

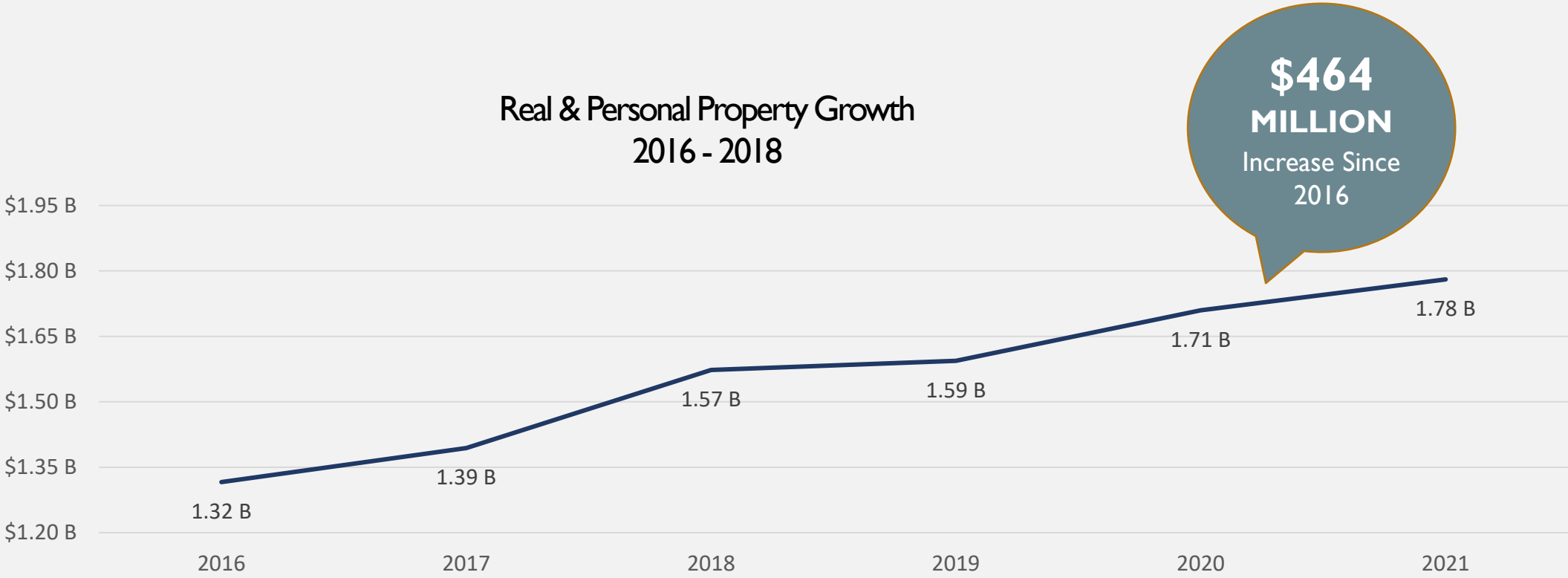
ECONOMIC DEVELOPMENT UPDATE



DEVELOPMENT AUTHORITY
OF DAWSON COUNTY

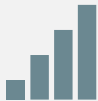
August 24, 2021

DAWSON COUNTY TAX DIGEST GROWTH REPORT

