Economic Development

2017 Year in Review and 2018 Outlook

Highlights of 2017

Mission

Act as the tip of the spear for facilitating commercial, industrial and residential economic vitality in the City of Warner Robins.

Key Initiatives

- Developing in the Watson Boulevard Tax Allocation District (TAD) to increase economic vitality of Downtown Warner Robins
- Attracting Developers for Downtown Hotel and Conference center, Multifamily and Lofts, Light Industrial, Office, Retail, and Entertainment District
- Increasing capital available for development and business growth
- Coordinating Infrastructure improvements to support economic development
- Leveraging the economic engine of Robins Air Base
- Making it easier to develop in Warner Robins
- Increasing workforce housing and student housing to support the Colleges and Universities
- Partnering with VECTR to support veterans training and housing
- Developing a Resiliency Action Plan
- Promoting tourism, conferences and conventions

>50,000 Students in Warner Robins Region

Economic Development Partners

Long standing industries in community

Our Focus

New Jobs and Companies

New Technology and Aviation-Related Jobs

Increase in Property Value

New Affordable Workforce and Student Housing Units

New Recreation Facilities, Parks and Greenspace

Collaborate with Higher Education to Attract Industry and Students

Support Tourism and Conference Trade

Regional Demographics

- Population-416,751
  - Median age 33
  - Age 18-39- 109,983
  - Age 40-59- 107,359
- Education
  - High school graduation rate 87.6%
  - 100% of our teachers are deemed Highly Qualified by the Georgia Department of Education
- Mean travel time to work- 22.2 minutes
- Community and county showing significant growth – one of fastest growing in state
- Household income median $53,000

Economic Development Promotion

Website & Logo Design

- Develop a responsive new website that provides ease of navigation, and design promoting Warner Robins Incorporates a brand indent that is compelling and consistent.
- Creation of a new logo / visual identity that captures the values and mission of the authority
- Prepare artwork mechanicals and templates for all print and electronic media

Developer Days

- TAD Developer and Retailer Day
- Georgia International Industrial Park Developers Day
- A2D City Fiber Vendor Day
- A2D City Fiber Business Mixer

Presentations

- Georgia Department of Economic Development
- Robins Regional Leadership
- Fickling Real Estate Brokers
- Seyfarth Shaw Conferences

Short-Term Plan

City Fundamentals

- Create an internal Development Working Group
- Engage stakeholders and create an external Economic Development working group
- Define the Develop marketing and business attraction strategy along with incentives

Goals

- Priority initiatives -4 Key project areas - infrastructure, downtown redevelopment, student housing, business attraction
- Innovation and Improvement - Economic development working group, Public-Private Partnership for Economic Development, coordination of existing authorities
- Legislative agenda - Policy objectives at local, state and federal levels
- City's assets, history and opportunities

Strategy

- Narrative, analysis and business case
- Recommend organizational structures and coordination process
- Match economic strategy options to target sectors and infrastructure needs
- Identify transformational projects and initiatives

Long Range Planning

Economic Development

- Create internal City Development Working Group
- Compare possible structures for coordination among the economic development authorities / entities
- Develop budget and identify funding and revenue streams
- Engage with Georgia Department of Economic Development and Development Authorities within the region

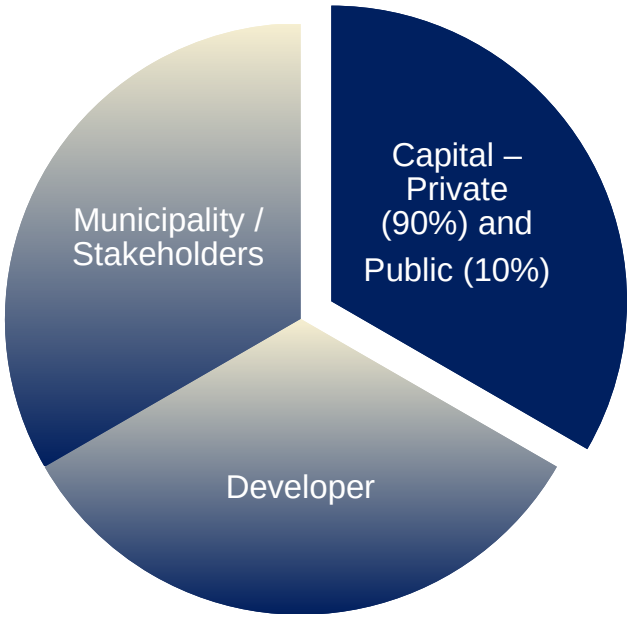
Infrastructure

- Review needs assessment and planned infrastructure improvements
- Analyze City budgets and revenue sources
- Identify financing options and funding sources
- Examine Georgia P3 laws and regulations
- Develop a matrix of proposed infrastructure solutions by type

