



# It's the Economy!

## Economic Development Strategies in Tough Times



# Spring GPA 2011







# Presentation Outline:

- ❖ How did we get HERE??????
- ❖ Redevelopment & Economic Tools
- ❖ Diversifying Economic Engines
- ❖ Linking Economic Tools with Planning:  
(Medical Overlay District)





# **How We Got HERE?**



**We Drove the Economy into a DITCH!!!!**

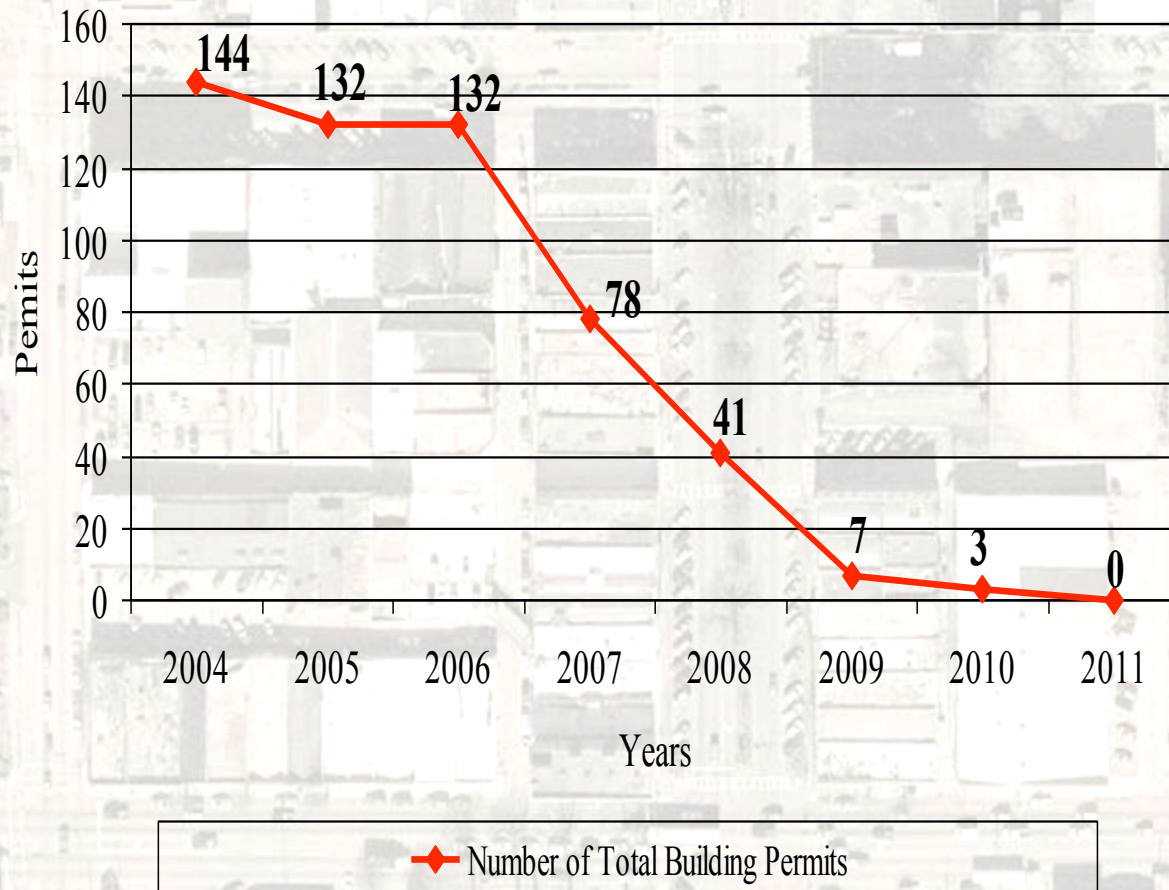


# How We Got Here?

## Griffin's Building Activity



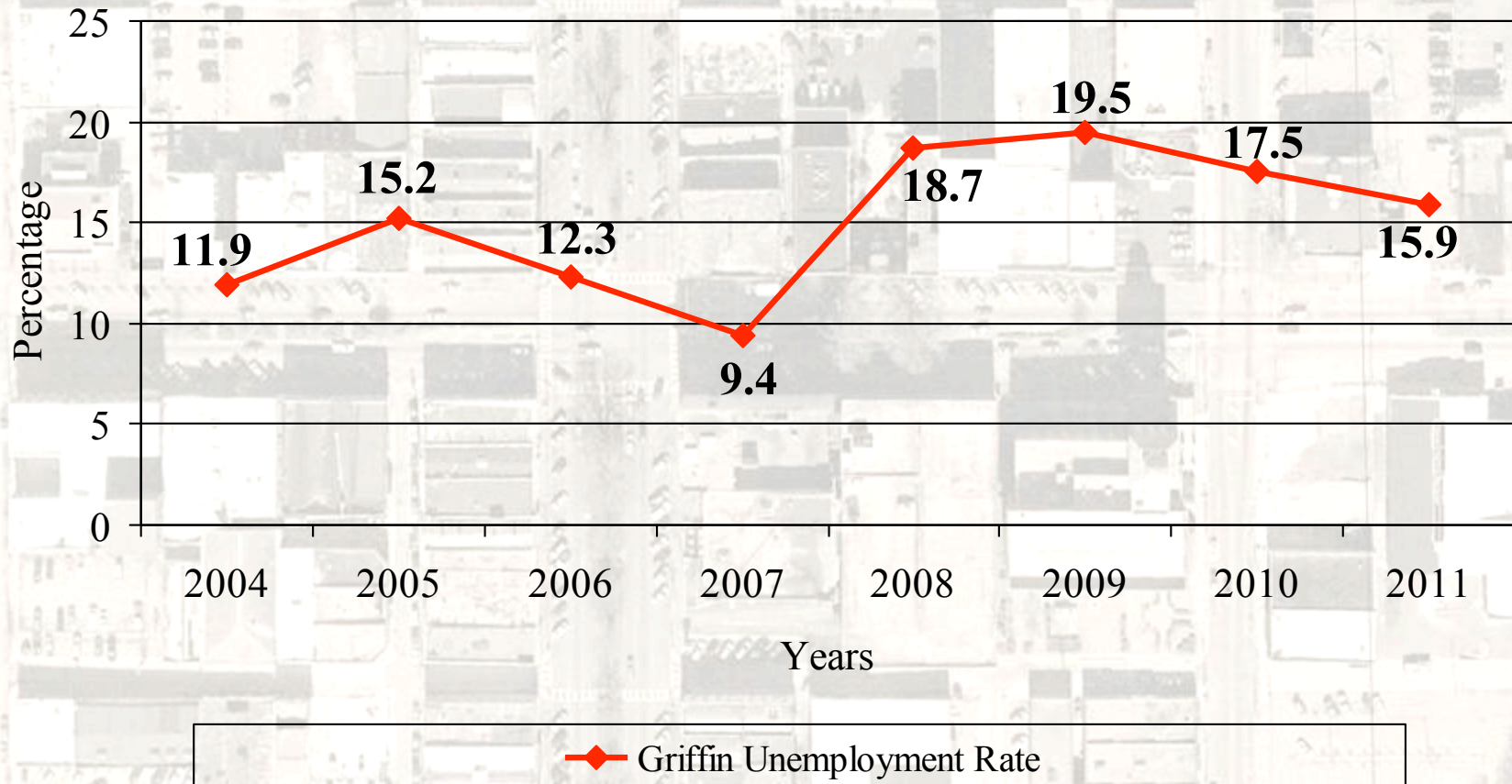
### ❖ Total New Building Permits







# How We Got Here?







# How WE Got Here?

- ❖ No Diversification of Economy
- ❖ Heavily invested in textiles
