities with organizational-specific policies and best practices.

### 4. National meeting of state arts directors

GCA participated in the National Assembly of State Arts Agencies (NASAA) meeting December 4-6 in Santa Fe, New Mexico. This invitation-only event brought state arts agency staff together in a forum to share ideas and become energized about the essential work of state arts agencies.

# CENTER OF INNOVATION



The AgTech team participated in a groundbreaking for 4 Fungi's Regenerative, a sustainable food production company investing \$27 million in Candler County.

## QUARTERLY DIVISION HIGHLIGHTS

### 1. Center of Innovation leadership recognized in Georgia Trend Magazine

Executive Director of the Center of Innovation David Nuckolls was recognized in Georgia Trend Magazine's "Georgia 500" list of influential Georgia leaders. The list also features GDEcD Commissioner Pat Wilson, GDEcD Board Members and Advisors, and esteemed partners and clients associated with GDEcD teams.

### 2. Georgia Grown Innovation Center workshop

In November, the AgTech team hosted a workshop for small food businesses at the Georgia Grown Innovation Center in Metter. The event provided more than 60 attendees with insights from federal, state, and local experts on navigating the food product industry and expanding their businesses in Georgia.

### 3. Center of Innovation teams leverage hack-a-thon to solve company's challenge

In November, members from the Center's Aerospace, Logistics, and Manufacturing teams joined the Advanced Technology Development Center (ATDC) at Georgia Tech to participate in a hack-a-thon focused on AI solutions in manufacturing. The idea for the event originated when the Center of Innovation team met with JetAire Group in Fayetteville. JetAire Group was dealing with a manufacturing challenge, and the team facilitated a connection with ATDC. Two winning teams were chosen from the hack-a-thon, and they will meet with the company to further refine the proposed solutions.

### 4. Center of Innovation teams lead industry roundtable

Members of the AgTech and Manufacturing teams as well as the Center's Executive Director visited Albany and met with members of the Albany-Dougherty County Economic Development Commission. The team hosted a diverse industry roundtable and toured local businesses to learn from existing industries and share more about how the Center can help them meet their goals.



Assembly Atlanta celebrated its grand opening in October. NBCUniversal will lease and operate the new state-of-the-art studio facilities in Doraville.

## QUARTERLY DIVISION HIGHLIGHTS

### 1. Georgia is ready for ‘Action!’

The 118-day SAG-AFTRA strike concluded in November with an agreement between the union and major media companies. Georgia is primed for a swift production revival, boasting the addition of more than 800,000 square feet of new stage space since January 2023. With ample trained technicians, diverse locations, a bustling airport, and attractive incentives, Georgia is an ideal hub for film and TV projects.

### 2. Georgia-lensed “The Color Purple” delivers in Georgia and at box office

The Georgia Film Office presented remarks at a pre-release screening of Georgia-lensed “The Color Purple” at the Plaza Theatre in Atlanta. The film, based on the acclaimed novel by Georgia native Alice Walker, was nominated for two Golden Globes and had the second-biggest December 25 opening ever. While filming in Georgia, the production [spent over \\$73 million](#) and hired more than 2,300 residents.

### 3. Soundstage growth in Georgia

Several new soundstage campuses came online in the second quarter of fiscal year 2024, including Assembly Atlanta in Doraville, located on the 135-acre site of the former General Motors Assembly plant and BlueStar Studios at the former Fort Gillem. These studios don’t qualify for the Film Tax Credit. They lend valuable support to the film industry and increase the state’s marketability as a global film destination.



Georgia earned the No. 1 state for business title from Area Development for 10 consecutive years. No other state in the nation has achieved this benchmark.

## QUARTERLY DIVISION HIGHLIGHTS

### 1. Strengthening community partnerships

Statewide and regional teams connected with communities in all 12 regions of the state through site visits for active projects and community-led events. The events featured existing industry visits, tours of available property, and networking with representatives from utility providers and the Technical College System of Georgia.

### 2. Keeping Georgia top of mind with site selectors

GDEcD sponsored Economix 2023 in November. Held this year in Atlanta, the annual event included site selectors from more than 24 firms and discussions about current trends in economic development, talent attraction, the impact of AI, and more. One of the sessions focused on Hyundai Motor Group Metaplant America and recent growth in the Savannah area. Additionally, the top 50 Economic Developers of the Year were acknowledged, including two Directors from the Global Commerce team.

### 3. No. 1 State for Business 10 years running

Thanks to decades of intentional decision making by state leaders and a business-friendly climate, Georgia was named the [“Top State for Business”](#) by Area Development magazine for the 10th consecutive year, and was ranked No. 2 in Site Selection’s 2023 Top State Business Climate rankings. Announced at a press conference at the Governor’s Mansion, Governor Brian P. Kemp and First Lady Marty A. Kemp hosted current and former GDEcD team members and numerous public and private-sector partners to celebrate this decade of excellence at an event in October.