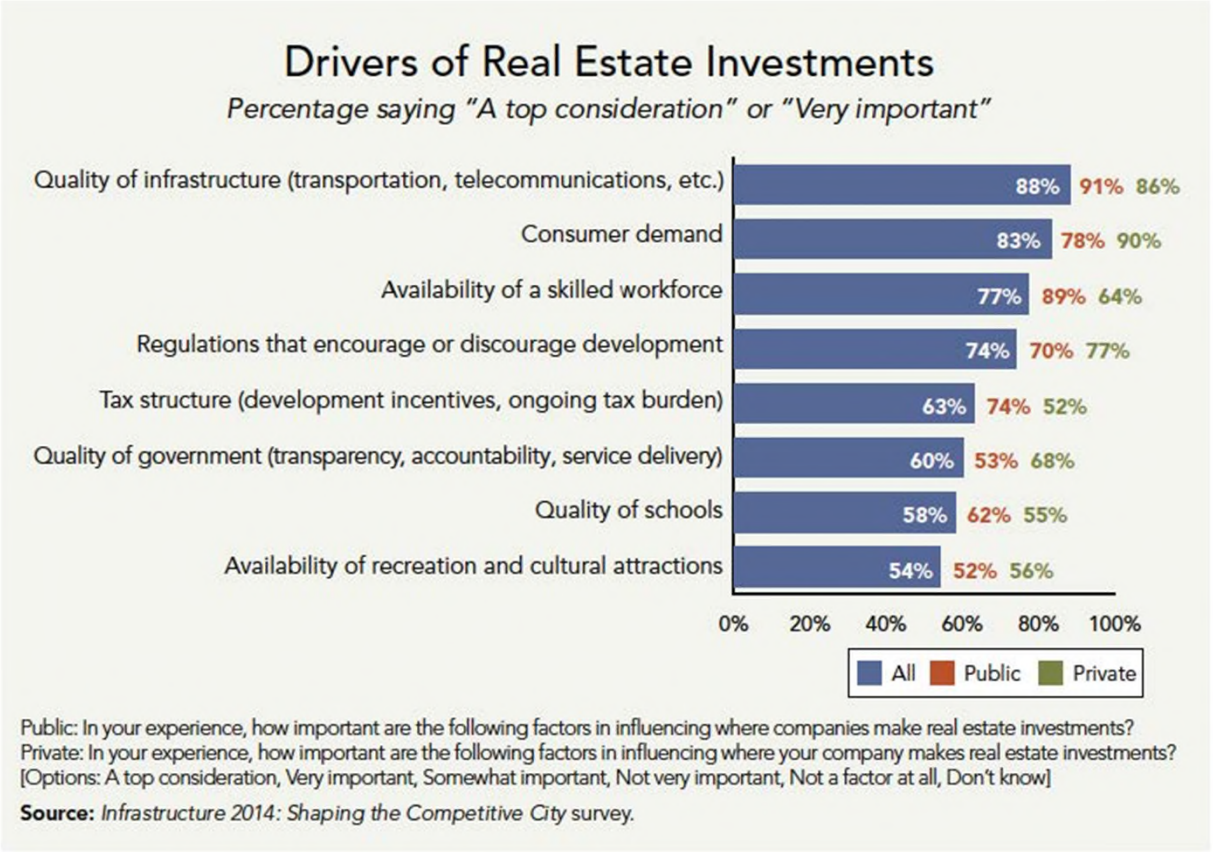
Downtown and Industrial

- Review the industrial and business clusters and jobs data for the Houston/Macon Bibb region
- Expand Brownfield programs to promote redevelopment for industrial job centers
- Commission Housing Market Study
- Prepare pro forma development plan for potential industrial and business park development and attraction

