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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. This fall GCA released a new arts education campaign that highlights the importance of arts learning in Georgia’s schools. Georgia Council for the Arts believes in the power of arts learning to develop the minds of students, build valuable skill sets and meaningful knowledge, and help prepare students for college and careers in the 21st century. That is why GCA has developed a series of 16 slides to highlight the benefits of arts learning and adoption tips to share strategies about how to improve access to arts learning opportunities in schools, districts, and communities throughout the state. To accompany the slides and adoption tips, GCA has also developed a toolkit to assist local arts education supporters in their efforts.

2. In October, Governor Nathan Deal and First Lady Sandra Deal announced the recipients of the sixth annual Governor’s Awards for the Arts and Humanities. The recipients represent a diverse group of individuals and organizations that have supported the growth of Georgia’s creative industry through community involvement, pioneering programs and long-term financial commitment. The 2017 recipients of the Governor’s Awards for the Arts and Humanities are:
   - Karen Berman, Milledgeville
   - Valerie Boyd, Athens
   - William Eiland, Athens
   - Gilmer Arts and Heritage Association, Elijay
   - Hartsfield-Jackson Atlanta International Airport Art Program, Atlanta
   - Virginia Hepner, Atlanta
   - Kenny Leon, Atlanta
   - The Annette Howell Turner Center for the Arts, Valdosta

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

Karen Paty
Georgia Council for the Arts
Executive Director
404.962.4015
kpaty@gaarts.org

By the Numbers
VIBRANT COMMUNITIES
GRANTS
123 applicants
84 grant awards
64 counties where programs were supported
$300,000 awarded
3. In December, GCA released its annual impact map. In FY17, GCA directly and indirectly delivered support to 128 of the state’s 159 counties. A total of 4.4 million individual Georgians directly benefitted from the programs and services delivered by GCA grantees. The document also features GCA program descriptions and new grants survey data including:

• 78% of grant recipients said they would have had to cut back on the scope of the project or programming if they had not received the grant.

• 88% of all grantees said they were able to leverage the GCA grant to help raise additional funds.

• 100% of all grantees said that other funders look more favorably on their organization because they are funded by GCA.

• 96% of all grantees said that the grant helped them reach new audiences.

UPCOMING EVENTS AND OPPORTUNITIES

• FY19 Partner, Project and Arts Education Program Grant guidelines are now available on the grant guidelines page on the GCA website. Partner and Project Grant applications were due on February 13, 2018. Arts Education Program Grant applications are due on March 6, 2018.

• Georgia’s Poet Laureate, Judson Mitcham, in collaboration with Georgia Council for the Arts, is pleased to announce the fifth annual Poet Laureate’s Prize, awarded for an original poem written by a Georgia high school student. A winner and four finalists will be selected by the Poet Laureate and announced in early April 2018. The winning poet and finalists will have the opportunity to meet Governor and Mrs. Deal and the Poet Laureate when they are honored at the Georgia State Capitol in the spring. The winning and finalist poems will be published by Atlanta Magazine at atlantamagazine.com. Entry details are available on GCA’s website.
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-Agribusiness and COI-Energy** completed the first phase of an Innovation Project with the University of Georgia and ESCOGO that resulted in the development of an instant-light briquette, and has facilitated the improvement of the existing SmarterStarter® product. In addition, this project led to the introduction of a new lighter fluid product EcoGreen®. The improved product has allowed ESCOGO to increase market penetration into retail outlets such as Lowe’s, The Home Depot, Ace Hardware, True Value Hardware, Target and more. Phase 2 of the project will support a scale up of production at ESCOGO’s Monroe, Georgia facility.

2. **COI-Manufacturing** is working with the Georgia Tech Manufacturing Institute on an Innovation Project to develop manufacturing practices that will allow Carbice, an Atlanta startup company, to scale production of its thermal tape products by 40x and to create plans for the development of a new nanomanufacturing center at Georgia Tech.

