Closing the Large Deal
Be Prepared Before the Opportunity Arises

“Developing, Understanding and Telling Your Community’s Story”

Atlanta, Georgia
June 14, 2017
Why Your Community?
Are you prepared to Tell Your Story?

1. Community Leadership
2. State Relationships
3. Local Agency Relationships (City, County, Chamber, Development Authority, Strategic Planning, Tax Assessors)
4. Workforce Story
   - High Schools
   - Post Secondary Education
   - Technical Colleges
   - Labor Draw Area
5. Infrastructure Story (Risk Mitigation)
   - Land (Inventory, Grad Certified, Free)
   - Utilities (Readily Available)
   - Transportation (Airports, Highways, Rail Access)
   - Target Industries (What Fits Your Market?)
6. Quality of Life Story
   - Lakes, Hospitals, Tourism Draw, etc.
   - Understand Why People Enjoy Your Community
Why Your Community?
Who is Telling Your Story and What is Being Said?

1. SelectGeorgia.Com (The Georgia Resource Center – Georgia Power)
2. State Project Managers
3. Regional Project Managers
4. Site Consultants
5. Bond Lawyers
6. Engineering Firms
7. Social Media Presence
“The LaGrange Story”
Over $1 Billion in New Capital Investment Closed in the last 12 Months bringing over 2,000 new jobs
Organized in 1828, LaGrange is the county seat for Troup County. While noted as a leader in the textile and floor covering industry, LaGrange began its industrial diversification in the 1970s. In addition to textile leaders InterfaceFLOR and Milliken & Company, LaGrange is home to an impressive array of Fortune 500 companies, international manufacturers, distribution and service-based centers.

With an array of parks, wildlife areas, bike trails, campgrounds, sports facilities and the 26,000 acre West Point Lake, LaGrange is home to fantastic recreational opportunities. Local amenities include world class golf courses, marinas, sporting clubs, ball fields, stadiums, tennis centers and more.

With a thriving arts and music scene, locals in this area enjoy stage performances, art exhibits, live music and concerts in the 2,000-seat Sweetland Amphitheatre in downtown LaGrange.
Why LaGrange, Georgia

TRACK RECORD OF SUCCESS

#1 State for Business*  
2014, 2015, 2016

#1 Micropolitan in State of Georgia*

#16 Micropolitan in U.S.* for job production

#1 Micropolitan in U.S.* for Fortune 500 Companies

*Site Selection Magazine
Why LaGrange, Georgia

We are equipped with a highly trained workforce in advanced manufacturing, robotics and automation, healthcare, distribution and education.

157,526*
Person workforce in seven-county region

410,000
Person Active workforce in 12-County Labor Shed

7th in Georgia

LaGrange and Troup County rank seventh in Georgia for the number of people employed by international companies. Businesses from Canada, Denmark, Germany, India, Japan, the Netherlands, South Korea and the United Kingdom are happy to call LaGrange home.
Why LaGrange, Georgia

We are an “Excellence in Education Community” located in the heart of the “Southern Research Triangle”

- Callaway, LaGrange and Troup High Schools are all AP STEM Achievement Schools.
- LaGrange Academy ranks as the 26th Best School in Georgia by Carnegie Melon University (Niche).
  - 100% of the 2015 Graduates were members of the “National Honor Society.”
  - Won the 2012 Academic Bowl National Championship
- LaGrange High named one of Best High Schools in America by U.S. News and World Report
- Rosemont Elementary named a National Blue Ribbon School
Why LaGrange, Georgia
We have a Strong Workforce Pipeline

Troup County has a strong pipeline of high school students and the labor shed offers a large supply of college students
Why LaGrange, Georgia
We have a Strong Workforce Pipeline

Post Secondary Production
Auburn University
Columbus State University
Georgia Tech
LaGrange College
Mercer University
Point University
University of West Georgia
West Georgia Technical College
Why LaGrange, Georgia
We are Growing!

- **Population**: Troup County's population is projected to grow 28% between 2015 and 2025.*
- **Labor Force**: Current 2016 Labor Force Estimate: 37,502 **
- **Unemployment Rate**: Current 2016 Unemployment Rate: 5.6%**

- **Median Household Income**: Median household income is projected to grow 17% between 2016-2021. ***
- **Per Capita Income**: Per capita income has grown 14% since 2007. ****
- **Housing Permits**: * Estimated

*Estimated

Why LaGrange, Georgia
We are Connected to the World

SOUTHERN RESEARCH TRIANGLE
Auburn University, Columbus/Fort Benning & Georgia Institute of Technology.