The Capital Gap



Infrastructure - #1 Driver of Real Estate Investment



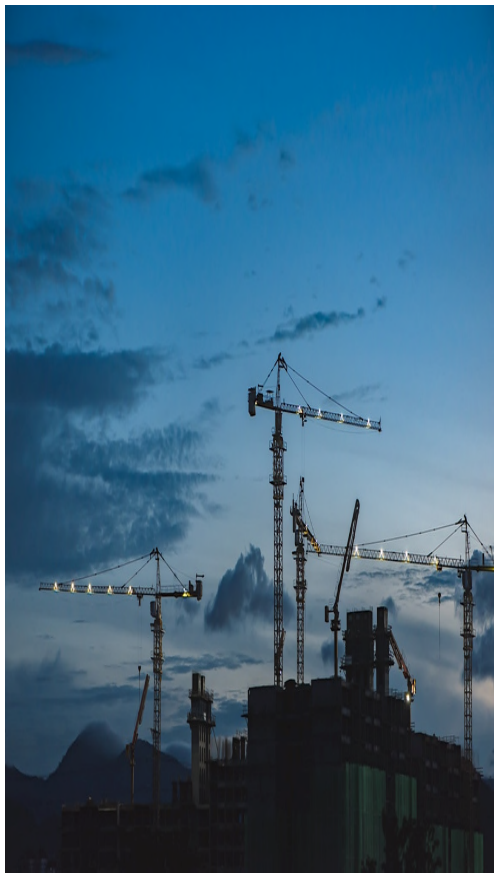
Infrastructure and Economic Development

- IMF finds that a dollar of investment increases output by nearly $3
- Warner Robins needs long-term budgeting for infrastructure that recognizes benefits as well as costs
- Projects should be approved with reasonable speed
- The government can contribute by supporting private investments

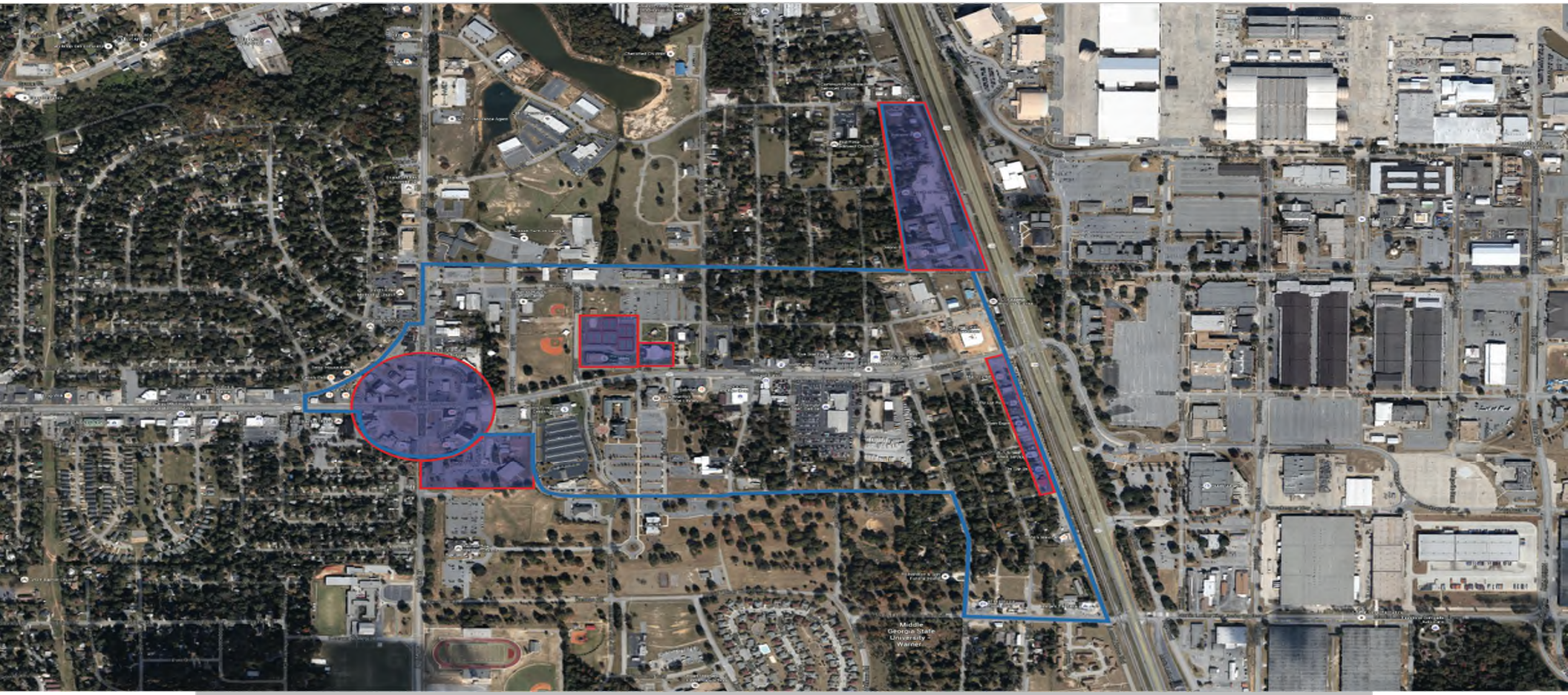
"In a time of economic shortfall and inadequate public investment, there is for once a free lunch – a way for governments to strengthen both the economy and their own financial positions **– infrastructure investment**."