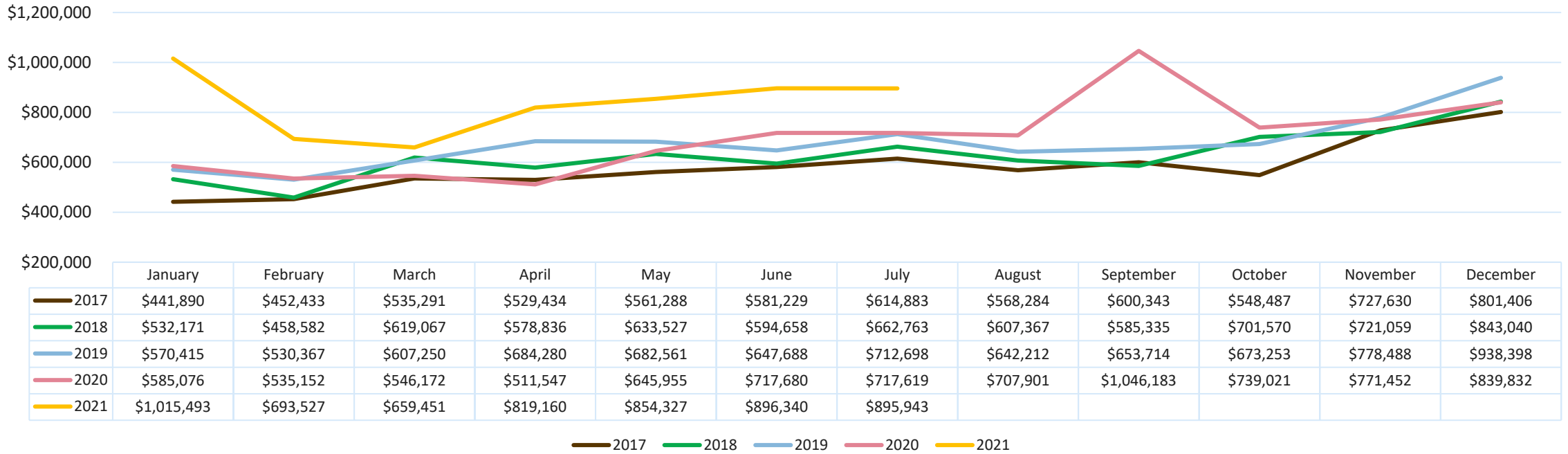


Growth

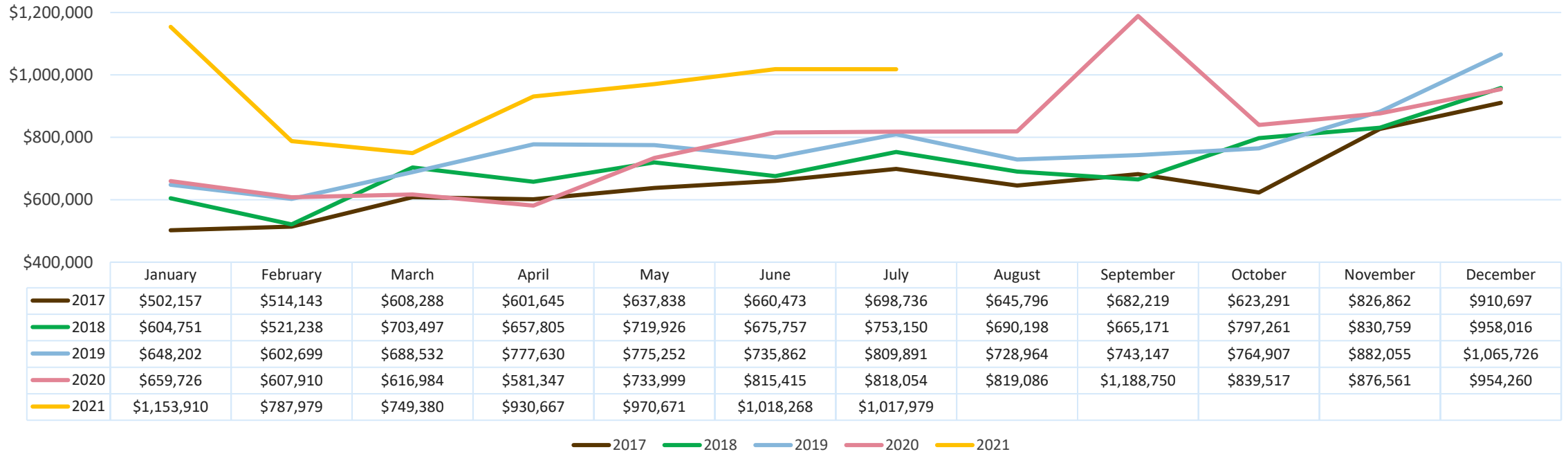
6% average year over year growth



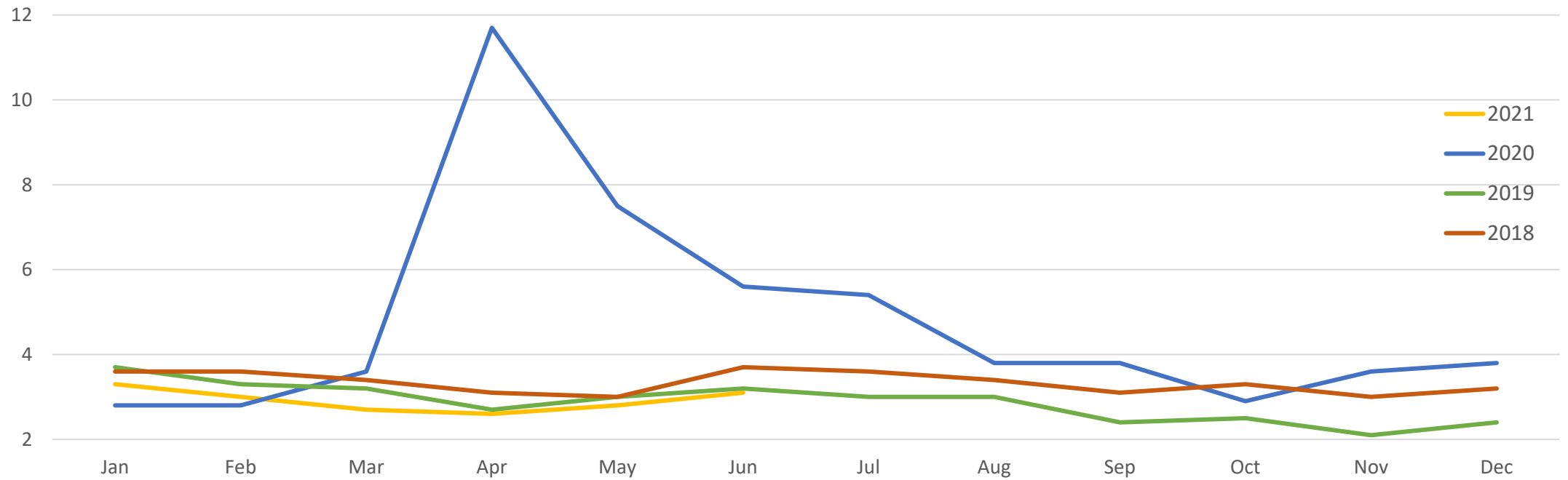