- ❖ All mills now closed and abandoned
- ❖ Over 1 million square feet of Vacant Mill buildings







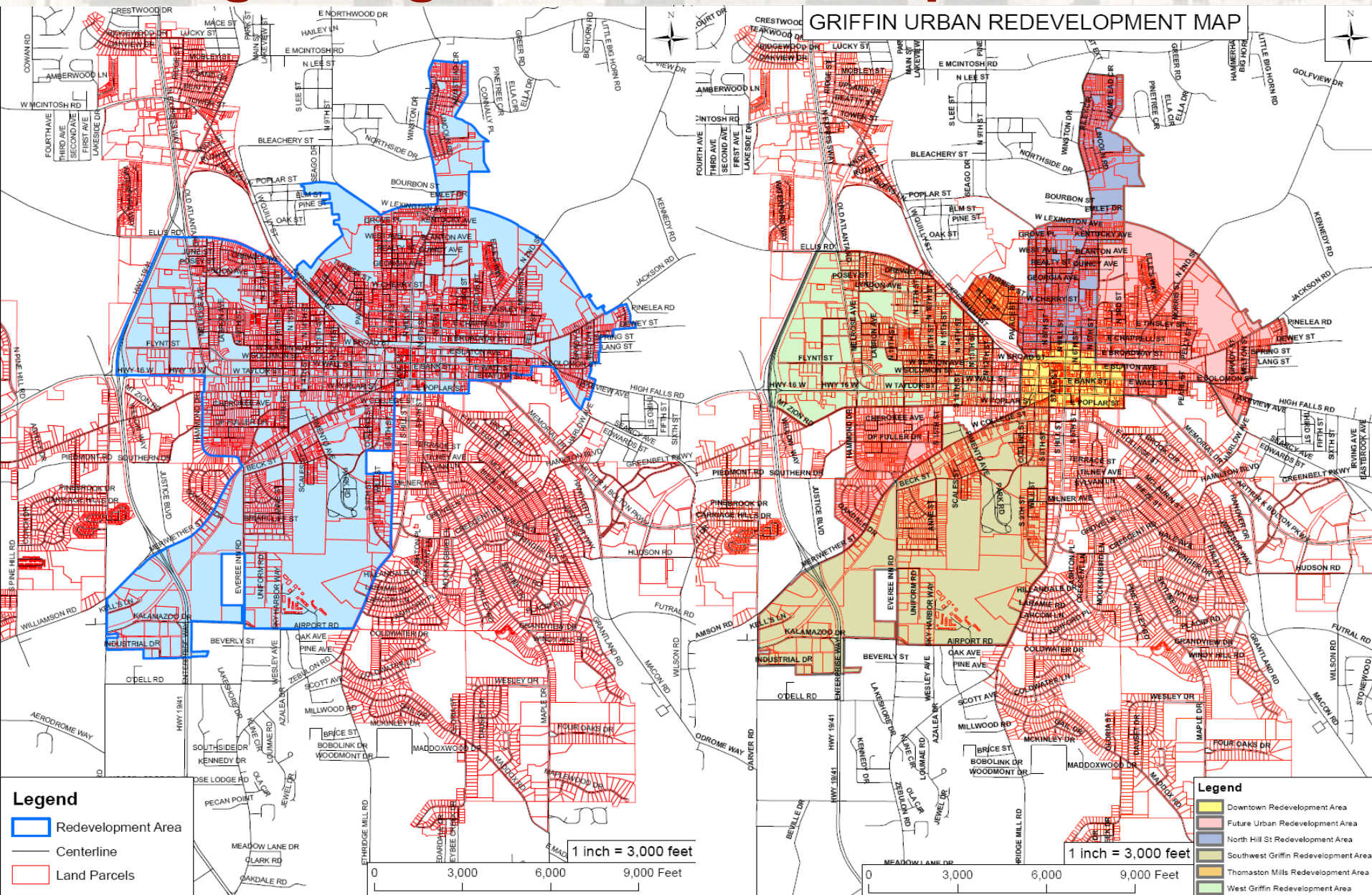
# Utilizing Redevelopment and Economic Development Tools

- ❖ Designating Griffin as Urban Redevelopment Area
  - OCGA. 36.66.1 – Urban Redevelopment Law
- ❖ Designating Griffin's Tax Allocation District (TAD)
  - OCGA. 36.44.1 – Urban Redevelopment Powers Act
- ❖ Designating Area as Opportunity Zones
  - OCGA. 48.7.40.1 – Job Tax Credit Program
- ❖ Designating Areas as Enterprise Zones
  - OCGA. 36.88.1 Enterprise Employment Act
- ❖ Livable Centers Initiative (LCI Program)
  - West Griffin and Historic Griffin Town Center

