Making the Short List:

How Your Community is Identified for a Prospective Company

Georgia Power | Sidebar Conference

Top Location Decision Factors	'20	'19	'18	'17	'16
Availability of Skilled Labor	1	2	1	3	2
Highway Accessibility	2	1	3	1	1
Energy Availability & Costs	3	7	8	13	8
Quality of Life	4	4	6	4	10
Labor Costs	5	3	2	2	3
Occupancy/Construction Costs	6	5	10	5	4
Corporate Tax Rate	7	6	4	8	6
Tax Exemptions	8	8	5	5	7
State & Local Incentives	9	14	7	9	5
Inbound/Outbound Shipping Costs	10	15	18	X	X

Area Development Magazine, Survey of Corporate Decision Makers, 1st Q 2021

1. Product – Land and/or Building
2. Infrastructure
3. Talent / Workforce

How you are identified for a prospective company

You need to have a product: Land

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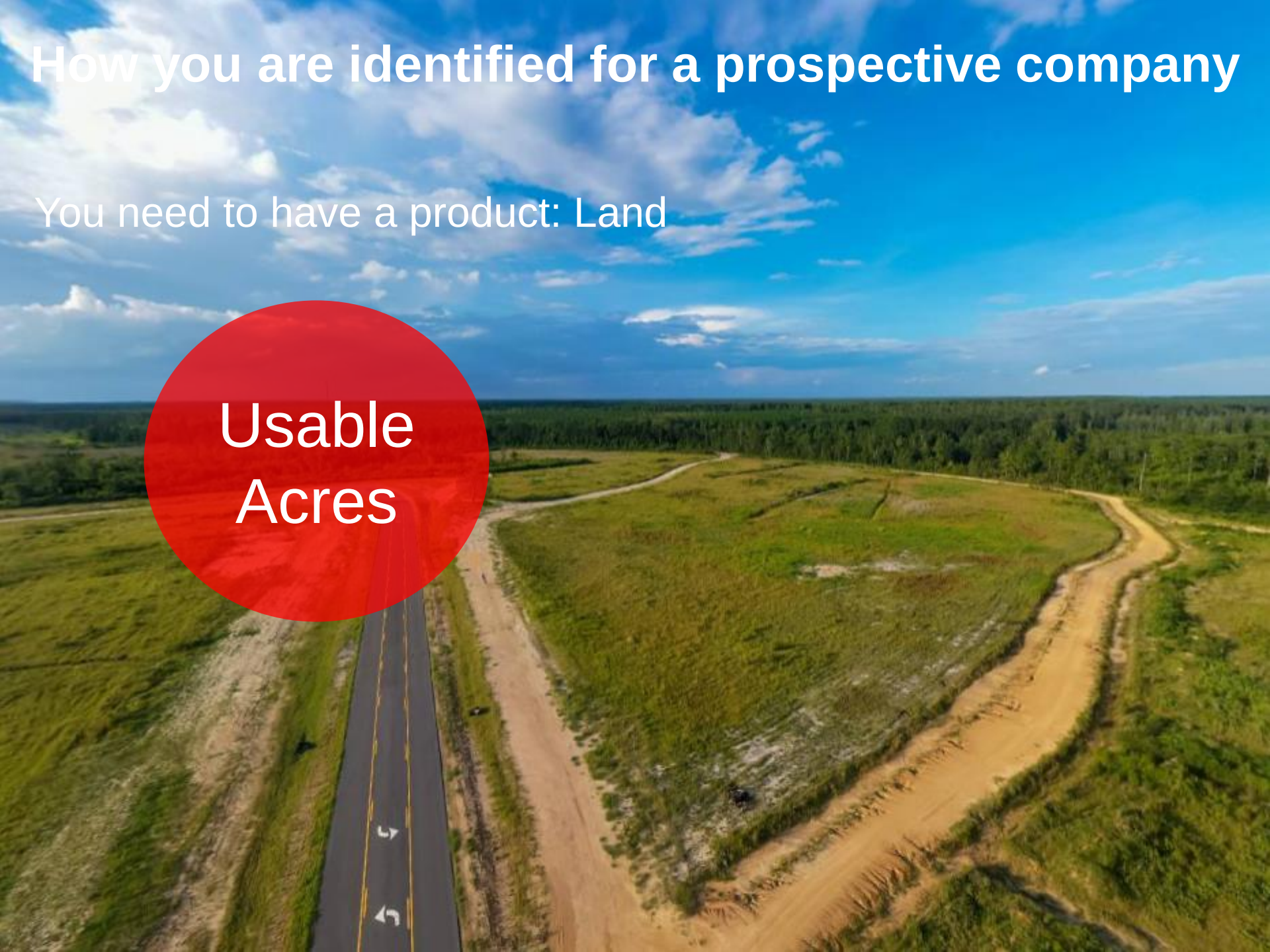

