



**June 2012**



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**Congratulations to  
Chatham County and the City of  
Kennesaw - Georgia's Two Newest  
Keep America Beautiful Affiliates!**



Congratulations to **Chatham County** and **Keep Kennesaw Beautiful!** On May 21st, Chatham became the 75th Georgia community to be pre-certified as a local **Keep America Beautiful** affiliate; joining the largest local affiliate network in the nation. Chatham's team will spend the next several months establishing the structure and leadership for the new affiliate; involving citizens, civic groups, businesses and government in their plans.

The following day, Keep Kennesaw Beautiful completed their certification process and became Georgia's newest affiliate. Keep Kennesaw Beautiful's mission is to empower

**NEWS AND EVENTS**

**BoomTown Cities Work in Rome**



"Opportunities come along all the time, but most people miss them because they're disguised as hard work" says Ann Landers, the newspaper advice columnist. The six BoomTown cities of **Columbus, Cordele, Ellijay, Jefferson, Madison** and **Woodstock** have all demonstrated their willingness to work hard to build their downtowns, and June 6-8 in Rome they had a chance to learn more about the hard work of real estate investment and financing.

We've all seen vacant buildings in our downtowns (and in our suburbs, too) and most of us have wondered, "why doesn't someone do something about that?" Donovan Rypkema, of **Place Economics**, provided Feasibility Analysis Training for local government officials to help us, first, understand that question, and second, figure out how and what that "something" may be. Rypkema says, "Many players have roles, not only in developing or redeveloping real estate, but also in analyzing the feasibility of a project: bankers, developers, appraisers, buyers, sellers, and the public side - city planners, elected officials and historic preservation organizations. They all have to watch their bottom lines. It can be a balancing act trying to make sure that everyone is getting what they need from 'the deal' and often times, if no one is playing that role, the deal will fall apart." The Feasibility Analysis Training helps our local government staff and officials know how to keep moving the deals along all the way to completion.

While concepts like "internal rate of return" and "cost versus price versus value" may seem dry, they are terms that those interested in development and redevelopment need to learn. For two and a half days, teams from our six BoomTown cities learned those terms and many others and then applied them to a specific building in the city of Rome that is either for sale or underused. By Friday morning, they were able to determine whether the purchase and renovation and ultimate lease of their assigned building was a "doable deal" (or feasible). John Ward, Jefferson's City Manager, said, "from this

citizens to be environmental stewards. Their efforts will focus on litter prevention, waste reduction, community greening and water resource management initiatives. Entry into the KAB system requires a strong commitment in time and resources from all sectors - big thank yous and congratulations to Chatham and Kennesaw for adopting a proven method to develop a sustainable community!



Enroll today for the OU/EDI Online Strategic Planning Course!

By enrolling in OU/EDI On-line, you have access to knowledge and tools, but eliminate the need for extensive travel budgets and time out of the office!

#### Who Should Attend?

- Community leaders, business leaders, elected officials, researchers and those interested in learning more about strategic planning
- Professional economic developers.

#### The OU/EDI Strategic Planning course:

- Provides an in-depth treatment of strategic planning in an economic development environment .
- Builds on the strategic planning session taught in the Basic Courses (BEDCs) or IEDC's Introduction to Economics.
- Teaches you how to design, organize and conduct a successful strategic planning process for your organization, your geographic area, or a project.
- Uses case studies and practical examples to give you a concise blueprint on how strategic planning can help you do your job.
- Includes a treatment of smart growth and strategic clusters.

Enroll by calling (405) 325-3891 or visit <http://edi.ou.edu/>

training I now have many new tools and contacts to use in addressing opportunities back home in Jefferson. I am confident that our city will benefit from the resources and ideas provided by BoomTown in getting property owners, city officials and citizens excited about preservation and economic enhancement in Jefferson. This has been an excellent, efficient use of my time. In fact, I will need to invest in a larger toolbox since the number of tools that I now have has been so exponentially increased."

For more information about the BoomTown Pilot project, contact Billy Parrish at [billy.parrish@dca.ga.gov](mailto:billy.parrish@dca.ga.gov).

## Mohawk Industries:

### New Jobs and Recycled Materials



Governor Deal announced that Calhoun-based **Mohawk Industries** is expanding the company's Summerville manufacturing operations in Chattooga County by about 500 jobs in Summerville over the next five years through investments in manufacturing technologies that support the company's sustainable manufacturing processes.