3. **COI-Aerospace** completed the State of Georgia proposal to the FAA UAS Integration Pilot Project (IPP). The proposal includes more than 40 industry, academic, and government partners to perform projects within Georgia to learn how to better integrate UAS operations in the national airspace.

4. **COI** had a big role at the Rural Prosperity Summit hosted by the Georgia Chamber in Tifton. COI Executive Director Steve Justice moderated a panel of COI-Agribusiness, COI-Manufacturing, COI-Logistics and COI Clients Proper Pepper and ESCOGO on how COI supports innovation by companies in rural Georgia.

5. **COI-IT** sponsored several events during Atlanta Cyber Week including Show&Tell: BuiltTech at The Garage Monday October 2nd and the CyberCon 2017 event on October 4th at the Georgia Tech Global Learning Center.

6. **COI-Logistics and COI-Agribusiness** are working with Georgia-based ScanTech Industries on a possible new treatment facility and R&D Center in Georgia.

By the Numbers

| **386** | Total number of COI engagements so far in FY18 across all 12 regions |
| **55** | Engagements with other GDEcD and Economic Development partner’s projects in FY18 |
| **$5.3M+** | Direct economic benefit from COI projects so far during FY18 |
| **$105M** | Announced investments of projects significantly supported by COI |

Contact Information

- For further information or details – please contact:
  - Steve Justice
  - Centers of Innovation
  - Executive Director
  - 478.308.3097
  - sjustice@georgia.org
ScanTech has developed and patented an improved method of treating fruits, vegetables, nuts and other foods called electronic cold pasteurization (ECPTM), which eliminates 99.9% of foodborne pests and pathogens and also provides significant shelf-life extension.

7. **COI-Manufacturing** sponsored the **Innovation Showcase at the Southeastern Maker’s Alliance (SMA) Annual Summit and Maker Faire** on October 21-22 at the Georgia Freight Depot and Steve Polk Plaza in downtown Atlanta. The winner was an inventor from the Decatur Makerspace who created an inexpensive (~$150) walking robot that can be used in high school and college classrooms to teach kinematic, electronic, robotic, and programming fundamentals to high school and college students. The winner received a $2,000 cash prize and ongoing support from COI-Manufacturing on design improvements to reduce the manufacturing cost of the robot.

8. **COI-Agribusiness, COI-Aerospace, COI-Energy, and COI-Logistics** are working together on the **Southeast Partnership for Advanced Renewables from Carinata (SPARC)**, a 5 year $15M effort with a strong focus on sustainable fuel and co-product production in the region.

9. **COI-Aerospace** is coordinating with the **DoD Office of Economic Adjustment (OEA)** on a **Georgia Defense Exchange (GDX)** expansion funded by GTPAC in addition to a potential next phase of OEA funding to focus on cyber security training for aerospace and defense companies.

10. **COI-Agribusiness** worked with **Georgia Power** to conduct a farm tour showcasing **Georgia Grown** products used in the **Georgia Power-Georgia Grown Thanksgiving Lunch** cooked by Chef Holly Chute. **75% of the products featured in the lunch were COI-Agribusiness clients.**

11. **COI-Aerospace** co-sponsored the **Symposium on Space Innovation** on Thursday October 19th. The over 150 attendees listened to local and national speakers including the keynote by NASA Associate Administrator Steve Jurczyk and luncheon presentation by NASA Astronaut Shane Kimbrough.

12. COI-Manufacturing is working with **Easy Go and Stow** (EGS) to help them to build the first prototype of the latest truck cap design and planning for production. Once the prototype is complete, the company believes it start production at ~ 100 units per month. EGS is also in discussions to sell the truck caps online which will require a scale up to produce ~2000 units per month.

