COWETA COUNTY
Development Authority

# 2020 Business Plan (revised)

**CCDA/DACC's Mission**

To Shape Coweta County's Economic Future

## Business Development

- Market Coweta County while working with new and existing industries to facilitate the creation of new job opportunities and increase capital investment.
- Maximize lead generation activities to drive growth in new projects and prospect visits.
- Strategic development for target sectors

### Attraction

| Economic Development Outcomes | 2014 to 2017 (average) | 2018 | 2019 YTD |
|---|---|---|---|
| Announcements | 1.5 | 3 | 1 |
| Capital Investment | n/a | $103 MM | $140 MM |
| Jobs | n/a | 250 | 250 |

2020 Outlook

- Economy continues to grow at same pace as 2019
- Election year uncertainty could slow or stop expansions and new locations
- Continued trade wars could negatively impact global growth

We will continue to attract the same amount of jobs and capital investment into the County as was realized in 2018 and 2019. Distribution and Manufacturing will be the main sectors looking in our area and locating. I believe we will continue to see more distribution in relation to project activity based on the changing economics in retail and commercial sales via the internet. Developers control 100% of the available land and will continue to build speculative distribution space. There are at least four new developers looking at large tracts of land in our community for development. All of them have conceptual plans for more distribution space. If these sites are kept as BTS sites, they could be used for manufacturing projects.

The impact of not offering tax abatements for this sector has not been fully realized or our attributes are overriding the benefit of these offers. The last quarter of 2019 has been heavily concentrated on distribution projects looking at our two 1 MM square foot speculative buildings. I expect both buildings to be leased by end of 2020.

Capital outlay in the manufacturing sector will slow but we will continue to receive project interest based on our location and the LDCT incentive zone within our community.

## Lead Generation

| Economic Development Outcomes | 2014 to 2017 (average) | 2018 | 2019 YTD |
|---|---|---|---|
| New Projects | 10 | 52 | 36 |
| Prospect Visits | 5 | 25 | 16 |

Increase in new projects and prospect visits:

1. LDCT designation (+ Federal Opportunity Zone)
    a. Large portion of Pattillo Industrial Park
    b. Shenandoah Industrial Park
    c. Newnan South Industrial Park
2. Speculative Buildings
    a. 300,000 square foot building in Patttillo Industrial Park
    b. 1,000,000 square foot Palmetto Distribution Building
    c. 1,000,000 square foot building Bridgeport Cubes
    d. 125,000 square foot building in Creekside Industrial
3. Large Tracts of available, zoned industrial sites
4. Quality of Life
5. Workforce Development

## Activities

| Lead Generation Activities | 2018 Actual | 2019 Target |
|---|---|---|
| Local/Regional/State Networking and Outreach Opportunities | 59 | ~~75~~; 50 |
| Consultant/Broker Outreach | 31 | 35 |
| Community | 64 | 30 |

- Improve communication of target sectors with Partners/Allies, Consultants, Brokers, and companies.
- Continue to build strong relationships with statewide economic development project managers, site selection consultants and local, regional and national real estate brokers.
    - **75** local, regional and state networking and outreach opportunities.
    - **35** consultant and broker outreach opportunities.

    - **30** community outreach opportunities; decrease from 2019.
        - Regular meetings with County Administration
        - Regular Meetings with Municipal Administration
        - Newnan Coweta Chamber Board Meeting
        - Prosperity Council
        - Coweta County Citizens Academy
- Develop and maintain a database of relevant community information including available properties, demographics, workforce data and other information pertinent to Coweta's competitive advantages.
- Promote Coweta to targeted industries through participation in industry-specific tradeshows, conferences and events, as well as customized communications efforts.
    - Attend approximately 4 Events.
        - Targeted list:
            - IAMC Spring
            - Site Selectors Guild Annual Conference
            - GEDA Spring or GEDA Annual Conference
            - GEDA Annual Conference
            - IAMC Fall Forum
            - SEDC Meet the Consultants
            - Area Development Consultants Forum
            - IPT – Credits and Incentives Annual Conference
            - TBD

## Retention

| Goal | 2019 Actual YTD | 2019 Target |
|---|---|---|
| Existing Industry ~~Visits~~ Contacts | 29 | ~~60~~; 40 |
| Contacts | n/a | ~~100~~; 40 |
| Local/Regional/State ~~Meetings~~ | n/a | ~~15~~; 40 |

- Proactively engage and build meaningful relationships with existing industries for the purpose of business retention and growth.
    - **60** existing industry visits
- Collaborate with local, regional and state organizations to provide a customized response for a solution to individual business' needs.
    - **100** contacts with existing industries, academic, workforce development, economic development, and community partners
- Represent CCDA/DACC through participation in, or facilitation of local, regional and state working groups, boards, and/or committees. Through these efforts, CCDA/DACC will raise awareness of industry challenges and address unique solutions to workforce, permitting, supply chain, community and expansion issues.
    - **15** Local, Regional, Statewide meetings

- Work with partners to explore solutions to industry-wide concerns such as retention of workforce, transportation, and training.
- Increase number of communications shared with industry contacts, serving as a reminder of how CCDA/DACC can support individual companies.
- Focus on creating or strengthening business partnerships between employers and our K-12 school system.

## Other Business Development

- Continue promotion of the Regional Joint Development Authority with Fayette County and Meriwether County.
- Continue to attend programs and conferences that allow staff opportunities to continue their education and knowledge of economic development.

## Office Sector

- In coordination with Coweta County, City of Newnan, and Local leadership develop and execute strategy targeting the office sector.
- Lead office corridor study task force

## Regional Economic Development Outreach

- Advance presence in region through attending in-person meetings and events outside of Coweta engaging the economic development leadership.

## Marketing

- Manage and execute CCDA/DACC messaging and communications with a consistent voice and clear positioning through all departments, activities and efforts.
- Develop and launch new CCDA/DACC website.
- Launch new GIS Database of available sites and buildings
- Develop and publish dynamic video and digital content to drive traffic to websites and increase engagements.
- Provide scheduled data updates for content on the CCDA/DACC website, sales presentation and other marketing materials.
- Continue efforts with workforce development partners for the purpose of advancing opportunities for workforce development in Coweta County.
- Explore cultivating regional partnerships and approach.
- Help create and collect shareable content including testimonials, stats, etc. for social media and other marketing campaign.

## Staff

- Request administrative staff position from Coweta County
- Fill vacant existing industry position