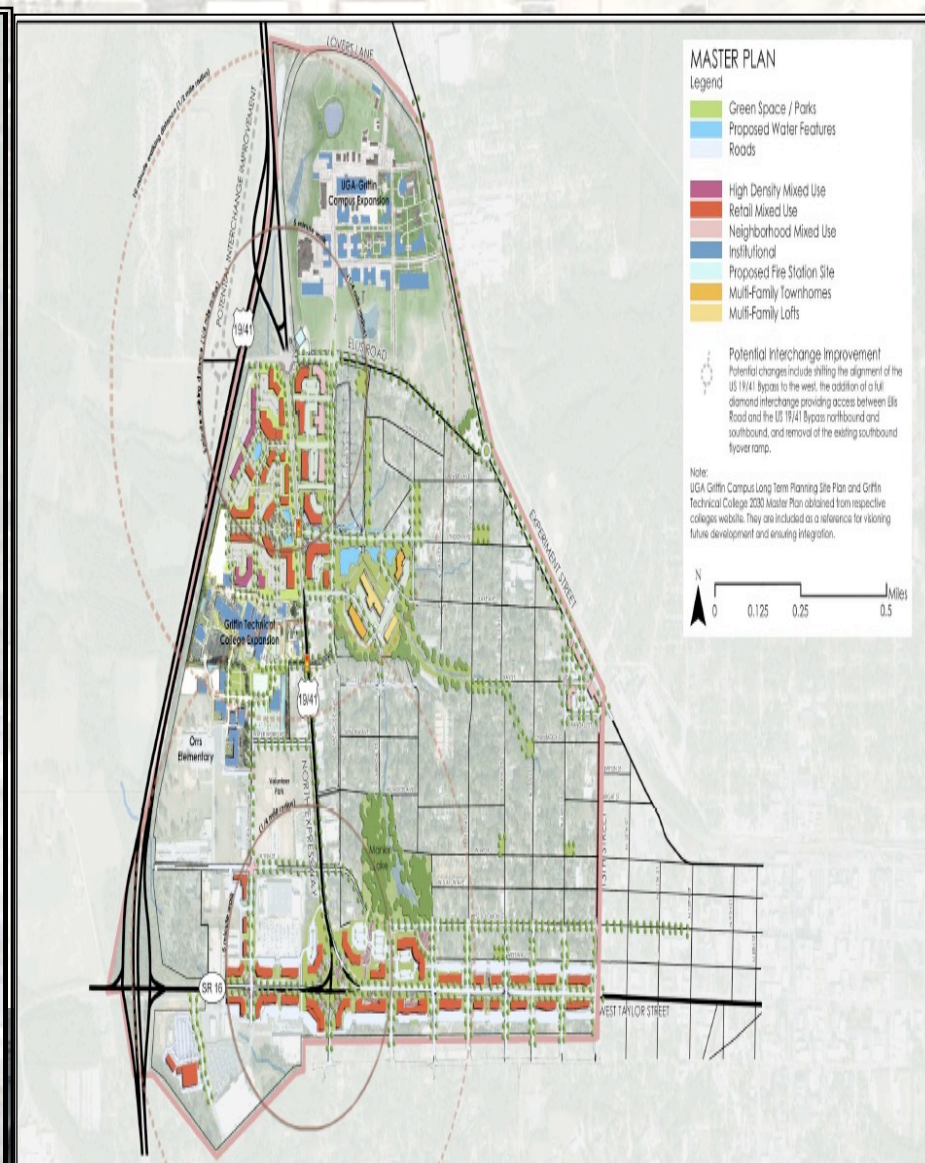




# Designating Urban Redevelopment Areas









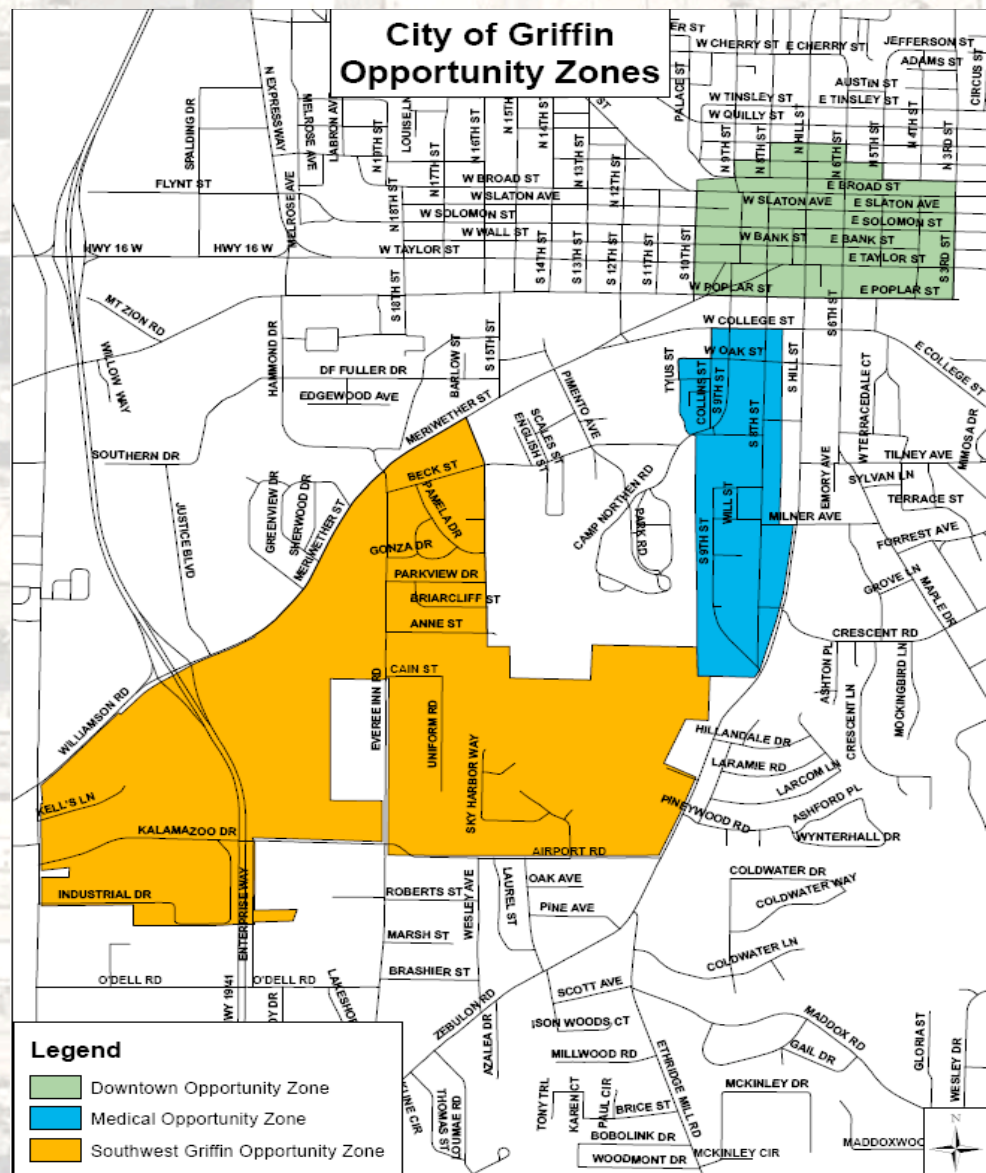


# Designating Griffin's Opportunity Zones

❖ Downtown Opportunity Zone

❖ Southwest Griffin Opportunity Zone

