Crossing Lines: Local Issues and Regional Successes

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SOUTHEAST GEORGIA ALLIANCE

Since 2004
"working together for the growth and economic development of our entire region"

Brantley, Camden, Charlton, Glynn, McIntosh & Wayne

SEGA

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SOUTHEAST GEORGIA ALLIANCE

Bridging the Economy of GA from Savannah to Jacksonville and Beyond!

Why did these six counties organize?

To improve the efficiency for Norfolk Southern Railroad in transporting Mercedes Automobiles from Birmingham and grain from the Midwest to Colonel's Island Connecting Track in Brunswick

As with most JDAs, formed Due to a project need

Partnerships = Positive Results

INITIAL FUNDING SOURCES – 2001-03

- $5000 from each county **One time allocation**
- $500,000 RDLG loan for track improvement
- $500,000 OneGA Grant for land acquisition and improvements
- $1 million DOT grant for track improvement
- NS guarantee of grant payments
- NS agreement for payment of annual management fee of $15,000 for life of grant payments
- NS agreement for payment of per/car fee over 10,000 cars per year through 2026

Partnerships = Positive Results

PHASE 2 2007-09 FUNDING SOURCES

- RDLG - $1,100,000
- OneGa - $1 mil
- DOT - $1,050,000
- NS guarantee of grant payments
- NS agreement for payment of annual management fee of $15,000 for life of grant payments
- NS agreement for payment of per/car fee over 10,000 cars per year through 2029

Partnerships = Positive Results

ORGANIZATION STRUCTURE

- Each county has two representatives on the 12 member Board appointed bi-annually. One appointed by the County Commissioners plus the professional ED Exec. Can serve unlimited terms
- Executive Board consists of: Chair, Vice-Chair, Secretary Treasurer, Past Chair; each serve two-year terms
- Staffing provided by part time Manager, office assistant, web administrator and CFO
- Meets monthly with Annual Planning Session in January

Partnerships = Positive Returns

2006-2016 Impact Study

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Types of Impacts

- Direct effects - Salaries, supplies, raw materials, operating expenses
- Indirect effects - Business to business transactions
- Induced effects - Personal income caused by the direct and indirect effects

Partnerships = Positive Returns

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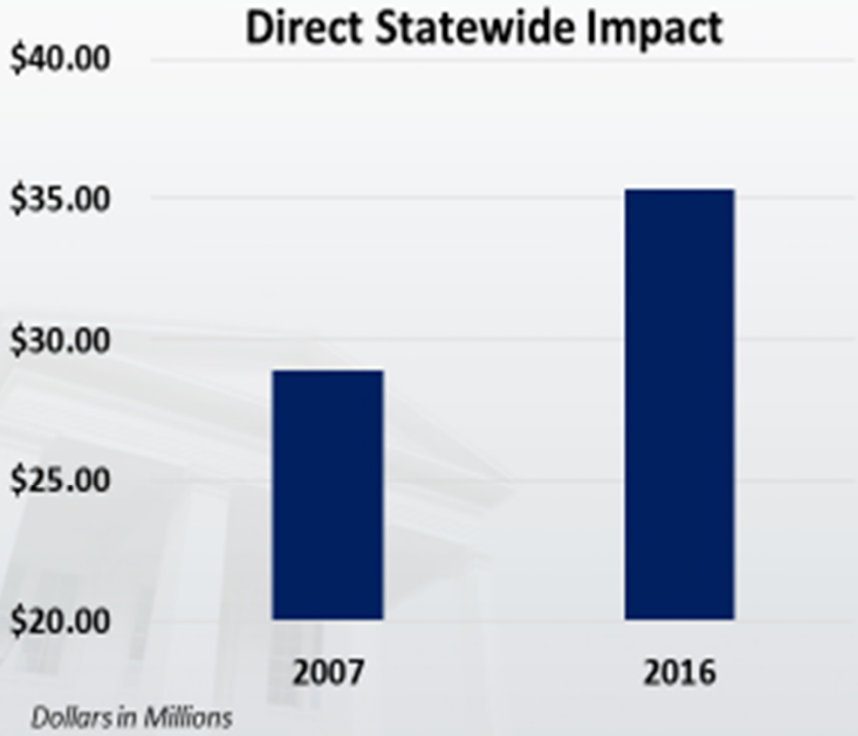
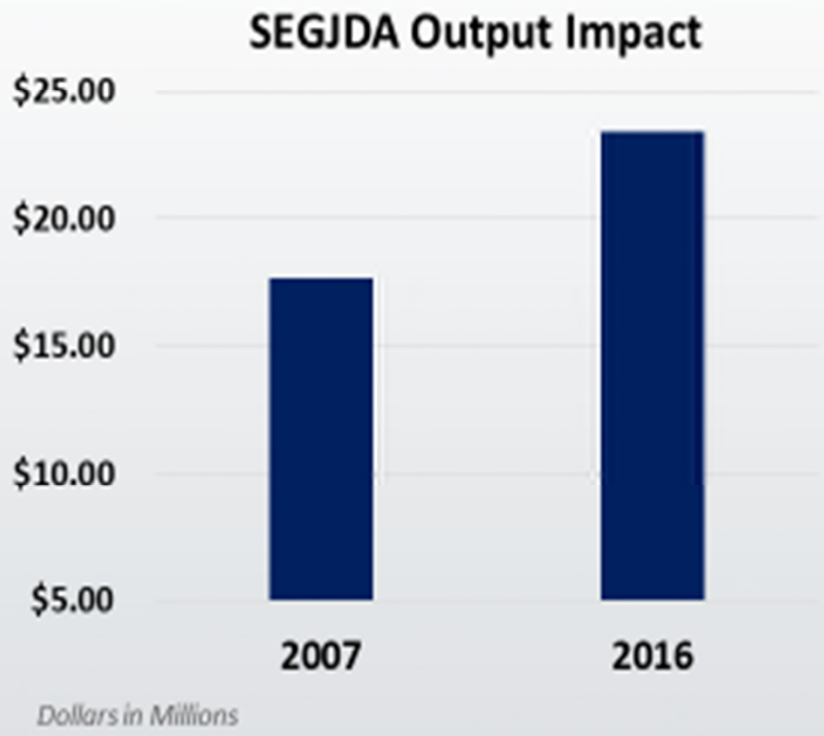
Ten Year Overall Economic Impact