Business Retention & Expansion Efforts Continuing to Produce in Dawson County



DAWSON COUNTY LOST COLLECTIONS



DAWSON COUNTY SPLOST COLLECTIONS

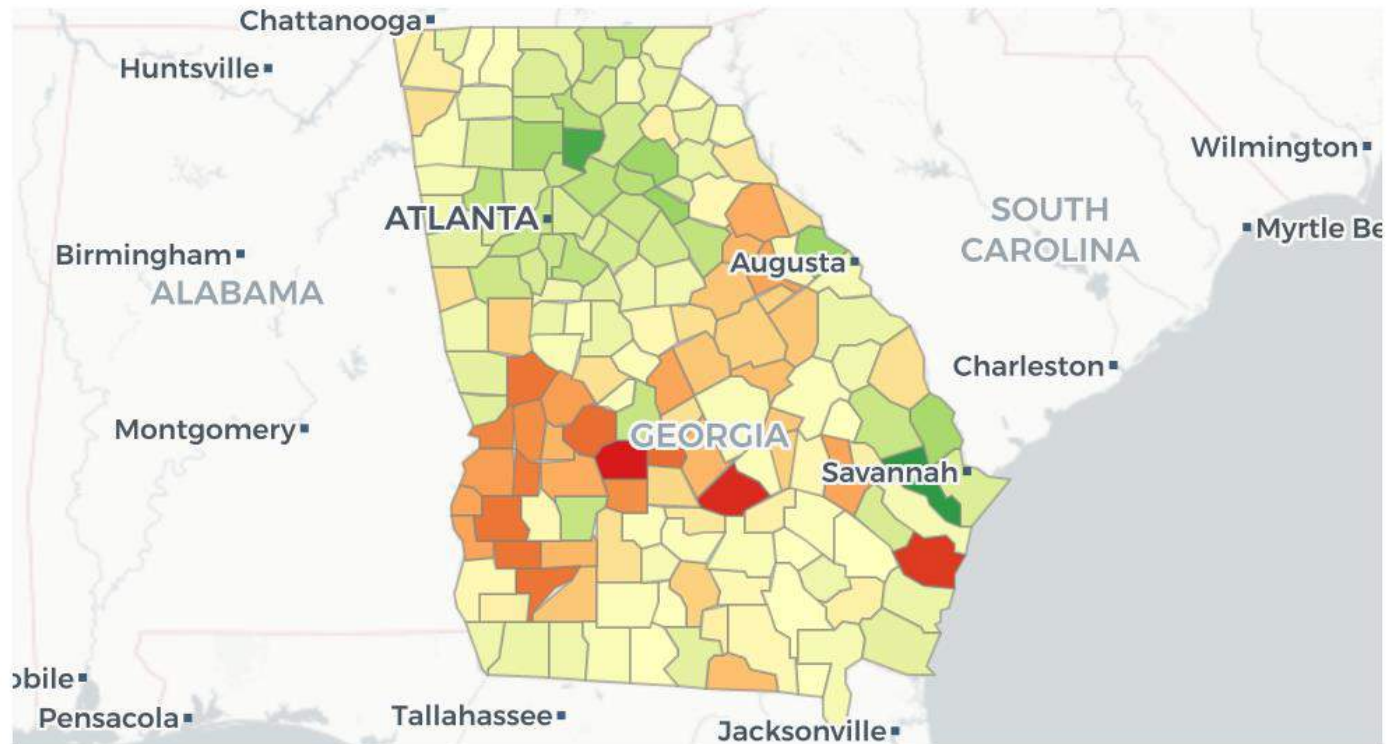
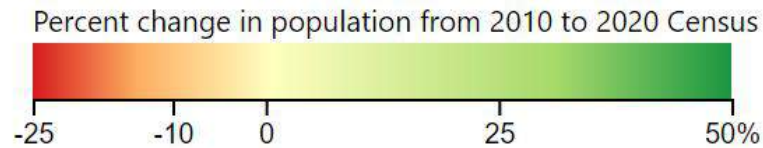


