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

<table>
<thead>
<tr>
<th>Years</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
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</thead>
<tbody>
<tr>
<td>Permits</td>
<td>144</td>
<td>132</td>
<td>132</td>
<td>78</td>
<td>41</td>
<td>7</td>
<td>3</td>
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</table>

- Number of Total Building Permits
How We Got Here?

Griffin Unemployment Rate

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>11.9</td>
</tr>
<tr>
<td>2005</td>
<td>15.2</td>
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<td>2006</td>
<td>12.3</td>
</tr>
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<td>2007</td>
<td>9.4</td>
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<tr>
<td>2008</td>
<td>18.7</td>
</tr>
<tr>
<td>2009</td>
<td>19.5</td>
</tr>
<tr>
<td>2010</td>
<td>17.5</td>
</tr>
<tr>
<td>2011</td>
<td>15.9</td>
</tr>
</tbody>
</table>
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
West Griffin Tax Allocation District (TAD)
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
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
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 Reduction/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
The New Griffin-Spalding Airport

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?