For decades, the company has been a leader in Georgia's floor covering industry, which is a vital part of the state's economy. "Mohawk Industries is one of northwest Georgia's greatest corporate citizens, so we are certainly pleased to offer all of our support to ensure one of Georgia's homegrown companies can expand right here in our community," said Jeff Mullis, Executive Director of the **Northwest Georgia Joint Development Authority**. "The carpet and floor covering industry is truly the backbone of our regional economy, so this expansion will not only benefit Mohawk, but also the people in communities throughout northwest Georgia." "The City of Summerville and Chattooga County are excited to join with the state and all of our partners involved in helping Mohawk Industries expand its operations in our community," said **Chattooga County** Sole Commissioner Jason Winters. "Mohawk is one of our leading employers, so we remain fully committed to making certain this company has our complete support to remain competitive and grow in Chattooga County."

Mohawk recycles billions of reclaimed plastic bottles into polyester fiber that ultimately becomes carpet. Each year, the company buys 100,000 TONS of used soda and water bottles from recycling facilities around the nation, some of which come from Georgia's recycling efforts. But around the state, local governments spend more than \$3MM each year putting 90,000 tons of those same recyclable bottles into our landfills. If you're interested in becoming part of the supply chain for Mohawk and reducing landfill costs, call Joe Dunlop in the **Office of Planning and Environmental Management** at 404-276-5193 or contact him by email at



**The Georgia Environmental Facilities Authority (GEFA)** created the **Georgia Energy Challenge** to help Georgians conserve energy and track how much we can save together. All state agencies have already committed to reduce energy consumption 15% in their facilities by 2020. Now everyone in Georgia can do the same. Your pledge will not only help save money on your energy bills, it will help the state attain national recognition for our commitment to energy conservation. Click [HERE](#) to take the challenge!



Do you know a homeowner who is recently unemployed, and might need mortgage payment assistance?

Please let them know about HomeSafe Georgia: [www.homesafegeorgia.com](http://www.homesafegeorgia.com)! Since its inception in April of last year, the HomeSafe Georgia program has helped over 1000 homeowners facing unemployment and under-employment hardship remain in their homes. Another 1400 homeowners are involved in the application review process now, and we have over 100 banks and mortgage companies working with HomeSafe Georgia to help prevent possible foreclosures. All of the program details and eligibility requirements are on the website.

[joe.dunlop@dca.ga.gov](mailto:joe.dunlop@dca.ga.gov).

## UPCOMING EDUCATION, EVENTS, OPPORTUNITIES AND DEADLINES

### **Martin Luther King, JR Advisory Council Meeting: June 26, 2012**

The next meeting of the **Martin Luther King, JR Advisory Council** will be held Tuesday, June 26, 2012 at 2:00 PM in the DCA Board Room. The Council will be discussing plans for a statewide celebration of Reverend King's "I Have A Dream" speech in August 2012. For more information, please contact John Turner at [john.turner@dca.ga.gov](mailto:john.turner@dca.ga.gov).

### **Georgia Academy for Economic Development Classes in Fall 2012**



We are now recruiting class members for the Fall 2012 **Georgia Academy for Economic Development** in Regions 2, 3, 4, 7, 10, and

12. For more information, please contact the Team Georgia Manager for your region or Corinne Thornton ([corinne.thornton@dca.ga.gov](mailto:corinne.thornton@dca.ga.gov)), Director of the Georgia Academy.

#### **Region Contacts**

- 2 [kathy.papa@dca.ga.gov](mailto:kathy.papa@dca.ga.gov)
- 3 [kim.carter@dca.ga.gov](mailto:kim.carter@dca.ga.gov)
- 4 [patrice.williams@dca.ga.gov](mailto:patrice.williams@dca.ga.gov)
- 7 [tina.hutcheson@dca.ga.gov](mailto:tina.hutcheson@dca.ga.gov)
- 10 [dean.nelson@dca.ga.gov](mailto:dean.nelson@dca.ga.gov)
- 12 [teresa.concannon@dca.ga.gov](mailto:teresa.concannon@dca.ga.gov)

### **Community Planning Institute: Planning and Zoning - August 10-11, 2012 in Helen**



It's time to register for the **Community Planning Institute** Planning and Zoning class at **Unicoi State Park**. We limit class size to allow each participant a full opportunity to learn

in small groups and take part in class discussions. This class



[GEORGIAHOUSINGSEARCH.ORG](http://GEORGIAHOUSINGSEARCH.ORG)

Georgia citizens need quick and easy access to affordable housing options and we can help! Whether you are searching by price, number of bedrooms, or even proximity to work, school or transportation, finding a home that meets your needs is easier with [GeorgiaHousingSearch.org](http://GeorgiaHousingSearch.org).