### 4. Existing industry expansions

Global Commerce located 121 projects this quarter, creating 8,500 new jobs and more than \$3.8 billion in investments. Expansion projects account for 74% of the total projects. Key industries include logistics, manufacturing, automotive, and food processing.

# INTERNATIONAL RELATIONS



Governor and First Lady Kemp, the Georgia-based Consular Corps, and GDEcD celebrate the state's international relationships.

## QUARTERLY DIVISION HIGHLIGHTS

### 1. Georgia honors 50 years of representation in Japan

GDEcD celebrated 50 years of continuous representation in Japan at this year's SEUS-Japan Annual Meeting in Tokyo. During the State of Georgia mission to Japan, YKK Corporation of America Vice President Jessica Cork was presented with the state's Governor George Busbee Award for her work in advancing the strong relationship between the State of Georgia and Japan.

### 2. International Relations team welcomes six new consuls general

Georgia is home to 73 governments from around the world through consular offices and/or trade representation. These offices help to promote and develop economic, commercial, scientific, and cultural relations between the foreign governments they represent. This year, six new consuls general began their terms in the Southeast region: Peru, Guatemala, Korea, Haiti, Canada, and India, and the IR Team has spent time ensuring their proper welcome to Georgia government and partners.

### 3. Governor and First Lady Kemp commemorate international partnerships

To honor and celebrate Georgia's international partnerships, the Governor and First Lady hosted the Georgia Consular Corps at the Governor's Mansion on December 4. The event highlighted the importance of Georgia's global partnerships to the state's economic present and future, and the GDEcD marketing team featured highlights from the reception in a video shared on GDEcD's website and in social media to help further illuminate these ties.



Georgia exporters were provided an opportunity to establish new working relationships in Asian markets at the China International Import Expo.

## QUARTERLY DIVISION HIGHLIGHTS

### 1. Georgia exporters attend CIIE trade show

Georgia businesses Muscadine Products Corporation and Agri International exhibited at the China International Import Expo (CIIE) with support from the International Trade team in November. With assistance from the state's Southeast Asia representatives, these companies met with prospective clients and identified new export opportunities in Asian markets.

### 2. Georgia hosts SIDO conference

In December, the International Trade team attended the annual State International Development Organizations (SIDO) conference in Savannah to identify best practices for exporting and learn from trade teams across all 50 states. Deputy Commissioner of International Trade Mary Waters also completed her term as SIDO Board President during the conference, a position that she held for the past two years.

### 3. Trade team meets with Canadian businesses in Atlanta

Members of the International Trade team met with Canadian businesses during the New Brunswick Innovators event in October. The networking event for Georgia and Canadian companies provided an opportunity for the team to meet with new suppliers and make new connections for trade clients. The incoming Canadian Consul General also attended the event, providing the Trade team an opportunity to further strengthen economic ties with the country.





The 2024 Official State Travel Guide plays a key role in marketing Georgia and driving economic impact into communities in all corners of the state.

## QUARTERLY DIVISION HIGHLIGHTS

### 1. Explore Georgia unveils 2024 Official State Travel Guide

In December, Explore Georgia launched the [2024 Official State Travel Guide](#). The guide features four different covers that represent the key destination types market research shows travelers are most interested in visiting, and highlight Georgia's diverse geographies and experiences, including Centennial Olympic Park in Atlanta, Downtown Bainbridge, Bell Mountain in Hiawassee, and Tybee Island Pier & Pavilion. The 750,000 guides are distributed to consumers online at the Explore Georgia website, by phone, on-site at the nine Georgia Visitor Information Centers, and through a statewide network of tourism partners.

Among the 2024 travel guide's more than 125 pages of beautiful imagery and inspirational storytelling about destinations across the state is a new spread this year focused on Georgia's prominence in the U.S. Civil Rights Trail Marketing Alliance. This committee of historians, academics, and travel professionals works collaboratively to promote the collection of churches, courthouses, schools, museums, and other landmarks in the Southern states. The spread focuses on a four-day itinerary to inspire visitation to the 11 U.S. Civil Rights Trail sites across Georgia in destinations like Atlanta, Albany, and Midway.

### 2. National travel publication recognizes Macon's Ocmulgee Mounds

As a result of public relations efforts, Ocmulgee Mounds National Historical Park in Macon was named to Travel + Leisure's list of ["The 50 Best Places to Travel in 2024"](#) under the "For Cultural Immersion" category. Travel + Leisure is one of the world's leading travel publications, reaching 16 million readers every month.

