

Summer 2018

# ECON DEV GREENE

A newsletter of economic development activity in Greene County Georgia

## Pure Beauty Farms Growing with Environment in Mind

Pure Beauty Farms (a.k.a. Horizon Growers) offers over 100 color varieties of annuals, perennials, and holiday plants. Their facility in Greensboro, Georgia, includes 125 acres, with 70 acres in production including over 400,000 square feet of greenhouse space. New greenhouses are now under construction that will add 108,000 square feet of additional space under greenhouse roof. Their Miami and Greensboro facilities combined provide over 410 acres of growing capacity.

The Greensboro plant, operating with 45 full-time and 40 part-time employees, is currently growing Fall Chrysanthemum and Christmas poinsettia sprouts by the hundreds of thousands. Pure Beauty Farms expects to ship from their facility by the end of this year one million mums and 500,000 poinsettia plants. During the peak season, the plant operates seven days a week and ships 15 or more truckloads of plants to their customers each day.

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*Two new 54,000 square foot greenhouses under construction at Pure Beauty Farms*



*15 acres of new property at Pure Beauty Farms ready for new outdoor plants with irrigation and drainage designed for water re-use*

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**Greene County Board of Commissioners**  
Gary Usry, Chairman  
Dist. 1 Angela Walker Deering  
Dist. 2 Jeffery L. Smith  
Dist. 3 Jonathan Human  
Dist. 4 Ernie Filice  
Byron Lombard, County Manager



Over 500,000 poinsettias are expected to be grown to their full color and shipped to customers during the holiday season.



One million Chrysanthemum plants are projected for shipment from Pure Beauty Farms Greensboro facility this Fall.

**Pure Beauty-Greensboro plant manager, Ton Visser**, with the company for 28 years, has operated the nursery with the environment in mind and, for many years, has implemented water saving and recycling methods in their operations. The plant does not use city water, irrigating from ponds on the property and using wells only as back up. “I want to recycle all used water at the nursery and keep the water cleaner than it was when it arrived,” Visser said. To do so, a series of stone and sediment filtration systems are used to collect the water and filter it before returning to the irrigation ponds for reuse. Also, thousands of plastic plant holders and pots are returned to the manufacturer to be sanitized and placed back into use.

Now, Visser has a legacy in the works. His daughter, **Lena Visser**, a graduate student at the University of Georgia in agribusiness, has grown up in the nursery business and is now working at Pure Beauty Farms. Just like her father, Lena is bringing an environmentally conscious component to their nursery operations. Lena, along with **Angela Rowe**, a senior UGA horticulture major/entomology minor employed with Pure Beauty Farms, have introduced biologicals, beneficial living insects, as a method of fighting harmful pests from soils and plants instead of traditional chemical pesticides.

Visser and Rowe have assembled an arsenal of critters working very well to protect their growing plant inventory, from cuttings to mature plants, and are cost effective and environmentally safe. Nematodes, beetles, parasitic wasps, and swirskii mites are all being utilized to combat the onslaught of harmful insects, fungus and other pests that can attack growing flowering plants.



Angela Rowe (L) and Lena Visser, UGA Students, are using biologicals instead of chemical pesticides to protect plants at Pure Beauty Farms nursery facilities.



Parasitic wasp, insidious flying insects, parasitize garden pest like aphids

Nematodes are applied through watering and enter the soil to eat harmful items. Beetles are introduced by distribution on the ground surrounding the plants to emerge and “fly around everywhere” going after larvae of harmful insects. Swirskii mites are packaged in slow release packets strung across the top of long rows of plants in the greenhouse.

Visser and Rowe believe all it takes is education to better understand how biologicals can be an environmentally sensitive option to chemical pesticides.



Beneficial Mites, shown under a magnifying glass, are parasitic to insect pests and help to control grubs, fungus gnats and other soil-developing pests.

Thanks **Pure Beauty Farms** for being an important member of Greene County’s agribusiness economy.