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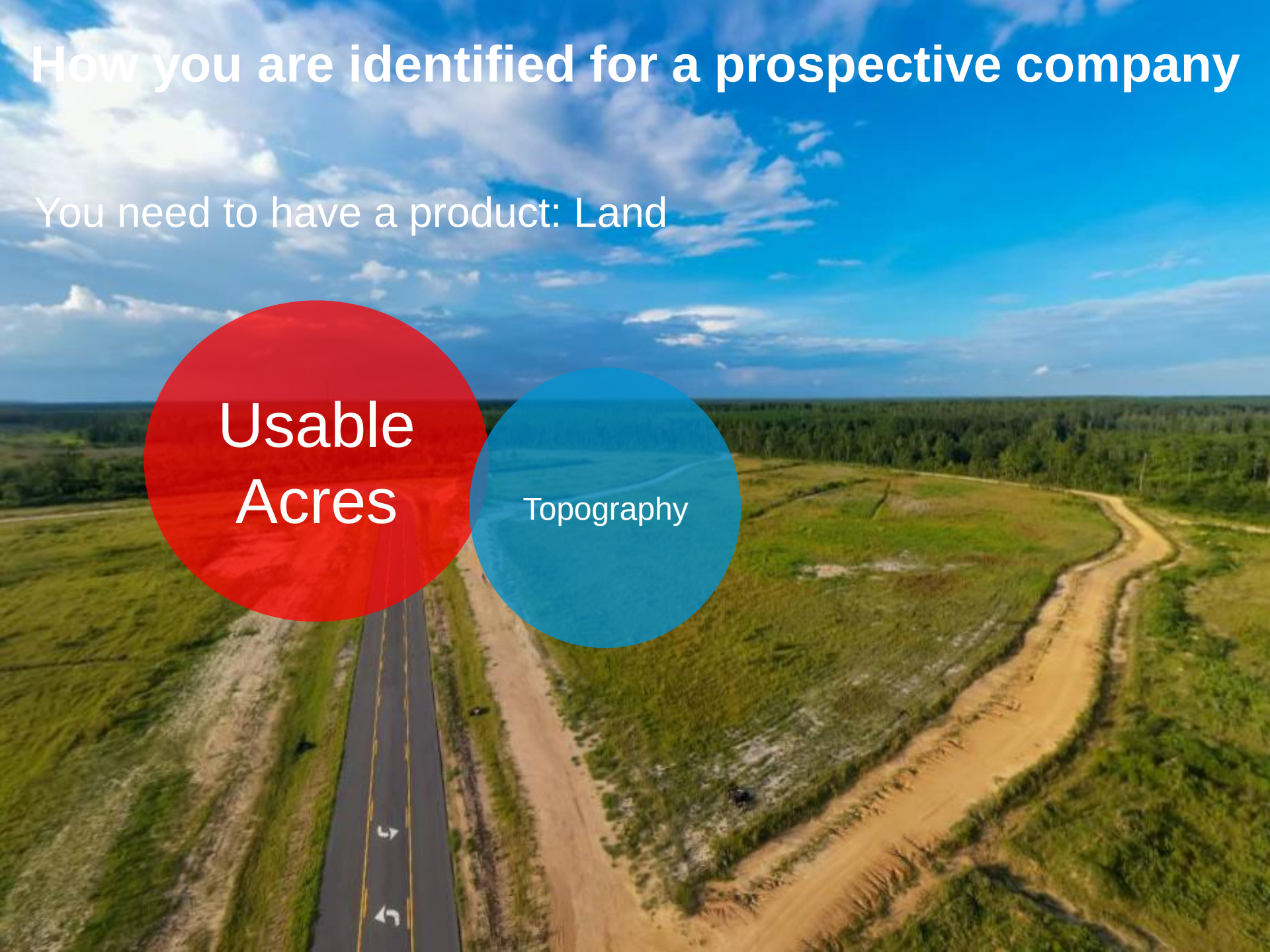