13. **COI-Energy** continues to facilitate the 4P (Public, Private, Philanthropic, Partnership) collaboration on energy/sustainability demonstration projects at the **Visitor Center in West Point** including the solar road, solar tree, and tire pressure check systems. COI-Energy is also working with The Ray Anderson Foundation and GDOT on a **1MW solar farm** will be installed at the median of the Ray Anderson Memorial Highway near exit 14 in cooperation with GDOT and Georgia Power.

14. **COI Marketing & Operations Manager David Nuckolls** won a **PRSA Phoenix Award** in the category of “Media relations – Government” for the COI marketing program during FY17. **COI-Agribusiness Director Chris Chammoun** was the recipient of the **J.W. Fanning Young Distinguished Professional Award** from the Agricultural Economics Association of Georgia for outstanding achievement and leadership on a community, state, national, or international level.

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**UPCOMING EVENTS AND OPPORTUNITIES**

- **Georgia Innovation Summit on February 20, 2018 at GTRI Conference Center** – A collaboration between COI, the Georgia Mentor-Protégée Connection, GDEcD Small Business Team, and Georgia Tech Enterprise Innovation Institute will highlight innovation resources available to businesses across the state.

- **Supplier Opportunities and Aerospace Resources (SOAR) Conference on March 6-8, 2018 in Macon** – This year’s SOAR will add a day of automotive activities to the existing aerospace focus to connect small to mid-size Georgia suppliers to large southeastern OEMs in the aerospace, defense, and automotive sectors.

- **Georgia Logistics Summit on April 9-11 at the Georgia World Congress Center** – The Summit this year is collocated with the Material Handling Institute MODEX trade show which will bring in over 30,000 attendees to Atlanta.

- **Ag Resource Roadshow starting in April** – COI-Agribusiness will hold a series of events across Georgia to inform and educate economic developers on agribusiness resources available to help new and existing industries in their community. These events will be April 17 in Tifton, April 19 in Macon, April 24 in Statesboro, and April 26 in Athens.
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. Save the date! The film division will host “Film Day at the Capitol” on February 27 in the North Wing at 9:00 AM. Governor Deal and Commissioner Pat Wilson will be featured speakers.

2. UGA’s annual Chapter Lecture Series will be devoted to the film industry this year. The Charter Lecture Series was established in 1988 to honor the high ideals expressed in the 1785 charter that created the University of Georgia as the nation’s first state-chartered university. This year, Lee Thomas will engage in a conversation with producers Gale Anne Hurd (Aliens, Terminator, The Walking Dead) and Will Packer (Ride Along, Straight Outta Compton, Girls Trip) at UGA on February 26.

3. Lee Thomas will travel to Los Angeles to participate in the Association of Film Commissioners International (AFCI) week February 28 - March 3.

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 (April 13 - April 22, 2018) - 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

By the Numbers
20 feature films
29 television series
are in various stages of production in Georgia. Notable projects include the Damien Chazelle (“La La Land”) directed feature “First Man,” starring Ryan Gosling, Marvel’s “Guardians of the Galaxy 3” and “Gemini Man,” starring Will Smith.

• Atlanta was just named the #1 Large City to Live and Work as a Filmmaker by MovieMaker Magazine, and Savannah was named #2 Small City to Live and Work as a Filmmaker!

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
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.

**American Youth Film Festival**, Atlanta (June 13 - 16, 2018) - 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.

**Atlanta Shortsfest** (July 6 - 7, 2018) - Atlanta Shortsfest showcases a diverse mix of short films (under 45 minutes) by filmmakers from across the globe in a wide range of genres. The festival was established to spotlight and promote excellent short films, and provide an important platform to share work with appreciative audiences and fellow filmmakers.
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 Georgia’s international representatives in 11 strategic regions around the world.