## UPCOMING EVENTS AND OPPORTUNITIES

- **February 19-22: [NAATBatt 2024](#) – Carlsbad, CA**  
Members of the Global Commerce team will attend this top industry networking and market intelligence gathering event for the North American advanced battery industry. This year's event will focus on challenges and opportunities in the supply chain.
- **February 19-23: [Gulfood](#) – Dubai, UAE**  
The International Trade team will showcase Georgia's agricultural export market at the world's largest food and beverage trade show at the Dubai World Trade Centre.
- **February 20-25: [Singapore Airshow](#) – Singapore**  
Members of the Global Commerce team will network with top leaders from the government, defense, and commercial sectors, and learn from state-of-the-art exhibits, disruptive innovators, and insightful business forums.
- **February 29-March 3: [IWA Outdoor Classic](#) – Nuremberg, Germany**  
The world's leading exhibition for the hunting and target sports industry will celebrate its 50th anniversary in 2024 with members of the Global Commerce team participating.
- **March 5-8: [Creative Placemaking Summit](#) – Atlanta**  
Georgia Council for the Arts is co-sponsoring the 2024 South and Appalachia Creative Placemaking Summit, which will convene over 500 people to learn the latest innovations in the field of creative placemaking.
- **March 18-20: [SIDO Washington Leadership Forum](#) – Washington, D.C.**  
Senior members of the Trade team will attend the SIDO Leadership Forum to discuss policy and the importance of international partnerships.
- **March 25-28: [International VIP Tour](#) – Athens, Augusta, Covington, and Social Circle**  
The International Relations team will host members of the Georgia Consular Corps throughout the state, highlighting various Georgia industries and economic development opportunities. This annual opportunity provides Consular members with a firsthand look at Georgia assets, new local connections, and puts a spotlight on Georgia communities with these international diplomats.
- **May 2: [Prosperity through Trade Luncheon](#) – Savannah**  
Members of the International Trade team will attend World Trade Center Savannah's fifth annual luncheon, focused on international business.
- **May 3-7: [U.S. Travel Association's IPW 2024](#) - Los Angeles, CA**  
GDEcD's Tourism division will lead an integrated, statewide exhibition at the leading international inbound travel trade show, which connects U.S. destinations with travel buyers and media from more than 60 countries.
- **Rescheduled: TBD. [Georgia Logistics Summit](#) – Savannah**  
Presented by the Center of Innovation, the Georgia Logistics Summit is the Southeast's premier supply chain and logistics event. The 2024 Summit will focus on regional and state issues surrounding this critical ecosystem and how it is driving Georgia's growth.

# DIVISION PROFILES

## COUNCIL FOR THE ARTS

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.

**Contact:** Tina Lilly, Executive Director | 404.962.4827 | [tlilly@gaarts.org](mailto:tlilly@gaarts.org)

## CENTER OF INNOVATION

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.

**Contact:** David Nuckolls, Executive Director | 478.462.4130 | [dnuckolls@georgia.org](mailto:dnuckolls@georgia.org)

## FILM OFFICE

The Georgia Film Office develops the state’s film, television, and commercial production industries by marketing the state to production companies; location scouting; and coordinating the filming needs of companies with other state agencies, local governments, and citizens. The office actively works to develop the industry’s infrastructure and workforce, certifies projects under the *Georgia Entertainment Industry Investment Act*, and oversees the Camera Ready community program to engage municipalities throughout Georgia.

**Contact:** Lee Thomas, Deputy Commissioner | 404.962.4048 | [lthomas@georgia.org](mailto:lthomas@georgia.org)

## GLOBAL COMMERCE

The Global Commerce team 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.

**Contact:** Kristi Brigman, Deputy Commissioner | 404.962.4037 | [kbrigman@georgia.org](mailto:kbrigman@georgia.org)

## INTERNATIONAL RELATIONS

The International Relations team is dedicated to strategically cultivating and expanding the State of Georgia’s international relationships. These responsibilities include serving as the state’s liaisons to foreign governments and the Consular Corps, coordinating international missions, and welcoming visiting dignitaries and delegations, in addition to serving as a link for bi-national chambers that are invested in Georgia’s international business community.

**Contact:** Nico Wijnberg, Director, Chief of Protocol | 404.962.4834 | [nwijnberg@georgia.org](mailto:nwijnberg@georgia.org)

## INTERNATIONAL TRADE

GDEcD’s nationally recognized International Trade team 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.

**Contact:** Lizann Grupalo, Deputy Commissioner | 404.623.3699 | [lgrupalo@georgia.org](mailto:lgrupalo@georgia.org)

## TOURISM

Explore Georgia, the Tourism division of the Georgia Department of Economic Development, serves the industry statewide and millions of annual visitors through its team of Regional Representatives and nine Visitor Information Centers. Working closely with GDEcD’s Marketing & Communications division, the team inspires travel to and within the state through marketing programs developed and executed in partnership with the state’s travel industry.

**Contact:** Jay Markwalter, Director, Statewide Tourism | 678.303.8439 | [jmarkwalter@georgia.org](mailto:jmarkwalter@georgia.org)



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