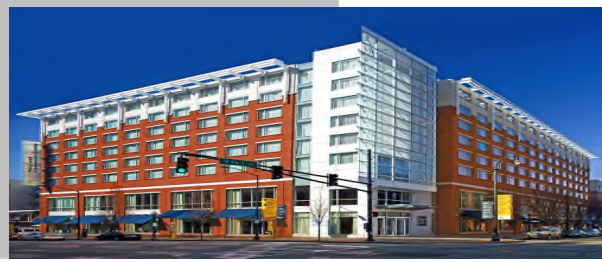
- Lawrence Summers, former Secretary of Treasury - Financial Times

TAD Development Opportunities



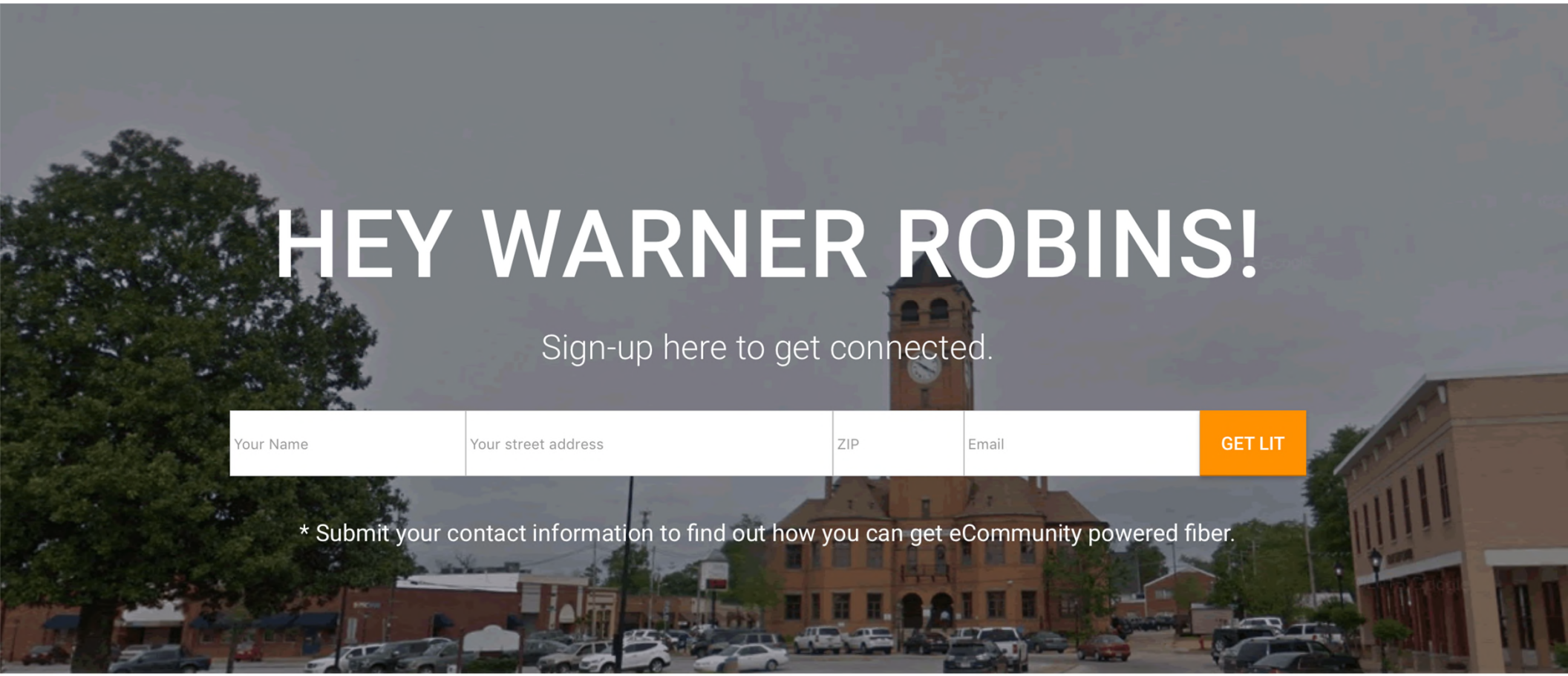
- Champion the Watson Boulevard Tax Allocation District (TAD) to increase economic vitality of Downtown Warner Robins
- Solicit Developers for
  - Downtown Hotel and Conference center
  - Multifamily and Lofts
  - Office and Retail
  - Entertainment District
  - Light Industrial
- Expand available housing product options to include workforce housing, lofts, condos, and townhomes in the downtown area
- Encourage development of student housing to support the Colleges and Universities