Partnerships = Positive Returns

Summary

- Efficiencies - $2.2 million in savings
- Statewide - $35.4 million to state economy
  - Increase of 22% from 2007-2016
- Region - $23.4 million to SGA region
  - Increase of 33% from 2007-2016

10 Year Return on the initial $3 million investment!

Partnerships = Positive Returns

But there were other returns not predicted!

Regional collaboration generated

- Cooperative marketing events and initiatives helped bond the individual counties into a region
- Funding resources helped create a collaborative effort to improve project attraction to the region through improved sites and a deal closing incentive
- Project activity increased following recognition by Statewide Project Managers that our labor draw area was not limited to individual counties

Partnerships = Positive Returns

This is What Makes Us Different
Supplement Local Budgets - Particularly Helps Rural Counties

- Sponsor events that enhance **ECONOMIC DEVELOPMENT**
- Provides the funding for each county to be a **MEMBER** of the **WORLD TRADE CENTER - SAVANNAH**
- **REVOLVING LOAN FUND** HAS BEEN ESTABLISHED
- **GRAD SITE CERTIFICATION** fund assists in improving sites
- Working to Build a **FUTURES CLOSING FUND** for projects of **REGIONAL** significance
- CREATE **PARTNERSHIPS** with **REGIONAL EDUCATIONAL INSTITUTIONS**
- Funded a **REGIONAL WORKFORCE STUDY** TO SHOW TRUE DRAW AREA

Partnerships = Competitive Advantages!

The 6 County Alliance region has a population and labor force that is the approximate EQUIVALENT TO METRO AREAS such as Florence, South Carolina and Panama City, Florida, but much larger if you take the true Savannah- Jacksonville Labor Force Draw Area Demographics!

THINK BIG!

This qualifies the region for projects for which individual counties would not be considered

SE GA Alliance Region Data (RSA!)

2015 Total Population	210,517
2015-2020 Est. Population Growth	2.54%
2015 Population Ages 19-54	67%
2015 Population Ages 55-65	17%
2015 Region Labor Force	91,263
2015 Labor Work Force Population from Draw Area	833,805
2015 Labor Draw Area Population	1.7 mil

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Public-Private Partnerships = Positive Returns!

NORFOLK SOUTHERN

Georgia®
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OKEFENOKE
RURAL ELECTRIC MEMBERSHIP CORPORATION
"OWNED BY THOSE WE SERVE"

Georgia Ports Authority

Georgia Power

"Collaborative and meaningful partnerships are the most important things for community and economic developers to focus on. It is critical to involve city management, private industry leaders, utility leadership, local educational Institutions, Chambers of Commerce, as well as others in the process of economic development."

ADAM GARAWREKI Denton TX Economic Development Partnership
TOP 50 ECONOMIC DEVELOPERS IN THE US

Thank you

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