❖ Griffin Medical Overlay Opportunity Zone



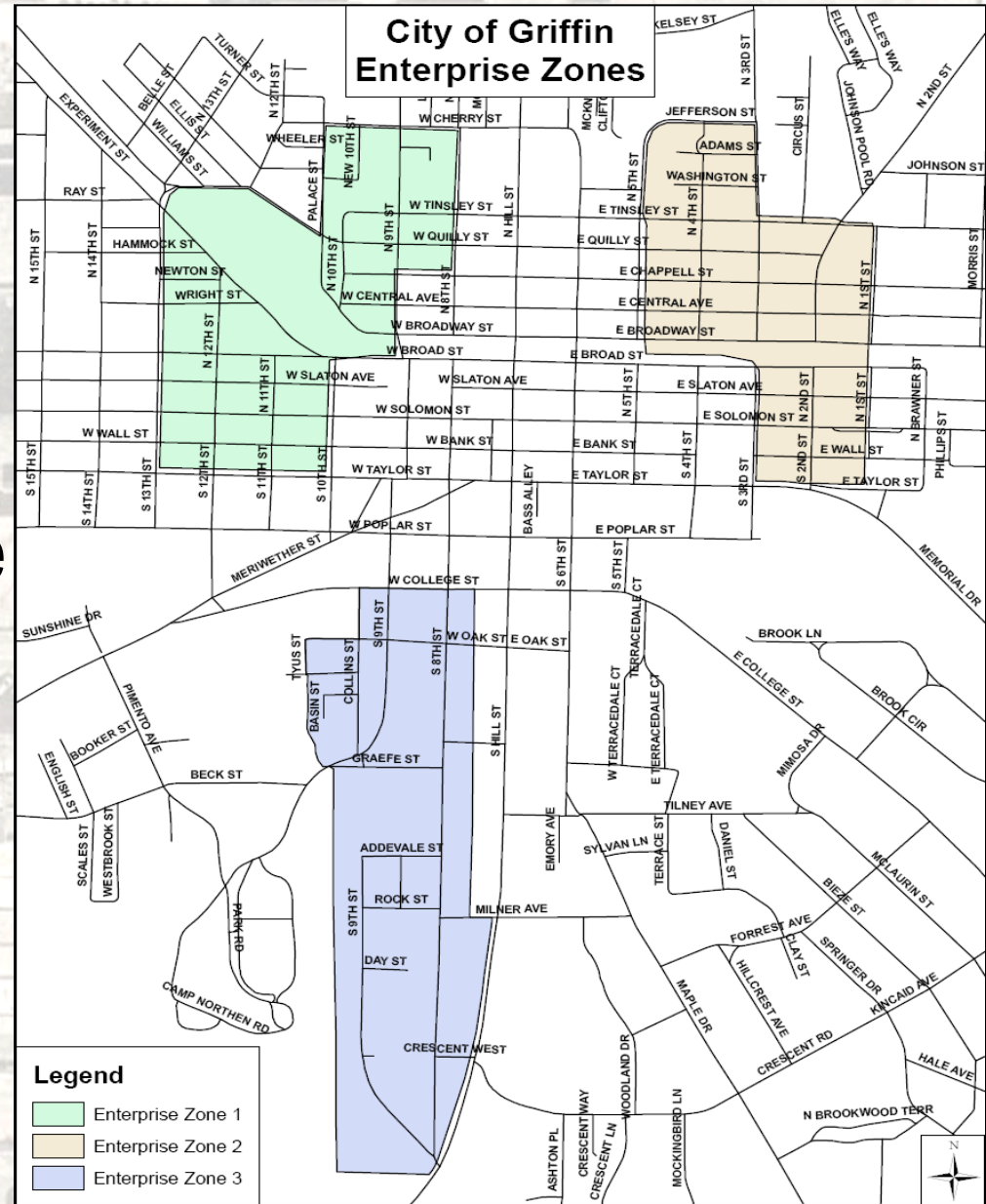


# Designating Griffin's Enterprise Zones

❖ West Downtown Enterprise Zones

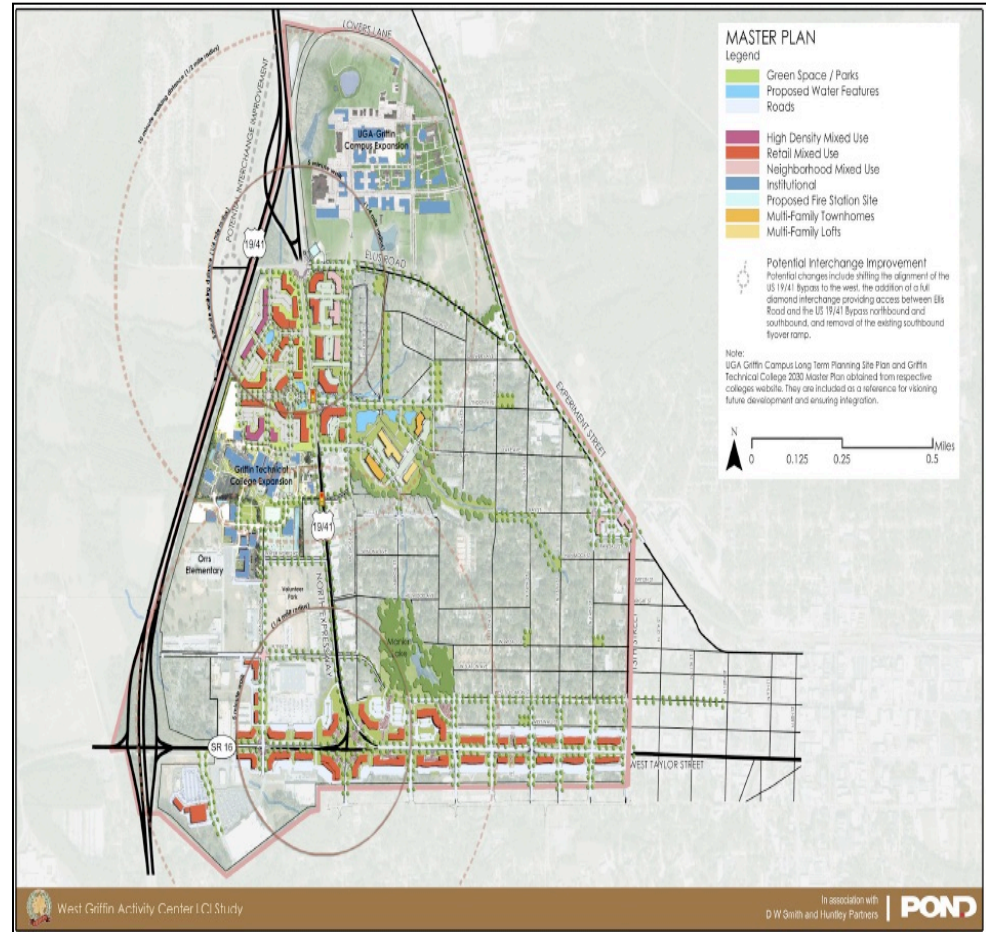
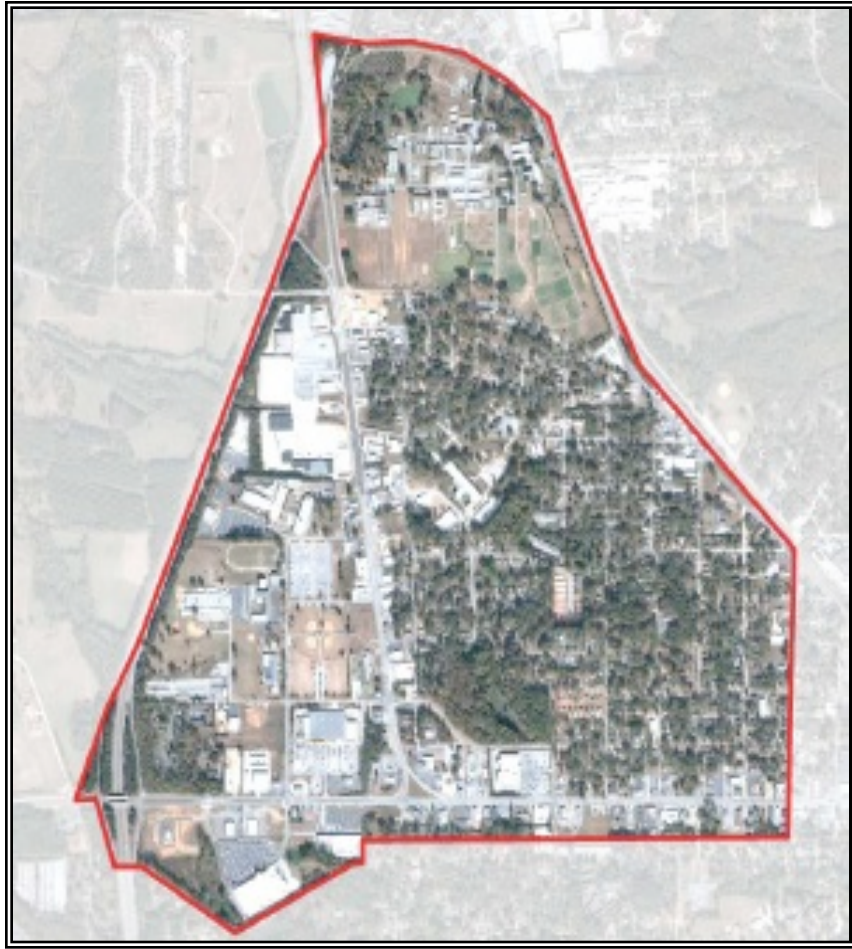
❖ East Downtown Enterprise Zones

❖ Medical Overlay Enterprise Zone





# West Griffin LCI Study Area and TAD







# Diversifying Griffin's Economy

## Griffin's Economic Engines

- ❖ Manufacturing/Warehousing
- ❖ Airport
- ❖ Retail/Service
- ❖ Education
- ❖ Medical