QUARTERLY DIVISION HIGHLIGHTS
1. In October 2017, Governor Deal proudly announced the winners of the second annual Georgia Automotive Awards. The awards are designed to recognize automotive leaders throughout the state, and to honor them for the contributions they have made to build a robust automotive ecosystem in Georgia. The 2017 winners included:
   a. Lund International, Buford – Georgia Automotive Company of the Year
   b. Mercedes-Benz USA, Atlanta – Community Impact Award
   c. Elan Technology, Midway – Innovator of the Year
   d. TD Automotive Compressor Georgia (TACG) and Toyota Industries Compressor Parts America, Co. (TICA), Pendergrass – Automotive Supplier of the Year
   e. Greg Vitek, IMS Gear Georgia, Inc., Gainesville – Randy Jackson Leader of the Year

2. Governor Deal led a mission to France and Italy from October 16 – 19, 2017. During this mission, the group met with existing industries such as Luxottica, as well as companies who are actively looking to expand into the United States.

3. On December 20th, it was announced that Daesol Material Georgia, LLC had completed the construction of their new Harris County manufacturing facility, creating 110 jobs. Daesol Material Georgia, a manufacturer of automotive fiber padding, invested $35 million in the construction and equipping of a 120,000-square-foot facility located in the Northwest Harris Business Park.

UPCOMING EVENTS AND OPPORTUNITIES
• Upcoming Trade Shows:
  o Food Processing Expo – Sacramento, CA – February 21 – 23, 2018
  o RILA – Phoenix, AZ – February 25 – March 1, 2018
  o HIMSS – Las Vegas, NV – March 5 – 10, 2018

By the Numbers
• During the second quarter of FY18, the Global Commerce team located 80 projects that will result in $744 million investment and 4,374 new jobs.

• This brings the total for the first half of FY18 to 217 projects, $3 billion investment and 15,844 jobs.

• Of these locations, 80% are located outside the 10-county Metro Atlanta region. Projects outside the Metro region also accounted for 93% of the investment created ($2.84 billion) and 52% of the jobs created (8,191).

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

Tom Croteau
Global Commerce
Deputy Commissioner
404.962.4013
tcroteau@georgia.org
DIVISION PROFILE
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 is 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. Governor and Mrs. Deal travel to France and Italy
The trip was primarily a combination of “thank you” calls to companies with operations in Georgia and business development events to market Georgia to new prospects. Many companies in northern Italy have a strong manufacturing or distribution presence in Georgia, including well-known ones like Luxottica and Pirelli.

Georgia held two business development events in Italy.
- A networking reception hosted by the U.S. Consul General in Milan. The audience was Italian companies with Georgia operations as well as business development supporters and prospective investors.
- A dinner hosted by Aquafil, a company with facilities in Cartersville, focusing on business development in a manufacturing-strong region that is a relatively new market for Georgia

International missions are vital elements of Georgia’s economic development strategy. For a company considering moving to Georgia, an in-person meeting with the Governor is a strong signal that we are open for business, and that they will have support from the highest levels of state government. A handshake and a face-to-face conversation is a valuable business development tool, and we are pleased with this opportunity to grow northern Italy’s already-strong manufacturing presence in Georgia.

By the Numbers
2 Georgia community visits in Q2 (Conyers, Dublin)
3 Governor- or Commissioner-led overseas missions in Q2
9 diplomatic visits with Ambassadors or Consuls in Q2
53 meetings and events across 4 countries (Italy, France, China, South Africa)
100 guests at Governor business development events in Italy

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

Abby Turano
International Relations
Deputy Commissioner and Chief of Protocol
404.962.4073
ebishop@georgia.org
2. Commissioner Wilson travels to China
On a trip built around the Georgia Tech Men’s Basketball season opener in Shanghai, China, on November 11, Georgia’s leaders in International Trade, Tourism, and Global Commerce held more than two dozen meetings and calls on companies, government partners, and multipliers. Commissioner Wilson held meetings in Qingdao, Jinan, Shanghai, and Wuxi.

3. In October Mrs. Deal hosted Georgia education experts and Finnish visitors, including Mrs.Liisa Virtamo, wife of the Consul General of Finland in New York, at the Governor’s Mansion. The First Lady led a roundtable discussion over breakfast about Finland’s award-winning approach to K-12 education, including their economic development and business influences.