## Greene County Continuing Strong Residential Growth

Greene County's residential building and construction activity is continuing to be a major impact on our local economy. Permitted values for new residences for 2017 was \$97 million. This trend is continuing into 2018 with values through May at \$47 million, 3.5% ahead of the same 5 month period in 2017.

Gated communities have 144 new residences under construction as of the end of June:

Reynolds	103
Harbor Club	20
Del Webb	18
Other Gated	3

## Real Estate Sales in Lake Country Surge in 2017 & 2018

2018 (June)	TOTAL SALES
	(Millions)
Lake Country (614)	\$224
Greene (326)	\$141
<b>2017 (Annual)</b>	
Lake Country (1236)	\$442
Greene (604)	\$247
<b>2016 (Annual)</b>	
Lake Country (1193)	\$367
Greene (603)	\$203

Source: Lake Country MLS- Bd. Of Realtors (Total Sales Include Residential, Commercial, Land Sale By Owner & Other MLS organizations not included. Lake Country includes Greene, Putnam, & Morgan)



## Many Greene County Businesses are Seeking Qualified Workers

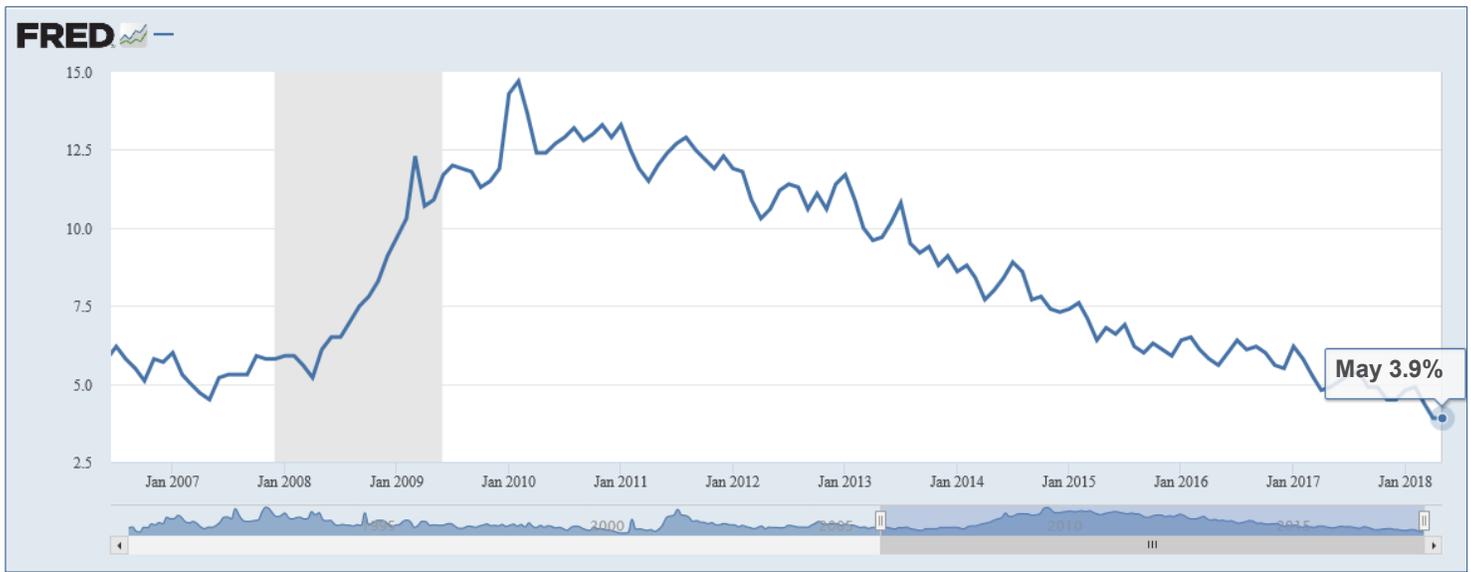
It's a great time to be looking for a job! Many of our Greene County businesses are seeking qualified workers. Job Fairs and other recruitment efforts are working diligently to fill job openings throughout Greene County. Check out these opportunities here in Greene County.