Middle
Georgia State
University
Warner



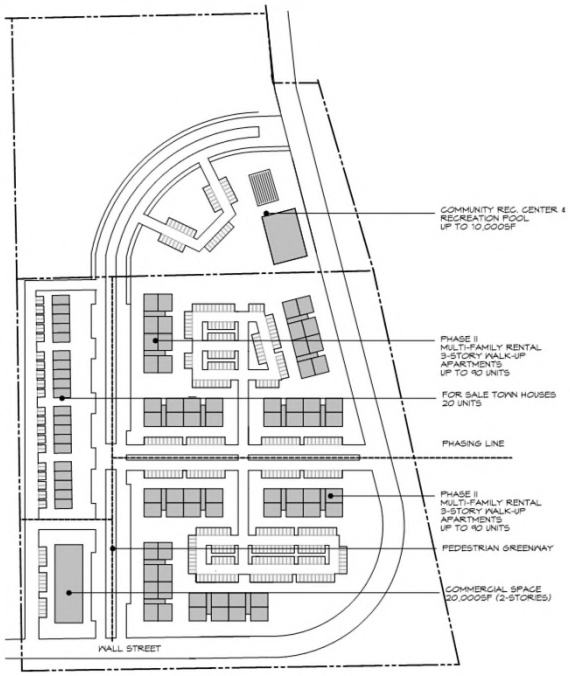
City Fiber – A2D Key Benefits to Warner Robins, GA

- **Fiber City – 1Gbps+**
  - More secure, economical and efficient City WAN operations and ownership.
  - Attractive to Tech/Manufacturing Industries, Professionals & Entrepreneurs
  - Enables enhanced at-home digital learning & telehealth services
- **Smart Utility Integration – Remote Metering, Enhanced Public Safety, Smart Lighting, etc.**
- **Intranet – Distance Learning, Telehealth, Workforce Dev, Virtual Classrooms**
  - Directly connect with Tier 1 Universities and Fortune 1000 Industries
  - Directly connect with Municipal, State and Federal Agencies – .gov, .edu, etc.
- **Direct Connect with Warner Robins AFB – securely linking base & city resources.**
  - Direct connect fire & public safety resources.
  - Direct connect to contractors and vendors on/off base.
  - Direct connect to veterans to critical on base resources.
- **Consumer Choice – Open Private Network allows for Multiple providers.**
  - Quality services at lower cost – Internet, IPTV, VoIP, Netflix Direct, etc.
  - Flexible payment plans – Month-to-Month, Credit Challenge, etc.
- **Revenue Share from broadband expansion for Economic Development.**


HEY WARNER ROBINS!
Sign-up here to get connected.
Your Name
Your street address
ZIP
Email
GET LIT
* Submit your contact information to find out how you can get eCommunity powered fiber.