UPCOMING EVENTS AND OPPORTUNITIES
• Travel planning is underway for the remainder of 2018, and tentatively includes trade and investment trips to Israel, Canada, Finland, China, Japan, and others.

• On March 20: International Day at the Capitol will be held in conjunction with the annual visit of GDEcD’s International Reps. Please join us that morning and take the opportunity to meet with members of the Consular Corps, Georgia’s international community leaders, legislators, and our international reps.

• The 2018 International VIP Tour will be held on April 11-12. The trip will take members of the Consular Corps to metro Atlanta, with a focus on uncovering cultural, industrial, academic, and tourism “hidden gems.”

• May 16-18, 2018: the ninth Regional Leaders Summit, an alliance of seven states and provinces that come together in pursuit of collaborative economic development efforts, will be held in Québec City. Member regions include Bavaria, Germany; Georgia, United States; Québec, Canada; São Paulo, Brazil; Shandong, China; Upper Austria, Austria; and Western Cape, South Africa
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 11 strategic global markets and assists Georgia companies to 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. MEDICA 2017
In November, six Georgia businesses exhibited with GDEcD at the world’s largest tradeshow for medical devices and technologies. MEDICA has become a signature trade event for Georgia healthcare companies looking for new international opportunities. 2017 marked GDEcD’s 12th year attending the show, connecting with more than 123,500 healthcare professionals from 130 countries. Exhibiting Georgia companies experienced great success with nearly 250 contacts made and $2 million in projected sales.

2. Inbound Buyer Delegation from Brazil
Georgia’s trade team collaborated with the Southern United States Trade Association (SUSTA) to welcome a delegation of buyers from Brazil’s food retail industry. The delegation spent two days meeting with Georgia suppliers and touring local food retail facilities. In 2017, 34 Georgia companies participated in GDEcD supported SUSTA events benefitting from at least 80 buyer/seller introductions.

3. ANUGA 2017
GDEcD International Trade Managers traveled with Georgia companies to Germany this past November to exhibit in the USA Fine Food Pavilion at Anuga. Anuga is known as one of the world’s leading food shows for retail trade and food service markets. Georgia companies who exhibited at Anuga are currently negotiating deals with distributors from seven international markets as a direct result of attending the show with GDEcD.

By the Numbers

10,591 trade leads provided to Georgia companies in FY18
709 Georgia exporters receiving customized export assistance
106 export successes achieved so far in FY18
$6.7M exports supported by the trade team in Q2

Contact Information

• For further information or details – please contact:

Mary Waters
International Trade Deputy Commissioner
404.962.4120
mwaters@georgia.org
UPCOMING EVENTS AND OPPORTUNITIES

• **Arab Health 2018** – January 29 - February 1, 2018

This will mark GDEcD’s fifth consecutive year bringing Georgia companies to Arab Health. The fast-growing healthcare markets in the Middle East have led to significant opportunities for Georgia's life science companies. Six Georgia businesses will co-exhibit this year in the Georgia, USA booth.

• **Money20/20 Asia** – March 13-15, 2018

Money20/20 has become a premier event for the financial services and technology industry in the U.S. and European markets. Launching its newest show location in Singapore, Money20/20 Asia offers a unique opportunity for Georgia's growing number of information technology companies to network with key players in the region’s emerging Fintech markets. This is the first year GDEcD’s Trade team will exhibit at Money20/20 Asia.

• **2018 International Reps Visit to Georgia** – March 19-23, 2018

GDEcD’s international representatives return to Georgia this March. A total of 15 reps from 11 global markets will travel to Georgia for client meetings, best practices sharing and to experience what sets Georgia apart from the competition. We invite you to get to know all of our representatives during the Go Global Reception on Tuesday, March 20th at the Atlanta History Center.