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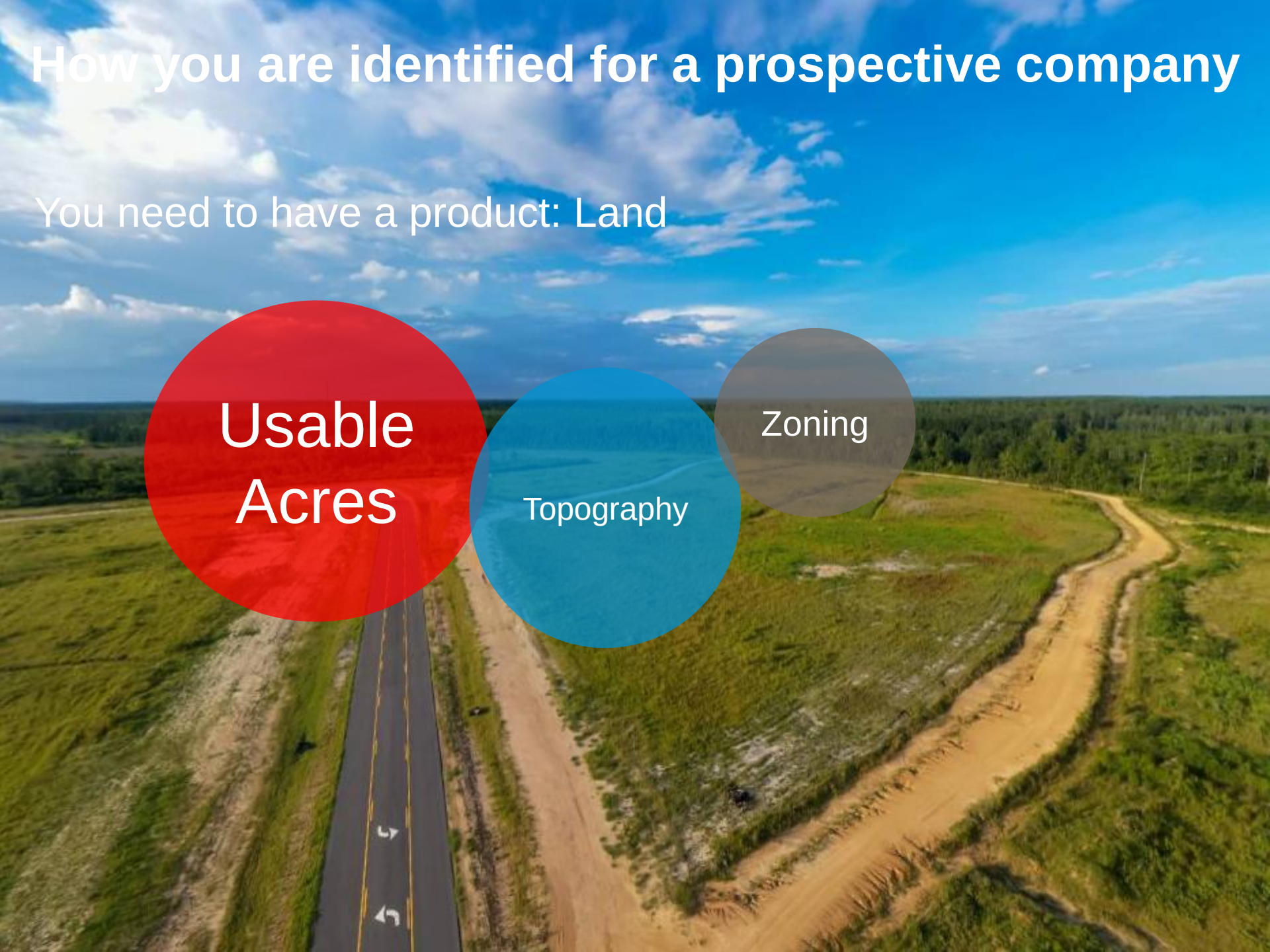

