

Fall 2018

ECON DEV GREENE

A newsletter of economic development activity in Greene County Georgia

2018 Ends as a Banner Year in Greene County

2018 has been good to Greene County. With residential development around the Lake Oconee area at a brisk pace, manufacturing facilities expanding buildings, equipment and production capacity and commercial development at I-20, Exit 130 growing with new and re-modeled restaurants and a new hotel on the rise, Greene County is experiencing a “growth spurt”.

Through the efforts of the Board of Education and the College and Career Academy Steering Committee, Greene County was successful in their quest to acquire a \$3 million plus grant from the Technical College System of Georgia and construction is well underway. This effort will provide strength to workforce development in our community. Also, some of Greene County’s long standing businesses have received accolades at the state-wide level during 2018. Here are just a few highlights of the good things that have happened in Greene County during 2018:

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The sun rises along with the construction of the concrete block stairway shafts for the new Tru by Hilton hotel slated to open Fall of 2019.



The Greene College and Career Academy is renovating a wing of Greene County High School into new career training classrooms and laboratory areas. Shown above is the GCCA Career Center

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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



Nibco, Inc. on Old Union Point Road completed and opened its new 112,000 square foot distribution facility making room for increased manufacturing capacity within their existing plant.



Nibco, Inc. received the 2018 Mid-Sized Manufacturer of the Year in Georgia from Governor Nathan Deal.

2018 Banner Year in Greene County

(Continued from Page 1)

NIBCO-GREENSBORO completed an \$8 million, 112,000 square foot expansion to their manufacturing and distribution center on Old Union Point Road. Expansion of their distribution center enabled expansion of their manufacturing capacity and production. Utilizing the Technical College System of Georgia (TCSG) Georgia Quick Start program, **Nibco** has added over 100 new positions since 2014. **NIBCO – GREENSBORO** was named the mid-sized manufacturer of the year by the Ga. Department of Economic Development and the TCSG. **Nibco** processes over 40 million pounds of plastics per year into PVC fittings of various sizes via injection molding

NORTH AMERICAN PIPE COMPANY (NAPC) completed their \$8 million blending tower project. This project has enabled North American Pipe to expand blending tower capacity by 100% and their production capacity with three additional pipe production lines and at least 6 additional employees. NAPC will have the capacity to process over 100 million pounds of compound material each year into 4” to 36” plastic water and sewer piping.

A2b FULFILLMENT located in the Greene County Industrial Park, expanded their operations with additional facilities in Trenton, South Carolina and Ogden, Utah. Now with 150 employees and over 680,000 square feet of office, fulfillment and warehousing facilities, a2b has expanded their reach and services across the entire U.S.

NOVELIS broke a record in the recycling of aluminum at their plant in Greensboro by recycling 182,570 metric tons of aluminum back into aluminum can products. This mark exceeded their previous record of 174,781 tons in 2010. If you placed each 25 ton 25 foot long aluminum ingot produced in 2018 end to end they would stretch 35 miles, enough to reach from Greensboro to Athens.

QUAIL INTERNATIONAL was honored with a 2018 GLOBE (Georgia Launching Opportunity by Exporting) Award recognizing them for achieving entry into one or more new international markets. To qualify for the award, Quail International entered into a new international markets during 2017. Quail International represented Greene County as one of only fifteen counties in Georgia to serve as the home of a 2018 GLOBE A ward winner. Quail International now employs 120 employees and have recently invested \$500,000 in new refrigeration equipment at their facility.

LEGACY HEALTH AND REHABILITATION opened their skilled nursing and rehabilitation center in June 2018. 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.

PURE BEAUTY FARMS (AKA HORIZON GROWERS) added more greenhouses increasing their capacity by 108,000 square feet for a total of over 500,000 square feet of growing area under greenhouse roof.