• **KIMES** – March 15-18 2018

GDEcD’s trade team will lead a delegation of Georgia businesses to the 2018 Korea International Medical and Hospital Equipment Show (KIMES), Northeast Asia’s largest medical trade fair. The Korean market presents lucrative opportunities for Georgia healthcare companies with Georgia’s medical and pharma exports to Korea growing at rapid rates in recent years. GDEcD will provide market intelligence reports, pre-qualified matchmaking appointments, meeting space and translation services for Georgia companies traveling with the delegation.

Check out the Trade Division’s full event calendar at [Georgia.org/Trade](http://Georgia.org/Trade).
We know Scrooge hates the holidays, but what does he think about Atlanta’s bid for #AmazonHQ2?

**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 nine targeted websites.

**QUARTERLY DIVISION HIGHLIGHTS**

1. Launched in November, *Southern Charm* is one of the latest, and most creative video projects the division has produced. Told through the music of the Quiet Hounds, the three-minute video weaves together a powerful story about a unique and diverse state and the role the Georgia Department of Economic Development continues to play in its economic success. It is impossible to showcase all of what Georgia has to offer in one video, but you will find that this experience provides a taste of the authenticity, beauty, diversity and “southern charm” Georgia has to offer.

2. Determining how best to subtly and creatively keep Georgia on Amazon’s mind can prove challenging. However, that challenge was met with flying colors with the holiday release of *Alexa, Does Scrooge Love Atlanta?* Produced by the division with the assistance of Blue Marble Media, Blue Sky Agency and the talented artists from Dad’s Garage, the video is one of the most successful ever produced by the division. More than 150,000 people were reached through 100,000 video views – in just under two weeks.

3. The newly re-designed *Tourism Travel Professional’s Landing Page* has launched. It serves as an easily navigated, one-stop-shop resource guide for our business development staff to promote to tour operators.

4. The *Spongecell Partner Video Program*, a co-operative advertising program brought to you by the Tourism Foundation Match Program, has generated just over

**By the Numbers**

18 press releases distributed to media via Communications team

**GEORGIA.ORG**

- Visits via mobile device increased 25.6%
- Pageviews increased 6.4%
- Overall visits increased 2.9%
- Workforce traffic increased 65.1%
- Number of users increased 2.8%
- Visits from social channels increased 97.0%
- Referral sessions from Facebook increased 108.3%
- Referral sessions from Instagram went from 1 to 1,108
- Sessions from Germany up 27.8%

**EXPLOREGEORGIA.ORG**

- Sessions from referrals increased 36.2%
- Sessions from email newsletters increased 27.4%
- Visits to brochure pages increased 26.7%
- Average time on page was increased from 2:12 to 2:20, and bounce rate dropped from 59.3% to 56.9%
- Organic Google sessions increased 1.6%
- Traffic from India increased 50.6%, Canada 17.4% and the UK 5.1%
- Weather.com was the #1 source of referral traffic, bringing 34,499 visitors to the website

**Contact Information**

- For further information or details – please contact:

  **Greg Torre**  
  Marketing & Communications  
  Deputy Commissioner  
  404.962.4173  
  gtorre@georgia.org
$1M in hotel/lodging revenue throughout the state. Ending in October, the 90-day program featured customized video content to targeted visitors from a number of tourism partners that included the Atlanta Convention & Visitors Bureau, Fernbank Science Museum, and the Golden Isles Convention & Visitors Bureau, among others. More than 7 million impressions were delivered that resulted in 3,557 total hotel bookings tracked from the campaign.

5. Through the month of November, Georgia was featured in the Wall Street Journal via a special paid program opportunity through the division and Global Commerce. Using Georgia companies to help tell the state's business story, the campaign exceeded its benchmark by 52% and generated more than 11.6M impressions on the WSJ’s digital site through a series of compelling case studies. Topics included cybersecurity, reshoring, talent and global logistics.