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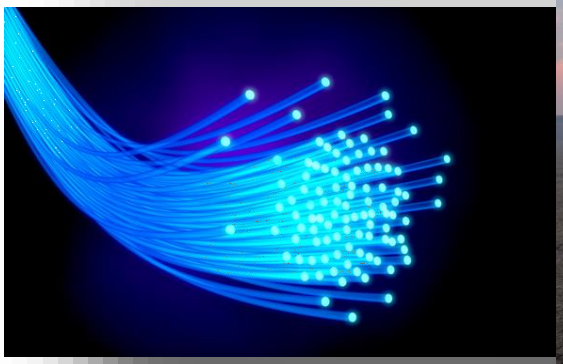
Investing in the infrastructure that is needed to locate the businesses your community wants to attract

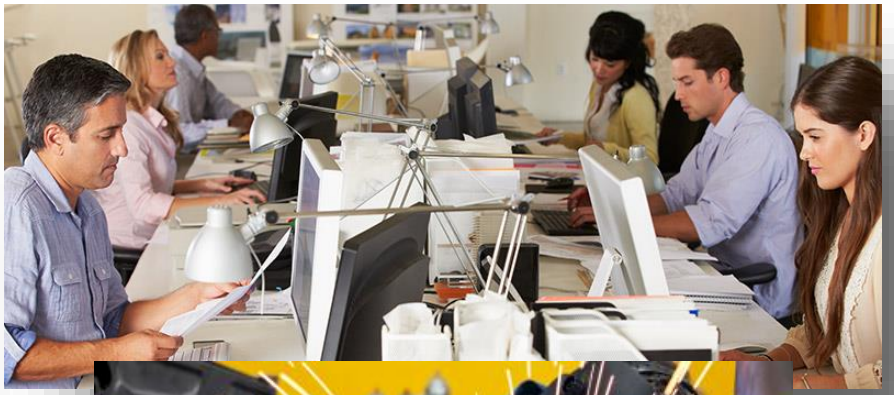


How you are identified for a prospective company

Investing in the new infrastructure that is needed to locate the talent ~~businesses~~ your community wants to attract