DAWSON COUNTY UNEMPLOYMENT TRACKING

EARLY CENSUS DATA

FASTEST GROWING COUNTIES SINCE 2010

- BRYAN – 48%
- FORSYTH – 43%
- OCONEE – 27%
- COLUMBIA – 26%
- JACKSON – 26%
- CHEROKEE – 24%
- EFFINGHAM – 24%
- BARROW – 20%
- DAWSON – 20%
- TOWNS – 19%



Source: U.S. Census Bureau: 2010 and 2020 Census

STRATEGIC PLAN IMPLEMENTATION

Workforce Development

- Graduate Pathways for Success
 - 2 day mini program held in June
- StartUP Appalachia (Entrepreneurship Partnership with UNG)
 - Business Pitch Program with DCHS Fall 2021
 - Entrepreneurship programming embedded into CTAE classes
 - Student industry relationship building based on YouScience data
- Collaborating to align DCMS/DCJHS pathway and career development programming with College & Career Academy
 - Develop a scorecard to evaluate & track existing programming.

Create A Business-friendly Environment

- Incentives Policy Development in final stages with BoC
- Take credit for what we are already doing
- Position as an Internal Business Advocate
 - Survey Developers for Issues
 - Build relationships with private consultants to provide custom solutions
 - Proactively educate developers on new 400 overlay guidelines

STRATEGIC PLAN IMPLEMENTATION

Retain & Expand Existing Businesses

- Flex Office Space (30% office, 70% whse) is a need.
- Utility partnerships to incentivize expansion
- Build relationships with existing business supply chain.

New Business Attraction

- Strategy to leverage regional (Hall/Forsyth) economy.
Build partnership (Target Q1 2022) to grow supply chain for existing firms.
- Establish Veteran Friendly Community Designation
 - Good Source of mid-level managers
 - Leverage existing GDOL workforce tax credit for veterans
- Establish Development Roundtables
 - Medical Office Developers
 - Flex Office Developers
 - Obtain options on desirable properties

STRATEGIC PLAN IMPLEMENTATION

Market the Community

- Establish HQ Outreach Program
- ~~Host State Site Selectors Event (Target Q3 2021)~~
- Promote existing site selection webtool
- Develop an “Open for Business” Campaign for site selectors & commercial developers/brokers
- Eggs & the Economy event for outreach

Enhance Quality of Life

- Comprehensive Trail Plan - Completed
- Work with developers to fund greenspace and infrastructure with an eye to interparcel connectivity and pedestrian access – addressed in incentives program

BUSINESS DEVELOPMENT

EXISTING BUSINESS EXPANSION

Fort Dearborn Warehousing & Line Expansion

- 50,000 sq ft
- 25 net new jobs
- \$8M investment

BTB Expansion

- 200,000 sq ft
- TBD net new jobs
- TBD investment

3rd Party Logistics Provider – Increased Project Size

- 50,000 sq ft
- 20 net new jobs
- TBD investment

NEW BUSINESS PROSPECTS/LOCATIONS

Casework Manufacturer

- 60,000 sq ft
- 15 net new jobs
- \$5-\$6M investment

Multiple Hospitality Inquires

Multiple Professional Office Inquiries

Multiple Warehousing Inquiries

HIGHTOWER NORTH EXPANSION

Revised total project cost **\$3,530,000**. Reduced water/sewer costs, no turn lane required.