6. In November, GDEcD announced the winners of the second annual Georgia Automotive Awards. The awards are designed to recognize automotive leaders throughout the state, and to honor them for the contributions they have made to build a robust automotive ecosystem in Georgia. The winners were honored with specially designed plaques and supporting ads that ran in Georgia Trend and Delta Sky. The program was developed through the department’s PR agency of record Dalton.

7. Marketing worked with the COI - Manufacturing worked to develop a new promotional video focused on the Augusta-based Sumo Robot League. The League provides affordable robot kits and curriculum that offers a low-barrier-to-entry way for middle and high school teachers to bring hands-on STEM learning into the classroom.

8. Sumo Robot League: From Makerspace to Marketplace
   Based in Augusta, Georgia, the Sumo Robot League provides people in the community with a research lab that teaches robotics and programming. The Centers of Innovation Manufacturing team worked hand in hand with Sumo Robot League to take their production from a tiny makerspace to the marketplace. A corresponding video was produced to detail the assistance they received from the Centers of Innovation and can be found at http://www.georgia.org/business-resources/georgia-centers-of-innovation/manufacturing/

9. Georgia Defense Exchange
   Directly following the launch of the new Georgia Defense Exchange website located at Georgia.org/GDX, the Centers of Innovation embarked upon a multi-channel marketing campaign to reach contractors that would benefit from this free service. Employing both direct mail and digital marketing, the campaign increased traffic to the site by nearly 385% during its duration while also increasing the number of users nearly 350%.

UPCOMING EVENTS AND OPPORTUNITIES
• The new 2018 Georgia Travel Guide was introduced at Tourism, Arts and Hospitality Day at the Capitol on January 23.

• The FY17 GDEcD Year in Review was rolled out in January 2018. The division tried something a little different this year – going with a slightly smaller size and adding a journal element to the print versions. The print version is a spiral bound journal that includes the department data in the first 21 pages. The balance of the other 100 pages are lined notes pages.

• A new Civil Rights Trail Landing Page and new content is now available on ExploreGeorgia.org.

• The tourism spring tourism advertising campaign begins in March. And watch for new tourism television ads in April.
DIVISION PROFILE
Georgia Tourism, through its network of regional and international representatives, Atlanta office, and 12 visitor information centers, assists the state’s communities and attractions in drawing potential travelers to their areas, and helps individual visitors and groups discover Georgia’s unique vacation options. The Division also helps communities develop well-planned and sustainable tourism products.

QUARTERLY DIVISION HIGHLIGHTS
1. Due to Hurricane Irma, the 2017 Governor’s Tourism Conference was rescheduled to October 30 - November 2 at the Jekyll Island Convention Center on Jekyll Island, Georgia. The conference is a once-a-year opportunity for tourism professionals throughout the state to come together and share ideas, hear from industry experts, learn about trends and issues facing the industry and educate themselves on the latest tools and techniques to promote tourism. The 2018 conference is scheduled to take place August 26 - 29 in downtown Atlanta.

2. The Georgia Tourism team conducted a sales mission to China that coincided with the Georgia Tech men’s basketball game against the UCLA Bruins in Shanghai, China on November 11, 2017. The sales mission included meetings with outbound tour operators and travel media in Hangzhou and Wuxi in addition to an event at the Tech game and other events in Shanghai.

3. From October 18 - 19, Georgia Tourism conducted a media blitz in New York that included an event at Food Network Magazine. The event welcomed 30 journalists, tour operators and partners to sample Georgia-themed food and drinks, as well as learn more about the state.

4. The Georgia Tourism sales team attended World Travel Market London November 6-8, 2017. This is the leading global event for the travel industry to meet industry professionals and conduct business deals.