North Pipe Co. blending tower completed in October 2018 enables double the original production capacity at their plant



Novelis recycled enough aluminum in 2018 at their Greensboro plant to stretch 25 ton, 25 foot long ingots from Greensboro to Athens

**Smart Business
Grows in Greene!**



2018 Banner Year in Greene County

(Continued from Page 2)

GREENE COUNTY BOARD OF EDUCATION/COLLEGE AND CAREER ACADEMY is awarded a **\$3.15 million** grant to develop a college and career academy within the Greene County High School. GCCA career pathways already in place or under development are:

- | | |
|--|--|
| <ul style="list-style-type: none"> Agriculture Mechanics Audio/ Visual Technology Business and Technology Cosmetology Customer Service General Education: Early College Essentials Manufacturing Operations (August 2019) | <ul style="list-style-type: none"> Air Force JROTC Automobile and Light Repair Construction (August 2019) Culinary Arts Engineering and Technology Health Science (Nursing & Sports Medicine) Welding |
|--|--|

COMMERCIAL DEVELOPMENT activity has increased with the addition of the following new facilities started or completed in calendar 2018. These seven projects slonrepresent an estimated capital investment of over \$13.6 million:

- Ritz Carlton Lake Oconee** completes construction on \$2 million outdoor event pavilion
- Dollar General** - Greensboro (Relocation to New Store-2018) - \$900,000
- Burger King** – New Restaurant in Oconee Towne Center – Greensboro - \$1 million
- Wendy’s** – Greensboro Completed major interior and exterior renovations - \$250,000
- Tru by Hilton** – Groundbreaking and construction begins on \$7.5 million four story, 82 Room hotel in Oconee Towne Center in Greensboro
- Reynolds Lake Oconee** – \$1.5 million Lake Club Marina expansion begins
- Harbor Club/Boathouse Marina**—\$500,000 expansion begins construction

RESIDENTIAL DEVELOPMENT has experienced very strong growth, particularly in the gated communities surrounding Lake Oconee. Lot sales and new home construction has grown substantially within the three major gated lake communities.

	2018	December 2018 Homes
	Homes Completed	Under Construction
Reynolds Lake Oconee	81	129
Harbor Club	28	30
Del Webb at Lake Oconee	41	13

GREENE COUNTY TRAVEL AND TOURISM— Greene County’s annual hotel-motel tax collections hit an all time mark for the county fiscal year (Oct. 2017-Sept. 2018) at just under \$1.4 million, up 3.5% from FY 2017.

GREENE COUNTY completed and opened the **Liberty Connector** roadway. This connector, along with the **Richland and Veazey Connector** segments, provide a vital east to west transportation link to the Liberty and Veazey communities and the eastern side of Lake Oconee.

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 2018 was \$132.9 million, 35% ahead of 2017 which was \$97.9 million.

Gated communities have 179 new residences under construction as of the end of 2018

Reynolds	129
Harbor Club	30
Del Webb	13
Other Gated	7



All Completed Homes in Gated Communities as of December 2018

Reynolds	2312
Harbor Club	548
Del Webb	491
Other Gated	8



Greensboro Receives Rural Zone Designation

The City of Greensboro has a powerful new tool to encourage investment and job creation within its downtown. Greensboro was designated by the Georgia Department of Community Affairs as a Rural Zone. This new designation allows for special tax credits to encourage revitalization.

Greensboro is one of fewer than twenty cities statewide to achieve this designation. Portions of each community designated as a Rural Zone, primarily historic downtown areas, allow for tax credits to eligible businesses that create jobs and investors that purchase or rehabilitate buildings within the designated Zone.

“Greensboro is poised to offer significant benefits to people who are interested in doing business in downtown,” explains community development director Cail Hammons. “Thanks to the Rural Zone designation, someone who wants to invest in property, rehabilitate a historic building, or start a new business can leverage tax credits that are not offered anywhere else in our region.”

Each Rural Zone designation lasts for a period of five years. Rural Zones focus on job creation and private investment in designated areas. The program includes three tax credit incentives: a Job Tax Credit, Investment Credit, and Rehabilitation Credit.