- **NIBCO, Inc.** at 1900 Old Union Point Road, Greensboro, Ga. - Call 706-453-2372 x 41121. Email your resume to [holcombr@nibco.com](mailto:holcombr@nibco.com) or visit their website at: <http://www.nibco.com/careersandculture/careers/>
- **REYNOLDS LAKE OCONEE**, 100 Linger Longer Road, has positions advertised on their website [www.reynoldslakeoconee.com/careers](http://www.reynoldslakeoconee.com/careers). For more information contact [hr@reynoldslakeoconee.com](mailto:hr@reynoldslakeoconee.com) or call 706-467-1532
- **SUNOCO** has hired a recruiter for their Greensboro facility to fill production worker positions for an additional work shift. Call 706-453-7592 for information
- **NEW ENGLAND WIRE PRODUCTS**, 1121 Kevin Roberts Way in Greensboro is also seeking workers to fill an additional work shift. For information call 706-454-1700 or visit their website at [www.displayracks.com/careers/](http://www.displayracks.com/careers/)
- **RITZ-CARLTON, REYNOLDS LAKE OCONEE**, has job openings on their website [jobs.marriott.com/marriott/jobs?page=1&brand=The%20Ritz-Carlton&keywords=Reynolds&stretch=10&stretchUnit=MILES](http://jobs.marriott.com/marriott/jobs?page=1&brand=The%20Ritz-Carlton&keywords=Reynolds&stretch=10&stretchUnit=MILES).
- **B & S BOILER AND STEAM**, 160 Stewart Parkway, is seeking welders and pipefitters. For information call 706-453-2050 or visit their website at <http://www.bspsteam.com/bsp-careers/>
- **A2b FULFILLMENT**, 150 Stewart Parkway, is seeking warehouse workers for their fulfillment operations. Visit [www.a2bf.com/careers/](http://www.a2bf.com/careers/)
- **LEGACY HEALTH & REHABILITATION**, 1211 Siloam Road, Greensboro and Union Point has nursing, food service and maintenance positions available. Call 706-453-1912 or visit their website at: <http://www.legacyhealthrehabilitation.org/careers2.html>
- **EMPLOY GEORGIA** is a website of the Ga. Department of Labor where job seekers and employers can connect. Go to [employgeorgia.com](http://employgeorgia.com) for more information.

This listing is not to be considered inclusive of all businesses in Greene County that are currently seeking workers. If you have an interest in working for a particular business that best fits your skill set, contact them by email or phone. For high school students, ask about work-study programs, internships or apprenticeships with your guidance counselor.

## Greene County Unemployment Rate Back Down to 3.9%

**Greene County's** unemployment rate dropped again to 3.9% in May 2018. Greene's unemployment rate has not been this low since December 2000 (3.5%). This trend is consistent with the **Georgia** unemployment rate which fell to 3.7% and the **Northeast Georgia Region** at 3.4% in May. Surrounding counties **Oconee** and **Morgan** were lower than **Greene** at 2.6 and 3.3%, respectively. **Oconee and White** Counties, at a rate of 2.6%, shared the lowest unemployment rate of all counties in Georgia in May. (Source: U. S. Bureau of Labor Statistics and Ga. Dept. of Labor)



Source: <https://fred.stlouisfed.org/series/GAGREE3URN>

## Greene County Building Permit Activity

### January To May—2017 to 2018 Comparison

**GREENE COUNTY ONLY (GREENSBORO & UNION POINT NOT INCLUDED)**

	May-18	May-17	DIFFERENCE	PERCENT
<b>ADDITIONS/RENOVATIONS</b>	\$2,732,123	\$1,842,920	\$889,203	48.25%
<b>LAKE SEAWALLS/DOCKS</b>	\$818,582	\$745,615	\$72,967	9.79%
<b>NEW RESIDENTIAL</b>	\$47,953,005	\$46,326,446	\$1,626,559	3.51%
<b>NEW COMMERCIAL</b>	\$713,000	\$3,347,047	-\$2,634,047	-78.70%
<b>OTHER</b>	\$1,107,090	\$1,118,435	-\$11,345	-1.01%
<b>TOTAL</b>	\$53,323,800	\$53,380,463	-\$56,663	-0.11%



We Work Harder & Smarter For You!