About Us

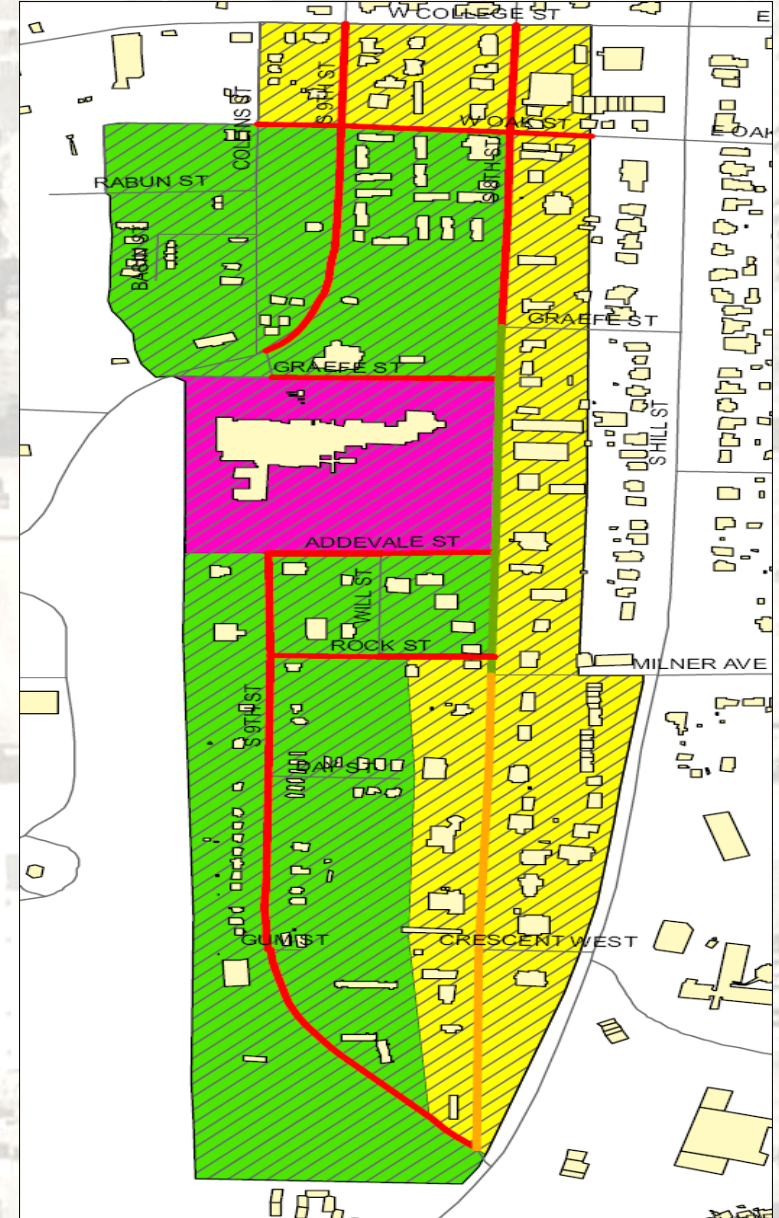




# Medical Overly District (MOD)

## Enhance Area via Guidelines

- ❖ Provide Incentives for Redevelopment
- ❖ Restrict Incompatible Land Uses
- ❖ Encourage Similar Land Uses
- ❖ Market Area as Medical Cluster







# Medical Overlay District

## Economic Growth for Griffin

- ❖ Provide Synergy with Southern Crescent Technical College “Medical Programs”
- ❖ Cooperation Between City, Hospital and Southern Crescent Technical College
- ❖ Redevelop Area to a Critical Mass of Professional Medical Uses
- ❖ Assist in Branding and Marketing the Area
- ❖ Increase Jobs and Future Tax Base



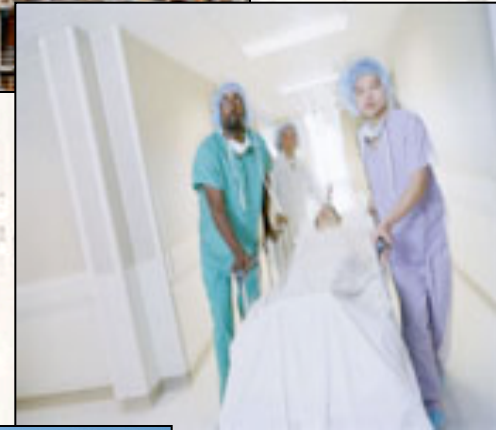




# Medical Overly District (MOD)

## Creating Area Incentives

- ❖ Creating an Enterprise Zone
  - Provides property tax abatement for:
    - Construction of new medical related buildings
    - Rehabilitation/Renovation of existing building by percentage
- ❖ Designating an Opportunity Zone
  - Providing Job Tax Credits up to \$3,500 per Employees
    - Must create two or more new jobs and retain for 1 year
    - Credit is good for up to five years if jobs are maintained
- ❖ Creation of Other Incentives
  - Permit Fees Reductions/Elimination
  - Water and Sewer Tap Fees Reduction/Elimination
  - Building Permit Fees Reduction/Elimination







# Create a Marketing Plan



- ❖ Market the Great Aspect of Griffin
- ❖ Assist with Attracting and Retaining Business
- ❖ Create a New Image for Griffin
- ❖ Create New Logo and Tagline







# Planning and Development Economic Development Outlook

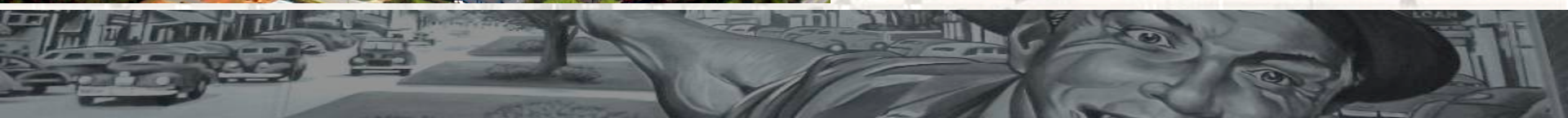
## ❖ Airport Site Selection Study

- New 6500-7000 Feet Runway
- Attract New Manufacturing and Industrial Business to Griffin-Spalding County