Greensboro’s Rural Zone designation is the latest in a string of accolades that the city has enjoyed as a result of targeted redevelopment efforts. Greensboro is recognized as a Georgia Exceptional Main Street program, placing it among the top-tier of cities actively engaged in downtown development.

For more information about the Rural Zone Program, visit <https://www.dca.ga.gov/node/4413>. To view Greensboro’s designated rural zone map, visit: https://www.dca.ga.gov/sites/default/files/rz_greensboro.pdf. For information on Greensboro’s Main Street program or the new Rural Zone designation, visit www.downtowngreensboroga.com or call (706) 453-7674.

Athens Technical College Adds \$118.1 Million Economic Impact to the Region, Study Reveals

Athens Technical College's (ATC) economic impact on its surrounding communities continues to expand, adding \$118.1 million to its service area for fiscal year 2016-2017. EMSI, a leading provider of economic impact studies and labor market data, examined Athens Technical College's economic impact through its students, employees, and alumni for that one-year period. In addition, analysts studied the institutions return on investment for students, taxpayers, and society. Data from among the institutions financial and academic operations, Census Bureau and the U.S. Bureau of Labor Statistics were used in the study.



Athens Technical College's service area includes Clarke, Elbert, **Greene**, Hart, Madison, Morgan, Oconee, Oglethorpe, Taliaferro, Walton, and Wilkes Counties.

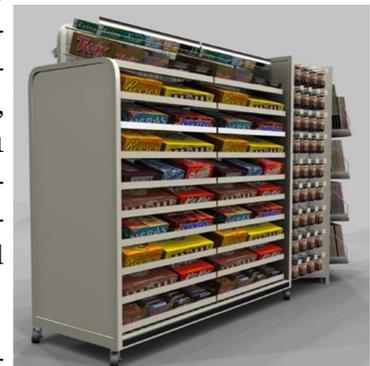
The Economic Impact analysis examined the College's operations spending, student spending, and the impact of alumni who have remained in the College's service area, purchasing goods and services. The combined total impact of \$118.1 million includes \$25.8 million in operations spending, \$6.6 million in student spending, and \$85.6 million generated by alumni working in the region. On average, an ATC student will earn 18.7% more than a non-student. This is over 8.5% more than the Stock-Market's 30-year average. The study revealed that the College's economic impact represents approximately 0.8% of the region's gross regional product and supports 2,535 jobs in the region. For further information on this study visit: <https://athenstech.edu/executive/PR/spotLight/spotlight.cfm?i=673>



NEWP
NEW ENGLAND
WIRE PRODUCTS



Founded in 1980 by Charlie Peters, **New England Wire Products (NEWP)** is a fourth generation family-owned business. Over the past 38 years, the company has transformed into an innovator in the retail display business and has expanded into other retail products. Today, New England Wire Products employs nearly 550 people across over 600,000 square feet of strategically located production and warehouse facilities across four U.S. locations in Leominster, Massachusetts, Kingfield, Maine, and **Greensboro, Georgia**. Their Greensboro plant, tucked away on 1121 Kevin Roberts Way, has two warehouse/production/office facilities occupying approximately 85,000 square feet, currently has 32 employees and provide wire display racks to customers like Home Depot, Walmart, Tractor Supply, Publix and Black & Decker.



New England Wire Products help the world's leading retailers and consumer products goods (CPG) companies maximize point-of-sale impact and convert shoppers into buyers. Their deep retail expertise, domestic manufacturing, and full-service capabilities allow them to create and deliver custom, high quality and flexible display projects at a lower cost with faster turnaround times than most. For career information with New England Wire Products visit: www.displayracks.com/careers/.

Greene County Unemployment Rate Down to 3.7%

UNEMPLOYMENT RATE IN GREENE COUNTY continued to decline as businesses found residents to fill needed positions. The Greene County unemployment rate dropped from 4.8% in January 2018 to 3.7% in November 2018 (not seasonally adjusted). This compares to a drop in the State of Georgia unemployment rate for the same period from 4.6% to 3.3%. The Northeast Georgia region unemployment rate dropped from 4.3% to 3.1%.