## Welcome to Greene County Barcode Supply

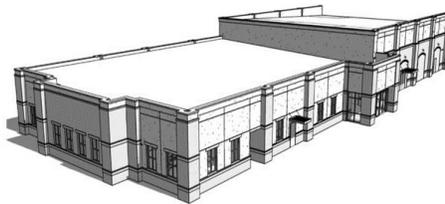
Barcode Supply, a supplier of “all things barcode” including hardware, software, repair and maintenance, has recently moved to Greene County. Barcode Supply owner, Jason Littleton, relocated to 2951 Lake Oconee Parkway back in December 2017 and has five employees working in their service department and call center. Barcode Supply offers sales and service to AIDC (automatic identification and data capture) equipment used to collect information from an individual object, image or sound without manual data entry. AIDC equipment is used to manage inventory, delivery, assets, security, documents and other items.

Welcome to Jason and the staff of Barcode Supply. We’re glad you decided on Greene County as your place of business.

**Smart Business Grows in Greene!**

## Development Around Greene County

**LEGACY HEALTH AND REHABILITATION** opened their skilled nursing and rehabilitation center in June. The old Minnie G. Boswell Hospital building was remodeled to create 21 new short-term private rooms and outpatient facilities to go along with 29 existing private & semi-private rooms. Up to 50 new employees are expected at this new facility.



**LAKE OCONEE CHURCH, INC. – 1101 VILLAGE PARK DRIVE** – Land disturbance and clearing has begun on the new Lake Oconee Church, a local North Point partner formerly meeting in the Parkside Main Theater. Initial phase will include approximately 18,000 square feet, seat over 300, and have dedicated space for children, students, and adults.

(Source: [lovinthelakecountry.org](http://lovinthelakecountry.org))

**WENDY’S** restaurant at Exit 130 has undergone a complete makeover. Entirely new interior finish with a flat screen TV and a fireplace, all new signage and refreshed pavement has brought new life to this eatery for residents and visitors alike.



**DOLLAR GENERAL** will soon relocate from their store behind Jimmy Britt Chevrolet to their new building at the of Georgia Highway 44 (S. Main St.) and Willow Run Road. Expect an opening in August.

**BURGER KING** on Georgia Highway 44 in Oconee Town Center is near completion and should open in early August. Burger King is expected to hire up to forty employees, including eight manager positions, to support all work shifts.



## Greensboro, Greene County Partner to Beautify I-20 Exit 130 Gateway

Look for a greater view at one of the major gateways to our community when work is completed on the thinning of the diamond interchange at Interstate 20, Exit 130, Greensboro/Lake Oconee. The city of Greensboro and Greene County have partnered to have undergrowth cleared and trees thinned for each quadrant of the interchange. Existing lighting will now offer more light to the interchange at night. Once mulching and additional landscaping is completed, expect this gateway entrance to our community to be more welcoming and attractive.



To find out more about Greene County and business development opportunities in our community contact:

**Sam Young**  
Economic Development Director  
Greene County  
Board of Commissioners  
1034 Silver Drive  
Greensboro, Georgia 30642

at 706-454-7022 or email:  
[syoung@greencountyga.gov](mailto:syoung@greencountyga.gov)

## North American Pipe Expanding Production Capacity with New Blending Tower

North American Pipe Corporation, a subsidiary of Westlake Chemical Corporation (WLK), is a leading polyvinyl chloride (PVC) pipe manufacturer. Their plant at 1260 Airport Road in Greensboro is undergoing a major expansion. Their blending tower (photo on right) is nearing completion and will provide 100 million gallons per year of materials blending capacity, double that of their previous unit. Once operational, the new blending tower will enable the opening of three additional pipe production lines in October, November and early in 2019. The Greensboro plant produces pipe ranging from 4-inch to 36-inch in diameter, which is used for municipal water and sewer, irrigation and other systems.