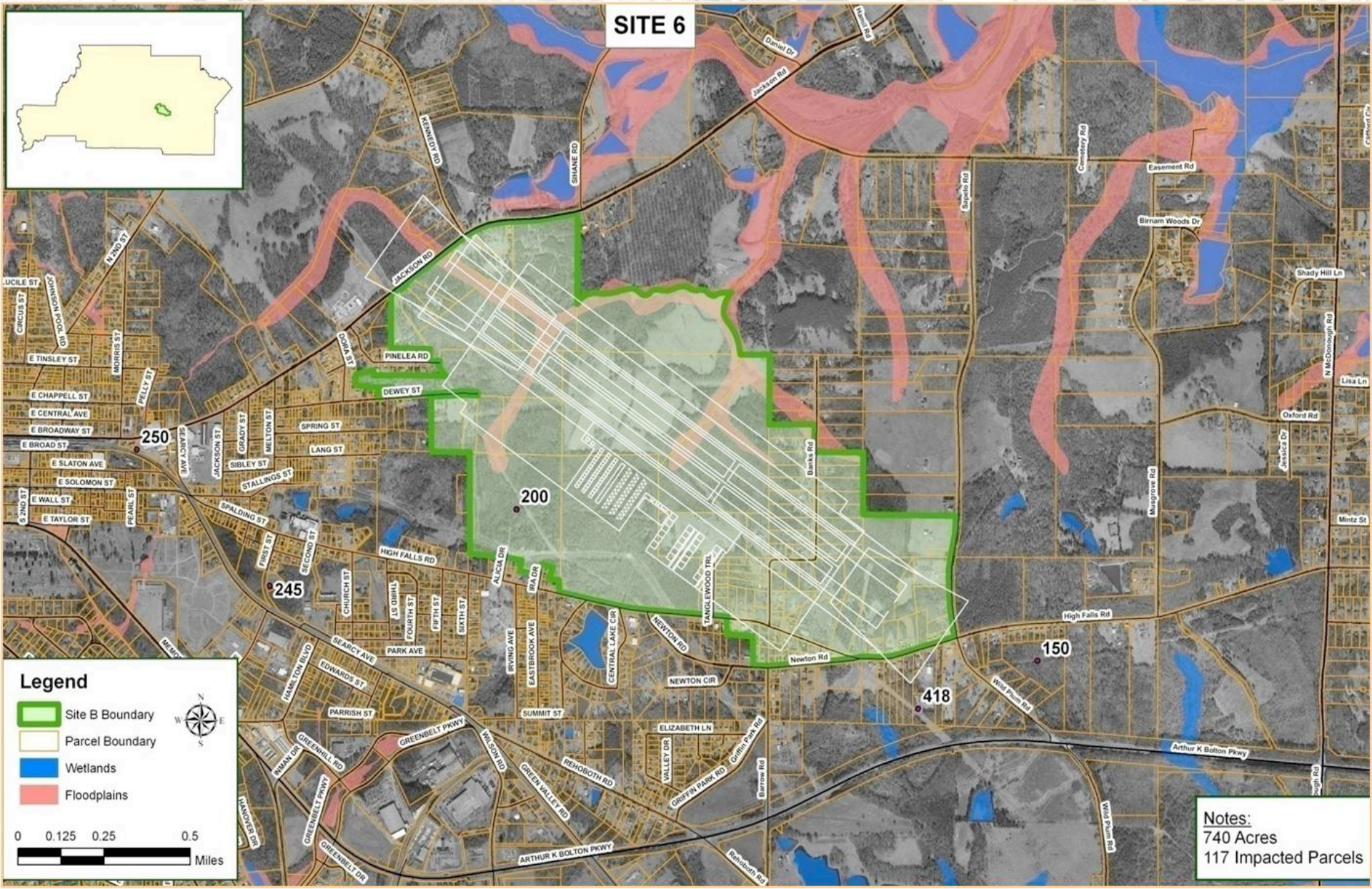


## ❖ Airport Site Selection Study

- \$62 Million Dollar Investment
- Over \$15 Million Tax Revenue Per Yr







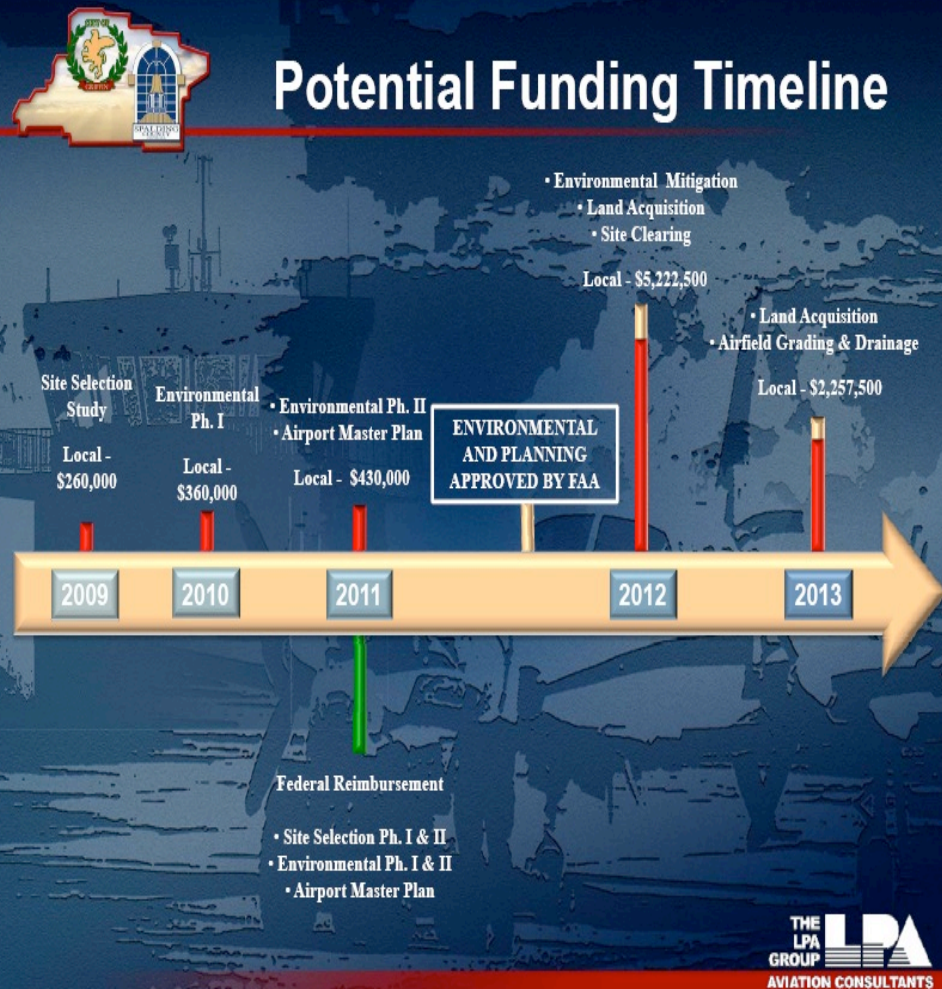




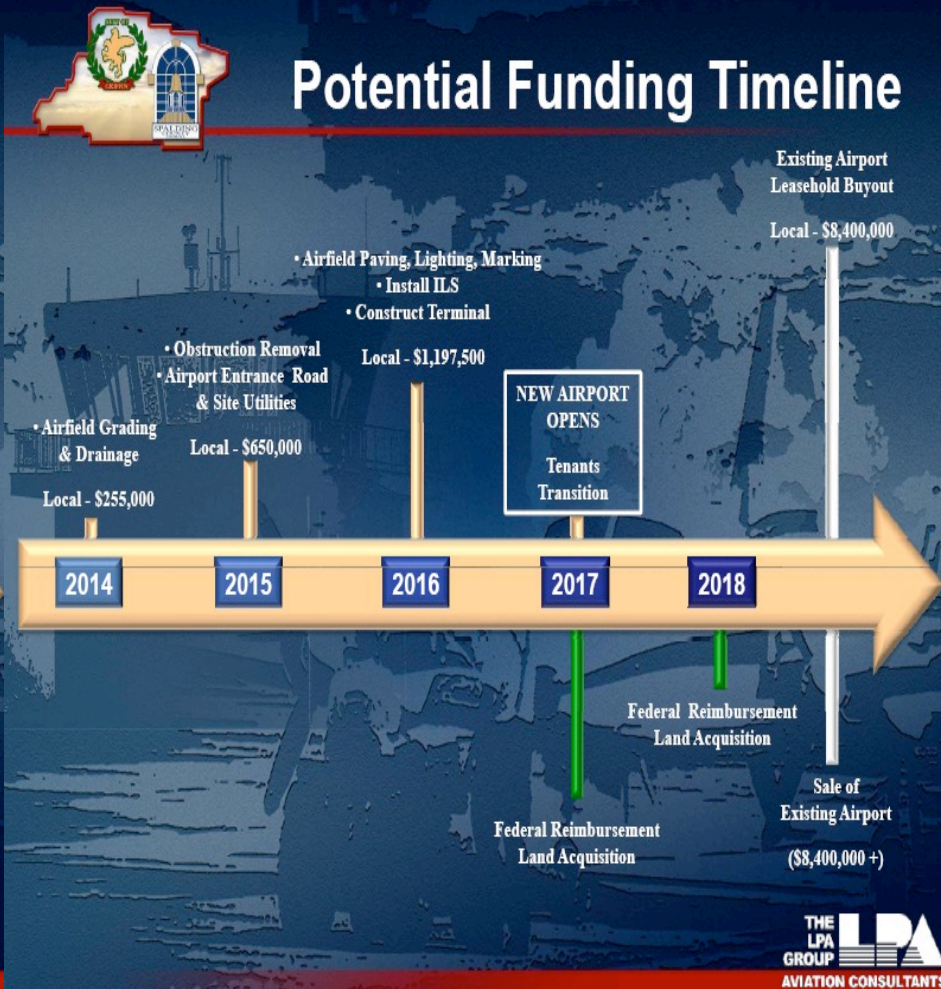
# The New Griffin-Spalding Airport



## Potential Funding Timeline



## Potential Funding Timeline



Site Selection Site Selection Phase I = **\$74,200.00**

Site Selection Phase II = **\$163,338.00**

EA = \$212,642.18 (so far of **\$360,000.00**)

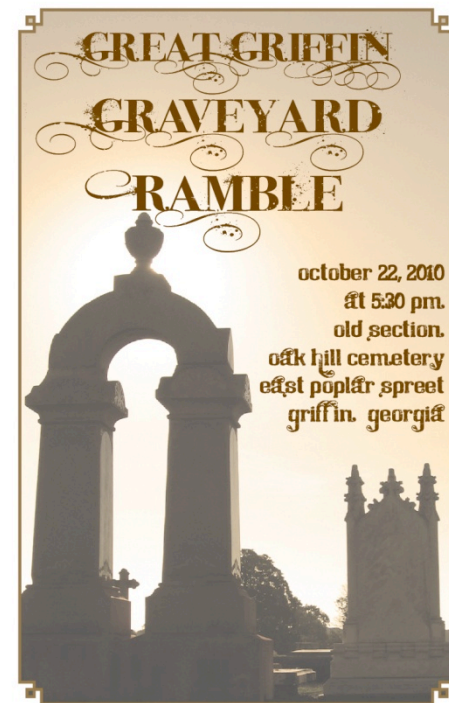
Expected total Site Selection plus Environmental (Not including mitigation) = **\$597,538.00**





# Promoting Tourism in Griffin

- ❖ Initiated the Doc' tober Days Event
- ❖ Initiated the Doc' tober Fest
- ❖ Initiated the Great Griffin Graveyard Ramble