Pennrose Wall Street Project

90 units workforce rental housing in phase I
90 additional units in phase II



SITE CONCEPT
SCALE: 1:1600

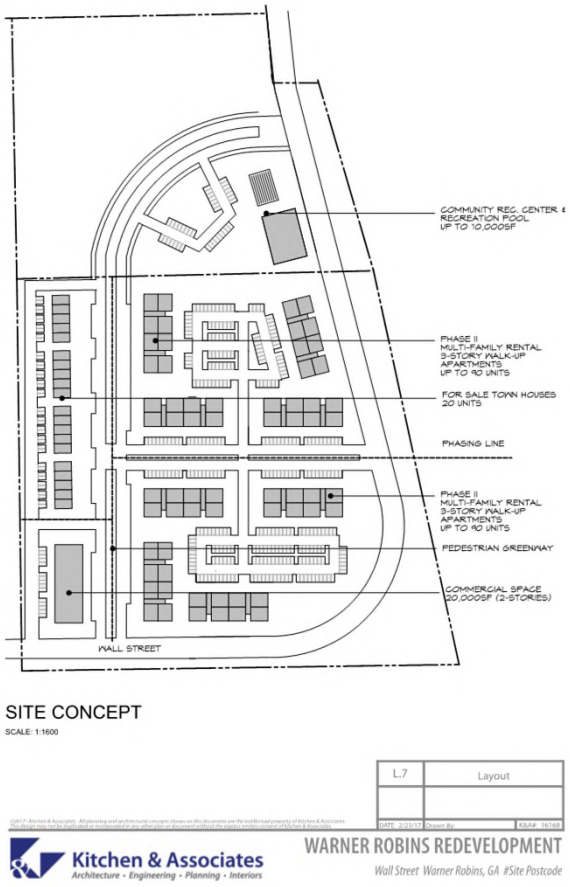
L.7 Layout

Kitchen & Associates
Architecture · Engineering · Planning · Interiors

WARNER ROBINS REDEVELOPMENT
Wall Street Warner Robins, GA #Site Postcode

Pennrose Wall Street Project

20 townhomes + commercial/retail



Pennrose Wall Street Project

Partnering with VECTR to provide cost-free housing to active duty & veterans while attending training

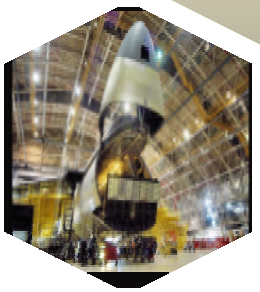
Development Authority of the City of Warner Robins