5. From November 27 – 29, 2017, Georgia Tourism attended the 6th annual Travel South USA International Showcase in Charleston, South Carolina. During the two days of pre-scheduled appointments, staff met one-on-one with over 30

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

Kevin Langston
Georgia Tourism
Deputy Commissioner
404.962.4082
klangston@georgia.org
operators to discuss itinerary planning and cooperative marketing opportunities. Following the show Georgia Tourism hosted four familiarization tours, Nov 30 – Dec 2, with 61 operators from India, China, Australia, South Africa, Italy, Germany, Ireland, France, Switzerland, UK, Austria and the Netherlands. Each tour featured different regions of the state. Areas featured included the coast (Savannah and Golden Isles), Thomasville, Albany, Columbus, Augusta, Athens and Atlanta.

6. From November 29 – December 2, Georgia was host to a **Brand USA UK media tour**. The tour brought 5 journalists from top publications including Daily Star, MTV UK, Yahoo UK and the Sunday Mail. The journalists took part in many activities in Atlanta and Savannah.

**UPCOMING EVENTS AND OPPORTUNITIES**

- April 3-5, Georgia Tourism will participate in the **Travel South sales mission** to Brazil, including meetings with outbound tour operators from across South America at WTM Latin America, that continent’s largest tourism marketplace, and a series of sessions to train Brazilian travel agents on how to sell the South.

- The **American Bus Association (ABA) Marketplace** 2018, the motor coach industry’s premier business event with more than 3,500 tour operators in attendance, will be held January 26-30, 2018 in Charlotte, NC.

- Georgia Tourism’s sales and communications team will be attending **Travel South Showcase** March 18 – 21, 2018 in Biloxi, Mississippi. Travel South Showcase is the premier marketplace event in the South where over 500 tourism professionals gather for 3 days of intensive meetings with a goal of delivering more visitors.
DIVISION PROFILE
The Georgia Department of Economic Development’s Workforce Division (WFD) administers the Workforce Innovation and Opportunity Act (WIOA) under the leadership of the State Workforce Development Board with the ultimate goal of improving the quality and marketability of Georgia’s workforce to meet the needs of business.

QUARTERLY DIVISION HIGHLIGHTS

1. Outcomes for Georgia Job Seekers Reach Record Levels
Annualized earnings for adults served through the WorkSource Georgia system continued its steady rise to an all-time record of $28,218. Likewise, annualized earnings for dislocated workers served rose to an all-time record of $37,396.

2. HDCI Team Hosts HDCI Sector Partnership Conference in Jekyll
The HDCI team hosted the HDCI Sector Partnership Conference on Jekyll Island, Georgia November 6-8. The conference was attended by over 150 regional representatives from around the state. All 12 economic development regions were represented, with delegates from economic development, workforce development, k-12 & post-secondary education, business, and other community-based organizations. The conference was designed to provide a thorough discussion on the development of effective regional partnerships that work to fully integrate each region’s economic development, workforce development, and education efforts. The purpose of these partnerships is to better meet the needs of regional employers and better connect students with the career opportunities in their regions. This conference was a continuation of the HDCI Sector Partnership Grants, which were awarded to the economic development regions in 2017 to assist them in the implementation of this work.

3. Trade Five Awards Grants and Scholarship Funding
To date, $34,500 of Trade Five Grant and Scholarship funding has been awarded to Georgia schools and students in support of skilled trade education. The Trade Five Grant provides students with exposure to skilled trade education by funding site visits, field trips, and other skilled trade-related activities. The Trade Five Scholarship can be used towards tuition, books and fees for students in a field of study leading to a career in the skilled trades.

By the Numbers

132 registered apprenticeship programs and 7,581 apprentices in Georgia

15,129 Georgia job seekers provided with training and employment services through WorkSource Georgia - this quarter

$34,500 of Trade Five Grant and Scholarship funding has been awarded to Georgia schools and students in support of skilled trade education

Contact Information

• For further information or details – please contact GDEcD’s Workforce Division at 404-962-4005 or visit workforce.georgia.org
UPCOMING EVENTS AND OPPORTUNITIES

• The State Workforce Development Board will host its next quarterly meeting on March 1st in Thomasville.

• The 2018 WorkSource Georgia WIOA Convening will be held August 13-15, 2018 at The Classic Center in Athens.