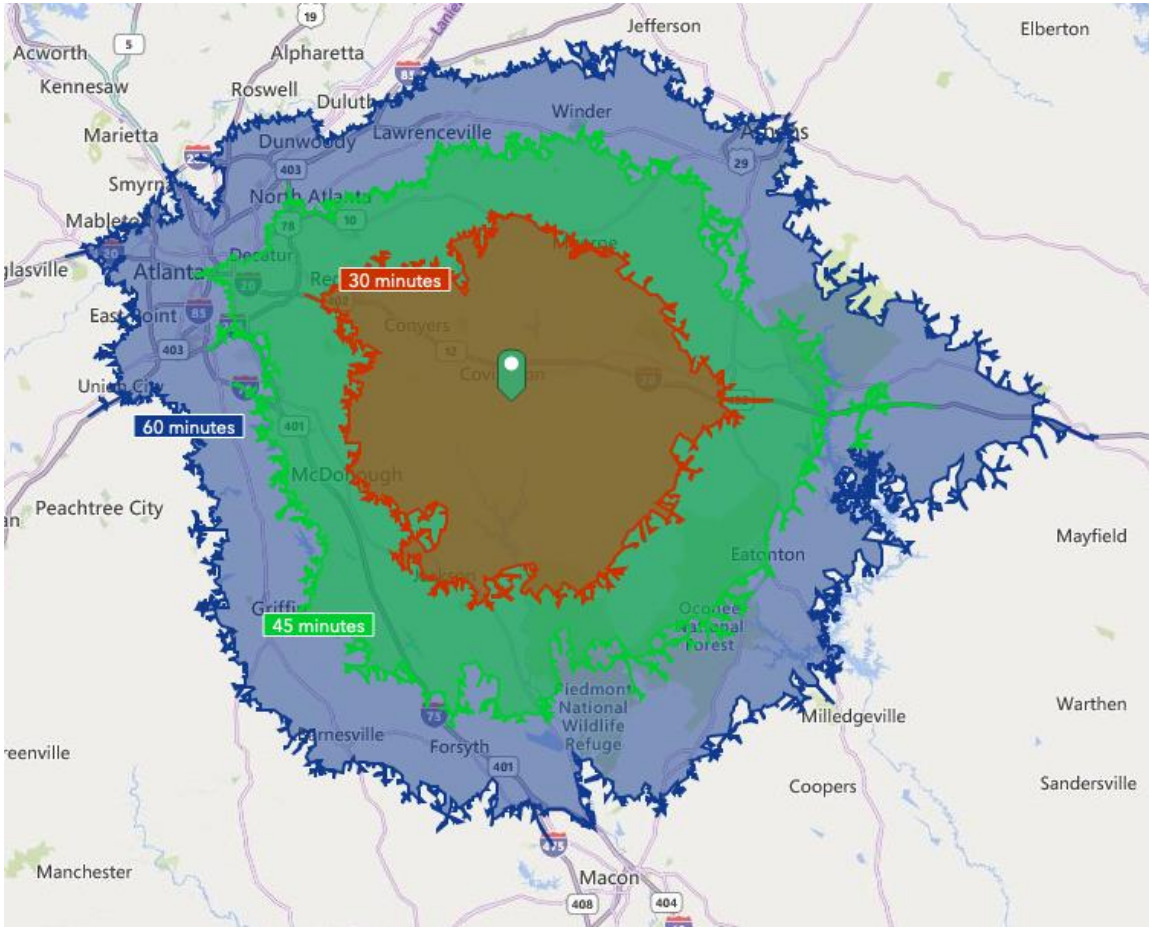
How you are identified for a prospective company

You need to have the talent/workforce



Available Workforce

Within 30, 45, 60 Minute Drive of Newton County



Drive Time	Workforce
30 Minutes	183,947
45 Minutes	662,663
60 Minutes	1,677,341

Source: ESRI Civilian Labor Force Profile, 2021

How you are identified for a prospective company

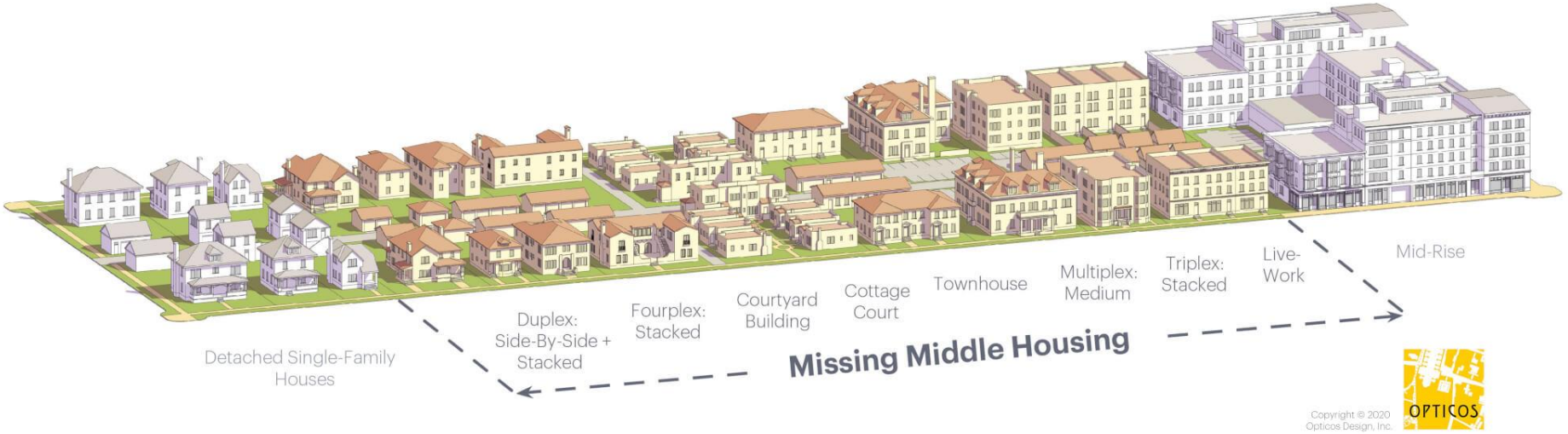
You need to have the talent/workforce:

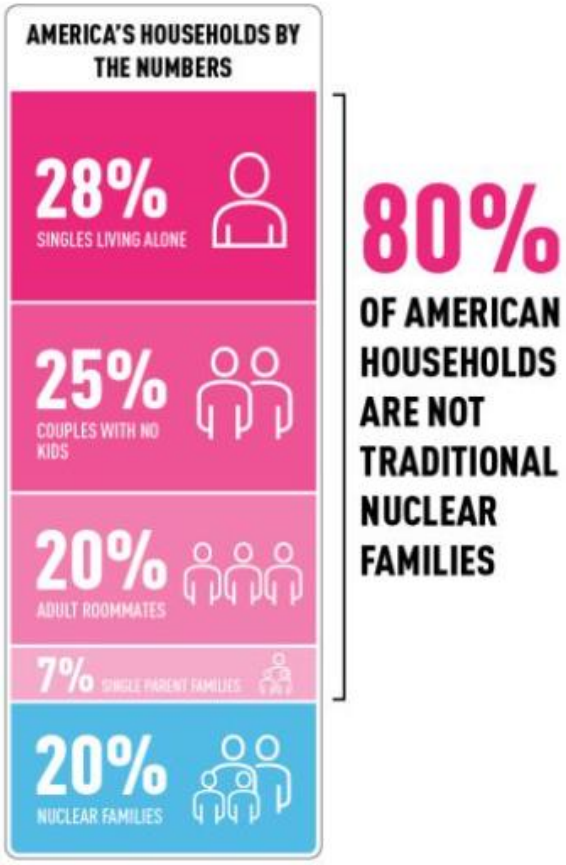
- You need to demonstrate what you are doing in the local school system to connect the current students to the existing employers to ensure you have a pipeline of workers in the future.

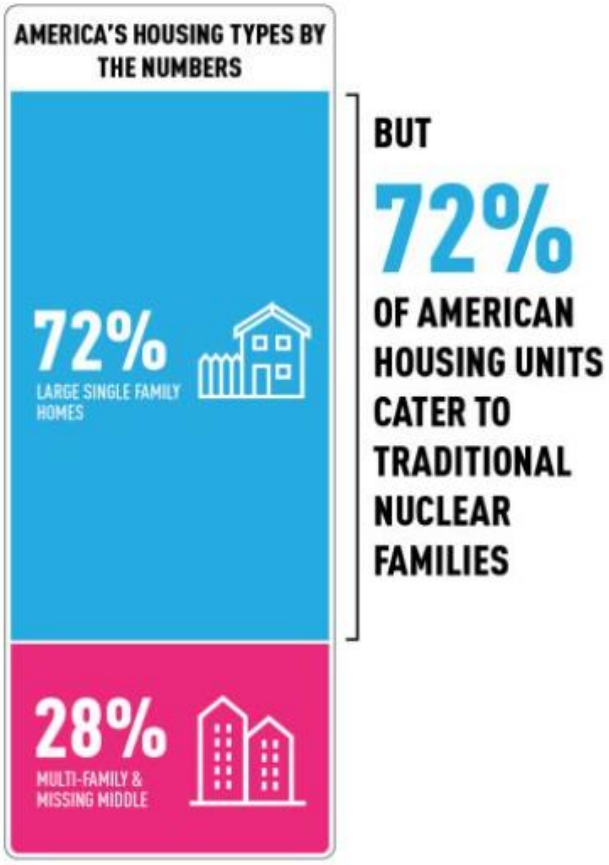
- This includes career academies, relationships & programs with technical colleges, programs with your existing employers (include all types of businesses) and teacher externships and internships.