01/04/18

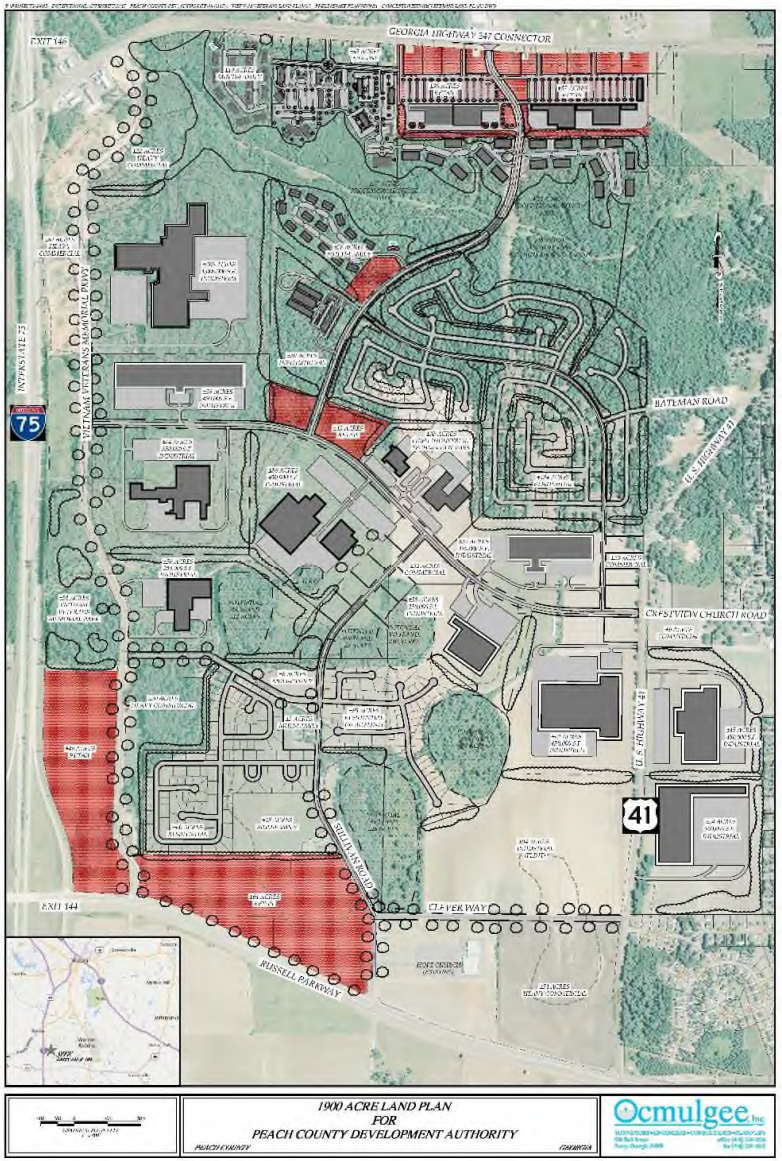
Georgia International Industrial Park

New 580-acres Industrial/mixed use

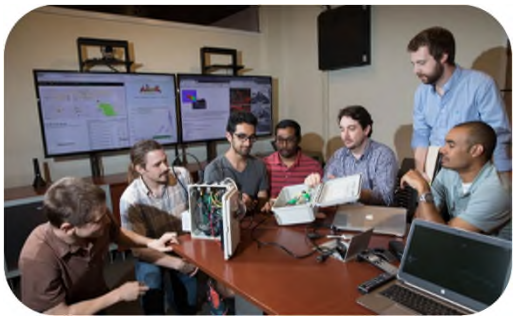
Access to market – proximity to Interstates, regional and international airports, deep ports