- ❖ Looking at the following Assets:
  - ❖ Movies Filmed in Griffin
  - ❖ Civil War History
  - ❖ African American Heritage

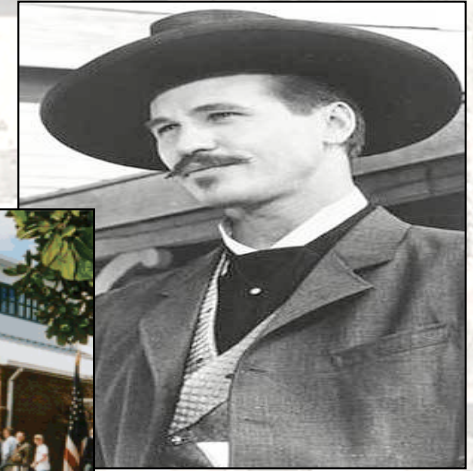






# Promote Tourism in Griffin

- ❖ Investigate Local Tourism Assets
- ❖ Investigate Regional, State, National and International Promotion
- ❖ Incorporate into Marketing and Branding Efforts
- ❖ Promote Assets







# Keys To Griffin' s Future Stability

## ❖ Unanimous Consensus to Address Griffin' s Problems

- In-depth Evaluation of Griffin' s SWOT
- Griffin' s Economic Engine Diversity
- Branding Griffin
- Funding Priorities to Address: SWOT, Position, and Branding

## ❖ Collaboration

- Spalding County BOC
- Board of Education
- State of Georgia





# QUESTIONS?