Location
57 miles southwest of Hartsfield-Jackson Atlanta International Airport
45 miles north of Columbus
35 miles northeast of Auburn/Opelika
Less than 300 miles from 3 ports
- Port of Savannah, GA
- Port of Brunswick, GA
- Port of Mobile, AL

Map Key
- Railway Lines
- U.S. Interstates

*LaGrange is a Class 1 Rail Crossing
Why LaGrange, Georgia
We are an Enterprise City with World Class Infrastructure.

**WATER**
Chattahoochee River/West Point Lake
Water is supplied by the City of LaGrange through the raw water resources of the Chattahoochee River and West Point Lake Reservoir’s 26,000 acres. Permitted, operating capacity is 22,000,000 gallons per day with a current daily average water plant use of 7,000,000 gallons per day.

**ELECTRICITY**
Municipal Electric Assoc. of Georgia
As a result of strategic long range planning by MEAG, large quantities of electricity are consistently available from our fleet of generating plants at a low cost. Reliability is high. Diverse portfolio of nuclear, natural gas, coal and hydro assets.

**NATURAL GAS**
Firm Service
Purchased from various producers and, marketers, transported by El Paso Energy or Williams then distributed by the City of LaGrange, the price of natural gas is very cost competitive.

**WASTEWATER**
Excess Capacity
Wastewater treatment is also provided by the city, which has a treatment capacity of 12,500,000 gallons per day and an average daily use of 6,000,000 gallons per day.

**TELECOMMUNICATIONS**
Fiber Optic
The City of LaGrange provides reliable, low-cost telecommunications services to area industrial and commercial companies. Our 1 Gig fiber optic network and advanced telecommunications systems exceed those of many large metropolitan areas and lead the way for smaller cities.

**COMMERCIAL SANITATION**
Subtitle “D” Landfill
Sanitation services are provided by the City of LaGrange, which manages solid waste handling for residents and businesses. The city’s state-licensed landfill and active recycling programs (both residential and industrial) ensures a capacity sufficient for many years to come.
Why LaGrange, Georgia
We are Known as a Great Place to Live, Work & Play

#1 Micropolitan area in Georgia for job production
#1 Micropolitan in the US for Fortune 500 Companies.

LaGrange is one of the 100 Best Communities to Live for three consecutive years.

- WellStar West Georgia Medical Center
- Ranked the #1 Large Hospital in GA
- Only Hospital in GA and AL named Top 100 Hospitals in the U.S.

Visual and Performing Arts Second to None.

26,000 Acre West Point Lake
Why LaGrange, Georgia
We are “International Business”
Why LaGrange, Georgia
Incentives & Benefits

**PAYMENTS IN LIEU OF TAXES (PILOT) / TAX ABATEMENT**
*The Pilot Policy that is currently in place for Troup County will allow for a tax abatement for up to 10 years for Real Property and 7 years for Personal Property based on the Capex and number of jobs.*

**ELECTRICITY INCENTIVES**
*The City of LaGrange has a history of offering highly competitive incentive rates for electricity on critical projects.*

**UTILITY TAP FEES**
*The Development Authority of LaGrange has a history of paying the utility tap fees required by the City of LaGrange.*

**BELOW-MARKET LAND COST**
*The Development Authority of LaGrange has a history of offering land to critical projects at below-market cost.*

**NO MUNICIPAL PROPERTY TAXES**
*As the result of being an Enterprise City, the City of LaGrange is one of the few cities in the US that provide traditional government services without levying ad valorem taxes on property owners.*

**INVENTORY TAX EXEMPTION (FREEPORT)**
*Troup County offers a 100% exemption from ad valorem property taxes on three classes of property: manufacturers raw materials and goods-in-process inventory, finished goods held by the original manufacturer and finished goods destined to be shipped outside of Georgia.*

**EXPEDITED PERMITTING PROCESS**
*As a Local Issuing Authority (LIA) the City of LaGrange has streamlined its processes to allow for expedited permitting.*

**NON-UNION ENVIRONMENT**
*LaGrange and Troup County have a history of creating a work environment that has been non-union.*
Why Your Community?

Closing Thoughts

1. Know Your Story Better Than Anyone Else!
2. Be Honest and Passionate!
3. Be Transparent!
4. Be Realistic!
Thank You!

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