(Source: U. S. Bureau of Labor Statistics and Ga. Dept. of Labor)



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

2018 TO 2017 BUILDING PERMIT COMPARISON BY VALUATION GREENE COUNTY ONLY (GREENSBORO & UNION POINT NOT INCLUDED)

	Dec-18	Dec-17	DIFFERENCE	PERCENT CHANGE
RESIDENTIAL ADDITIONS/RENOVATIONS	\$7,061,302	\$4,116,654	\$2,944,648	71.53%
LAKE (DOCKS, SEAWALLS, ETC.)	\$2,107,644	\$1,828,445	\$279,199	15.27%
NEW RESIDENTIAL	\$132,907,342	\$97,871,481	\$35,035,861	35.80%
NEW COMMERCIAL (NEW, ADDITIONS, RENOVATIONS)	\$2,974,102	\$6,188,785	-\$3,214,683	-51.94%
OTHER (OUTBUILDINGS, POOLS, ETC.)	\$2,992,698	\$2,607,438	\$385,260	14.78%
EXEMPT PROPERTIES (CHURCHES, NON-PROFITS)	\$2,500,000	\$497,500	\$2,002,500	402.51%
TOTALS	\$150,543,088	\$113,110,303	\$37,432,785	33.09%

Thanks to \$20 million in permit valuations issued in December 2018, Greene County finished the calendar year strong with over \$150 million in permit valuation issued, well above any of the past ten years. While construction on these permits will not be completed in 2018, this volume of upcoming construction indicates a steady stream of additions to the tax digest in 2019 & 2020.

Agriculture & Forestry is Economic Driver in Greene County



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

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Sign up to receive the
Econ Dev newsletter by email-
ing:

info@greencountyga.gov

Greene County Development Authority

meets at the Greensboro City Hall, 212 North Main Street, Greensboro, Georgia on the second Tuesday of each month at 8:00 a.m.

According to the 2017 Greene County Extension Service annual Farm Gate Value Report (FGVR), Greene County produced an estimated \$81 million in crop and livestock production and ranks 57th state-wide among all 159 counties. The top eight crop or livestock categories were:

1. **\$27.6 million in Poultry & Eggs**
2. **\$15 million in Ornamental Horticulture (Greenhouse Production)**
3. **\$13 million in Quail meat production**
4. **\$ 7.4 million in Forestry/Timber Related production**
5. **\$6.8 million in Dairy production**
6. **\$4.9 million in Beef production**
7. **\$3.5 million in Hay production**
8. **\$.8 million in Horses (Raised, Boarded, Training, Breeding)**



The Georgia Cooperative Extension compiles a Farm Gate Value Report (FGVR), typically each spring, to capture the prior year's information about the estimated values of crop and livestock production.

The FGVR relies exclusively on Cooperative Extension personnel to provide production information. Each year a survey is distributed to each county Extension office for completion by the county agent. For crops, individual agents are asked to supply county acreage and yields. A suggested price for each crop (determined by Extension specialists) is provided. The price for crops includes an adjustment for all government payments directly associated with the production of the crop and should provide a better indication of the value of the crop. Individual agents have the option of adjusting the price based on county conditions. Agents are also provided acreage data from the Farm Service Agency (FSA).

Greene County Extension Agent, David Daniel, Jr., reported that the information is derived from different places. "Most of the livestock and poultry numbers come from working with the different local associations (Greene Area Cattlemen's, Piedmont Area Poultry, Area Dairy Association, Greene County Farm Bureau Board Meetings, etc.). I'm able to keep a read of what goes on by interacting with them. Some of the information comes from FSA, local ag inspectors and producer consultations and others are provided by State and district Extension office contacts." To view the full State of Georgia Farm Gate Report with county by county information visit: <http://www.caes.uga.edu/content/caes-subsite/caed/publications/farm-gate.html>