Potential profit of **\$90,000 - \$300,000** depending on per/acre sales price

Cannot proceed until SPLOST disbursement agreement reached with Dawson County BoC

Continue to receive inquires of interest for this location

ETOWAH BLUFFS MIXED USE

Reviewing conceptual site design

Parcel re-zoning in-progress. No firm date.

Infrastructure costs continue to be a concern.

Working with developers to determine potential prospect/tenant mix

Proposal for mixed use economic impact study from Georgia Tech *

ETOWAH BLUFFS FISCAL & ECONOMIC IMPACT STUDY

- Georgia Tech's **Center for Economic Development Research (CEDR)** will conduct two analyses of the proposed Etowah Bluffs Mixed Use Development in Dawson County. The results of this analysis will be provided to the chamber in a memo format that will include all appropriate tables. The cost for this analysis is **\$8,135** and includes Georgia Tech's public sector overhead rate.
- **Fiscal Impact Analysis:** Data including property use by pod (i.e., retail, industrial, residential, commercial, etc.), as well as the taxable value, square feet, and employees and income (if available) will be put into CEDR's proprietary mixed-use fiscal model which will be customized for Dawson County using the county's tax digest, population, employment, income, retail sales, budget, and commuting patterns. The analysis will include both Dawson County Board of Commissioners and Dawson County Schools.
- **Economic Impact Analysis** – The number of new jobs that the project is proposed to create will be put into an IMPLAN model of Dawson County to determine the indirect and induced impacts that will come as a result of the project. For the economic impact of the new residential, the client and developer will need to provide an estimate of the average household income represented by the residents in the project.

ED FUNDING STRATEGY

STRATEGY 1 - Pursuing two current projects individually on their own merits.

STRATEGY 2 - Pursue a more holistic strategy of Economic Development such that funding from one project would roll into the next, capitalizing projects over 2 or more future SPLOST initiatives.

POINTS TO PONDER

- Timeline – Hightower North can be pad ready in 12 months and mostly pre-sold. Etowah Bluffs is likely a 3 year development. Adopting strategy 2 would allow for recruitment of prospects for EB while HN is under development/presale.
- Impact – Securing a larger bond funding pool while interest rates are low and funding first few years of interest with \$2M SPLOST allocation would allow more flexible & responsive project overall.

WEST HIGHTOWER RESURFACING

- Still awaiting adoption of a Municipal Services Ordinance by Dawson County.
- On Board of Commissioners agenda for August 19th meeting.



BUSINESS & INNOVATION HUB FEASIBILITY STUDY

RFP Issued 7/23

RFP Closed 8/20

Consultant Hired – 9/2021 (target)

Project Completion – 5/2022 (target)



PEAKS OF DAWSON PROJECT UPDATE

- HUD delays with the process have extended the timeline beyond the original TEFRA (expires 9/3/2020).
- Will hold another public hearing 8/24/2021 to re-initiate the process.
- BoC will have to approve new application at 9/2/2021 meeting.
- Construction complete in 14 months after funding closes.



AMERICAN
RESCUE
PLAN

Broadband Infrastructure - invest in broadband infrastructure in areas that are currently unserved or underserved—lacking a wireline connection that reliably delivers minimum speeds of 25 Mbps download and 3 Mbps upload.