Additional 300+ acres adjacent to be rezoned industrial



Partners in Innovation



Georgia Tech Research Institute

FireStarter FAB LAB

MERC MERCER ENGINEERING RESEARCH CENTER
An Operating Unit Of Mercer University

Fort Valley State University

Vantage Development

Pines at Westdale
Multi-family
180-units

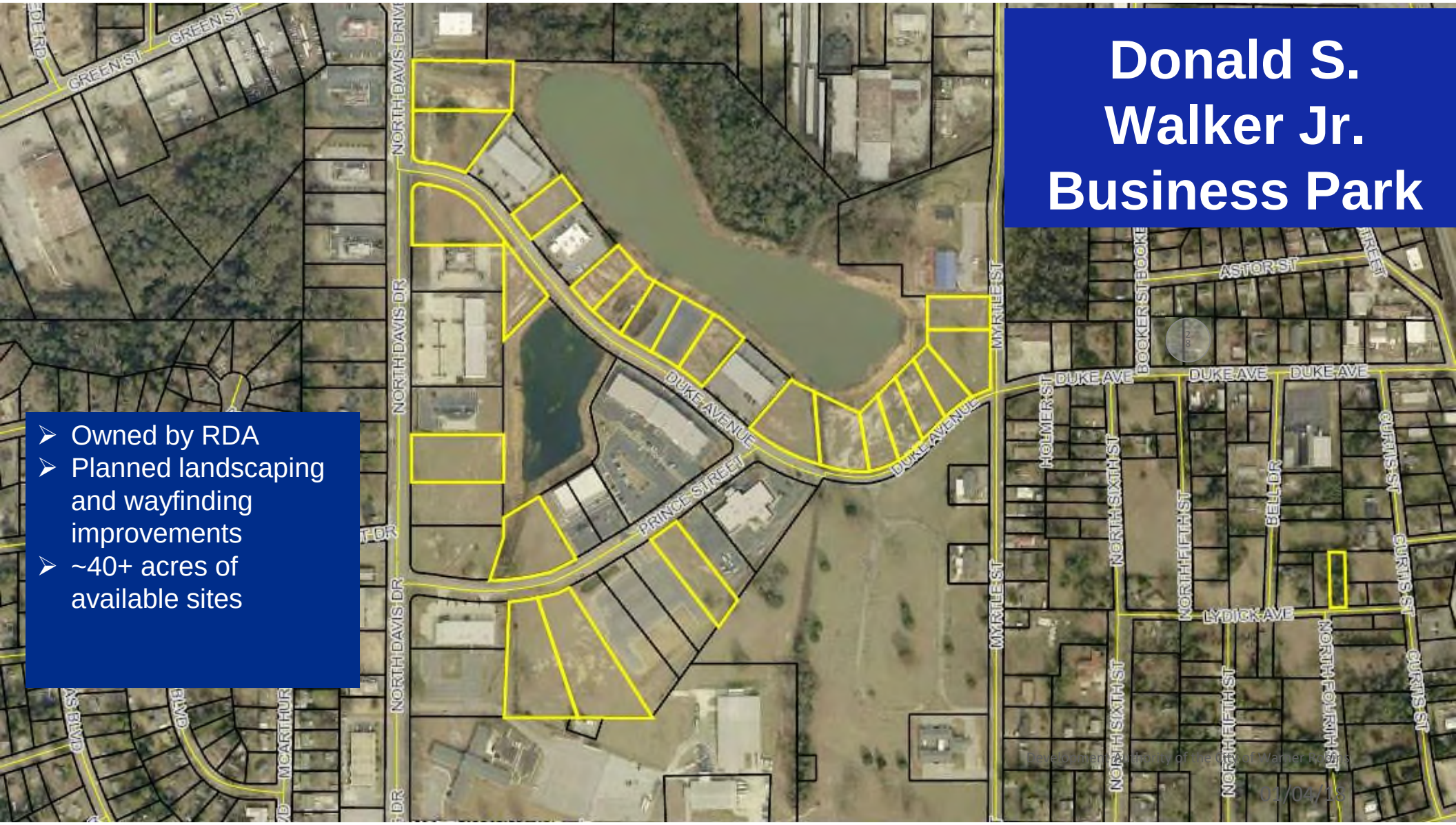
Walk at Sandy Run Park

- 11.2-acre linear park
- 4-acre site for parking

Foy Evans Industrial Park

- 50 acre world class fire training center
- ~ 50 acres available for development

Donald S. Walker Jr. Business Park



- Owned by RDA
- Planned landscaping and wayfinding improvements
- ~40+ acres of available sites

Warner Robins Convention & Visitors Bureau

Warner Robins, Houston County Tourism

- Supports 2,040 jobs in Houston County
- Generated $225.1 million in direct tourism spending
- Created $9.1 million in state tax revenues
- Generated $6.6 million in local tax revenue
- Each Houston County household would need to be taxed an additional $291 per year to replace taxes generated by tourism economic activities

Coordinating the Authorities

Development Authority of the City of Warner Robins, Georgia (DAWR)

- Primary Economic Development arm of the City of Warner Robins citywide
- Promotes Public-Private Partnerships (P3) for economic development projects

Warner Robins Downtown Development Authority (DDA)

- Responsible for Downtown development in the the City
- Redevelopment agent for the Tax Allocation District

Warner Robins Redevelopment Agency (RDA)

- Responsible for redevelopment of an area of the City that has experienced disinvestment
- Military Zone is part of the RDA footprint

2018 Goals

Successful Completion of Active Projects

- City Fiber
- Pines at Westdale opening
- Construction start on Pennrose Wall Street Project

Economic Development Advisory Committee

- The Committee should make up the core of the future board of the new economic development entity (this reinforces buy-in and connects the funders to the strategy)
- Subcommittees or Task Forces should focus on issues such as legislative/policy changes, incentives, special programs, workforce development, etc.

Kickoff of New Projects

- Georgia International Industrial Park
- Renovation of Donald S. Walker Jr. Business Park
- Renovation of CVB Visitors Center and Economic Development Office

APPENDIX

- Business Week Magazine named Warner Robins as the best place in Georgia to raise a family in 2009 and 2010
- CNN Money named Warner Robins, in 2012, as number seven among its "Best Places to Live" for American small cities.
- Wired Magazine listed Warner Robins among its Top 12 Small Cities driving the Knowledge Economy
- Forbes named Warner Robins as one of the "Best Places to Raise a Family" in 2016

Current Successes - New Industries & Expansions

Clean Control Corporation

CS Construction Specialties

HSM SOLUTIONS

pure flavor® Taste. The Difference.

Thank you!

"We've considered every potential risk except the risks of avoiding all risks."

Warner Robins is growing because of smart partnerships!

Gary Lee, Director

DEPARTMENT OF ECONOMIC DEVELOPMENT
CITY OF WARNER ROBINS, GEORGIA