Where will the people live who teach in the schools, work in the hospitals, local businesses, restaurants and help operate the city and county governments?

Housing Choice – the Missing Middle




AMERICA'S HOUSEHOLDS BY THE NUMBERS
28%
SINGLES LIVING ALONE
25%
COUPLES WITH NO KIDS
20%
ADULT ROOMMATES
7%
SINGLE PARENT FAMILIES
20%
NUCLEAR FAMILIES
80%
OF AMERICAN HOUSEHOLDS ARE NOT TRADITIONAL NUCLEAR FAMILIES

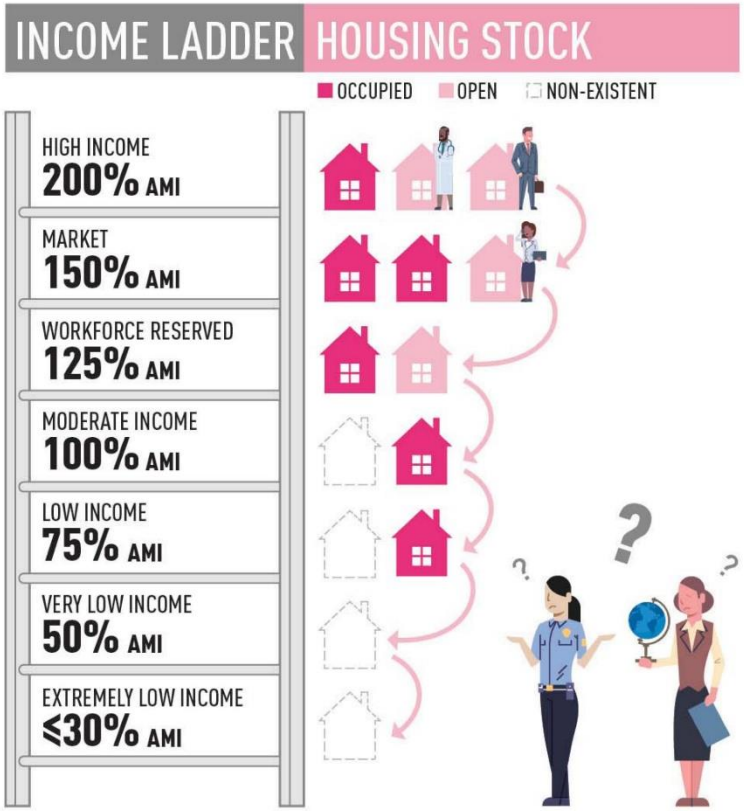

AMERICA'S HOUSING TYPES BY THE NUMBERS
72%
LARGE SINGLE FAMILY HOMES
28%
MULTI-FAMILY & MISSING MIDDLE
BUT
72%
OF AMERICAN HOUSING UNITS CATER TO TRADITIONAL NUCLEAR FAMILIES

WHEN THERE AREN'T ENOUGH HOMES,

EVERYBODY COMPETES FOR WHAT'S AVAILABLE.

- SIGHTLINE INSTITUTE

KRONBERG URBANISTS ARCHITECTS



Cost of Rental Housing

Using a 30% rule of annual income for housing, the chart below shows the amount a worker would need to earn to afford the corresponding monthly rent.

Monthly Rental Amount	Minimum Hourly Earnings	Minimum Annual Earnings
$500	$9.62	$20,000
$750	$14.42	$30,000
$1,000	$19.23	$40,000
$1,500	$28.85	$60,000
$2,000	$38.46	$80,000

Example: $500/MO X 12 = $6,000/YR / 30% = $20,000/YR / 2080 HR = $ 9.62/HR

FORMULA: Rent/MO X 12 = Annual Total Rent / 30% = Annual Housing Allowance / 2080 hrs. worked per YR = Hourly Rate

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