Landlords can register in a five-minute process or work with DCA staff to register large-scale listings. For more information, please contact Ron Pounds at 404-327-6864 or [ron.pounds@dca.ga.gov](mailto:ron.pounds@dca.ga.gov).

[GeorgiaHousingSearch.org](http://GeorgiaHousingSearch.org) is the key to linking tenants with landlords. We offer FREE property posting, bilingual assistance, and a toll-free number (877-428-8844) available to those without internet access.

## **June Is National Rivers Month!**



Georgia's many rivers provide us drinking water, transportation, recreation, and beauty. Do something for yourself, your community, and Georgia's water and click on the link above to learn more about Georgia's rivers and how to enjoy them and take care of them!

provides training for citizens, staff and elected officials involved in planning and land development in their communities. We emphasize the importance of a community vision in planning for the future, the role of the planning commissioner in helping define that vision and how to work with your community's citizens and governing body to make that vision a reality. For more information and to register, click [HERE](#) or contact Annette Henson at [Annette.henson@dca.ga.gov](mailto:Annette.henson@dca.ga.gov) or by phone at 404-679-5279.

Many CPI participants are eligible for a scholarship through the generous support of the **Georgia Planning Memorial Foundation**. Click [HERE](#) to see if you qualify and to apply.

## **2013 Applications for Georgia Initiative for Community Housing Now Available**



The Georgia Initiative for Community Housing (GICH) is accepting applications for participation in its three year program. Applications are available [HERE](#), as well as information about

the partnership, participating communities and their accomplishments. Interested communities can attend an informational webinar on July 12, 2012 and submit a letter of intent by July 31, 2012. Applications are due September 7, 2012. The partnership will accept five communities for participation in the 2013 class, and will announce them in November.

Many local leaders have a clear vision for their communities but need assistance getting started. GICH helps communities develop a roadmap to achieve their vision by providing a platform for thinking of creative solution and networking ideas with housing professionals, elected officials, local government staff and community volunteers from around Georgia.

***"Being a member of the housing initiative has given us the opportunity to share with others and learn from them the steps they've taken in their communities to improve their housing problems, and we all benefit by sharing. We all have the same problems and if someone has found a solution they can share, we all save time and energy as we move forward."***

- Mayor Kenneth Usry, City of Thomson

For questions or to RSVP for the webinar, contact Karen Tinsley at 706.542.4949 or [klt@uga.edu](mailto:klt@uga.edu).

## **COMMUNITY DEVELOPMENT FINANCE AWARDS**

### **May 2012 Awards by Region**

#### **Region Three**

#### **Development Authority of Cobb County**

- \$300,000 in REBA grant funds
- \$20MM in private investment



For previous issues of **The Partner Connection**, click on our logo or [HERE](#).

- Creates 156 jobs
- Assists in the location of a pharmaceutical research, development and manufacturing center in Marietta, Georgia

#### **Development Authority of Cobb County**

- \$500,000 in REBA grant funds
- \$25MM in private investment
- \$85,000 in public (non-DCA) investment
- Creates 110 jobs
- Assists in the location of a research and development center in Kennesaw, Georgia

#### **Region Four**

##### **Carrollton Payroll Development Authority**

- \$250,000 in OneGeorgia EDGE funds
- \$12MM in private investment
- \$1.5MM in public (non-DCA) investment
- Creates 400 jobs
- Retains 475 jobs
- Assists with the expansion of a corporate headquarters

##### **Joint Development Authority of Meriwether County**

- \$1.5MM in OneGeorgia EDGE funds
- \$200MM in private investment
- \$3.6 in public (non-DCA) investment
- Creates 426 jobs
- Assists with the location of an auto-supply manufacturing facility in Hogansville, Georgia

#### **Region Six**

##### **Development Authority of Houston County**

- \$200,000 in REBA funds
- \$30MM in private investment
- Creates 52 jobs
- Retains 224 jobs
- Assists in the expansion of a manufacturing facility in Perry, Georgia.

#### **Region Eight**

##### **Crisp County**

- \$33,750 loan guarantee
- \$33,750 private investment
- Creates 6 jobs

- Retains 14 jobs
- The loan guarantee will allow restaurant owners to expand their facility and purchase new equipment

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