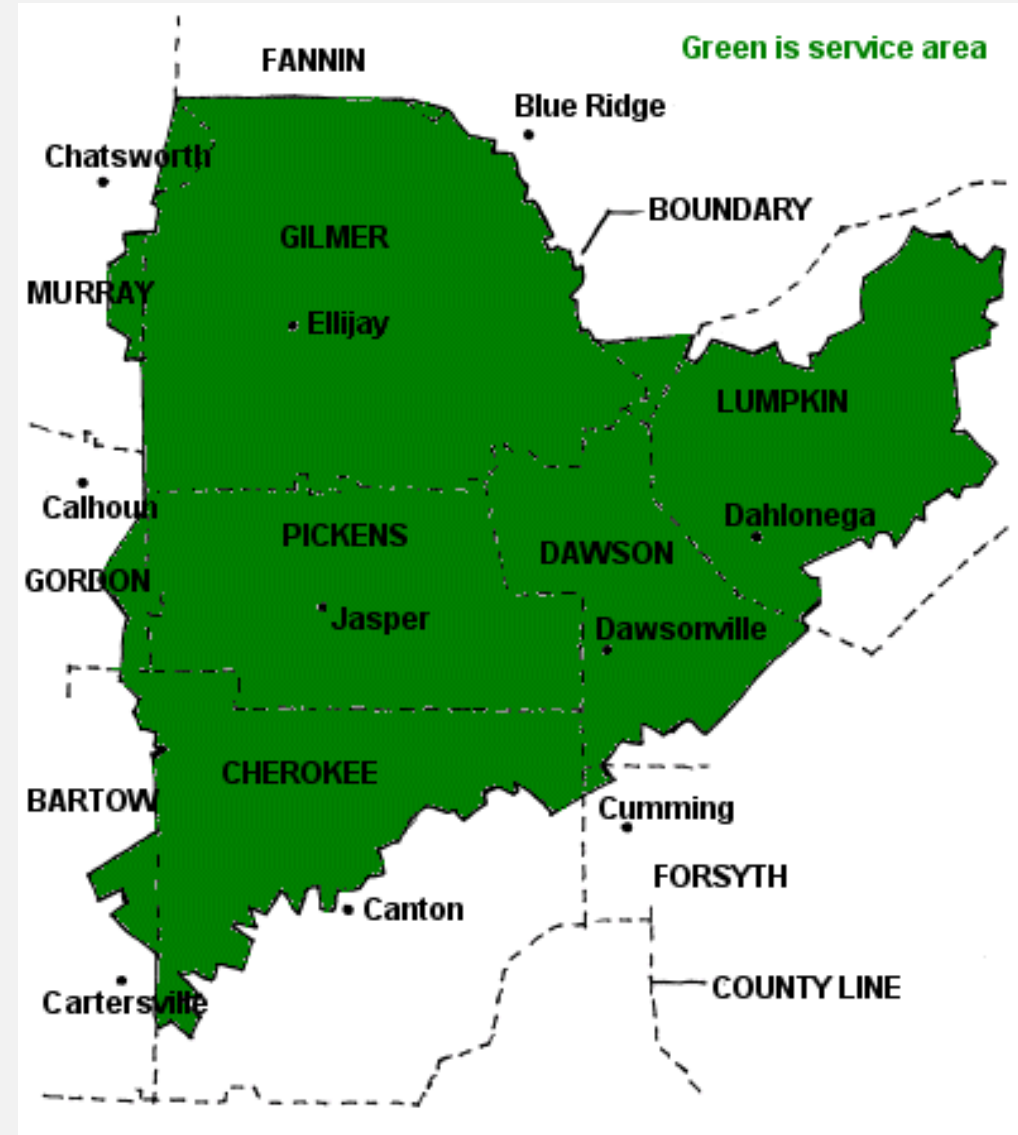
Negative Economic Impact – support for industries that were particularly hard-hit by COVID-19 & will aid in speeding the recovery of the tourism, travel, hospitality sectors, as well as other industries.

Water/Sewer Infrastructure

- **WATER** - invest in necessary improvements to water and sewer infrastructure. Applicants may use this funding to invest in an array of drinking water infrastructure projects, such as building or upgrading facilities and transmission, distribution, and storage systems, including the replacement of lead service lines.
- **SEWER** - invest in wastewater infrastructure projects, including constructing publicly owned treatment infrastructure, managing and treating stormwater or subsurface drainage water, facilitating water reuse, and securing publicly owned treatment works.

BROADBAND

- ETC – expand last mile capability in northern Dawson County roughly aligned with Amicalola EMC's service territory to include proposed future elementary school site and Elliott Field.
- Have received letters of support from City of Dawsonville, Dawson County Board of Commissioners, Dawson County Board of Education.



WATER & SEWER

ETOWAH RIVER SEWER EXTENSION

EWSA - 4 miles of 24” gravity sewer to extend service north along GA-400 to tie into existing lines on GA-53. This will expand commercial & industrial growth and job creation opportunities further north along GA 400.

NORTH DAWSON WATER MAIN EXTENSION

EWSA - Extend a 12” water main to serve the new fire station and the Duck Thurmond Road area (AMP). This project will improve fire protection & promote job creation in the area.



NEXT MEETING

OCTOBER 26, 2021