



ECONOMIC DEVELOPMENT REPORT

2018

Pictured: Lake Lanier Olympic Park will host the 2018 ICF Dragon Boat World Championship September 12-16.



GAINESVILLE-HALL COUNTY GEORGIA

A vibrant and growing, solid and diverse community located in the foothills of the Blue Ridge Mountains. Surrounded by beautiful Lake Sidney Lanier, the area offers an unparalleled quality of life and a sound economic base for business and industry. Gainesville-Hall County is home to more than 300 manufacturing and processing concerns, and 51 international company locations representing 16 foreign countries. Georgia's Governor Nathan Deal, and Lt. Governor Casey Cagle, both call Hall County home.

Greater Hall Chamber of Commerce

Gainesville and Hall County Economic Development Council

BUSINESS

The 2017 year-end summary includes 29 new and expanded businesses in Gainesville-Hall County announcing 900 jobs and \$170 million in capital investment.

- Firms expanding their North American business included King's Hawaiian, Zebra Technologies, Mincey Marble, Etori, Bitzer US, Mars Wrigley Confectionary, Milliken & Co., Performance Foodservice, and ZF.
- Kubota has completed a 502,000 sq.ft. facility on their new 180-acre campus on Highway 365 in Gateway Industrial Centre, with a \$220 million investment and 580 additional jobs. Kubota employs 1,300 in Gainesville-Hall County.
- Mars Wrigley Confectionary added 170 new jobs and \$60 million in new equipment at their Hall County facility, making it the largest fully integrated chewing gum manufacturer in the world.
- Tatsumi Intermodal USA, Inc., a logistics inventory management company has completed their second facility in Hall County, a 113,000 sq. ft. building in Gateway Industrial Centre on Highway 365. This is Tatsumi's fourth expansion since locating in 2001.
- King's Hawaiian Bakery in Oakwood was named Georgia's 2017 Manufacturer of the Year by Governor Nathan Deal.
- Gainesville-based Mincey Marble completed a 350,000 square feet headquarters and manufacturing center on a 79-acre corporate campus in the Gainesville Business Park.
- Viking Range, a U.S. appliance manufacturer, is relocating its SE distribution to a 180,000 sq. ft. space in Golden Commerce Park in South Hall County.
- ProCare Rx, a national healthcare IT company, completed an additional 31,200 sq. ft. facility off I-985 in Hall County. Since opening its original 40,000 sq. ft. headquarters in 2012, ProCare Rx has more than doubled its Georgia employment to over 250 local employees.
- Pattillo Industrial Real Estate is developing a second 145,000 sq.-ft. industrial speculative building in the 250-acre Oakwood South Industrial Park. Pattillo, Majestic Realty, Radial Property Group, Presco Properties, and Prologis have built speculative buildings in various industrial parks for expanding and new industry in the area.
- Carroll Daniel Construction is building a new 50,000 sq. ft. headquarters in downtown Gainesville. The \$12MM, multistory headquarters will include an additional 10,000 sq. ft. of retail space.
- A 17,600 sq. ft. multi-tenant office building is planned in Oakwood. Construction is to start in early 2018 on the building in Tanners Creek Business Park.
- For 2017 and 2018, *Site Selection Magazine* has named Gainesville-Hall County one of the top performing small metro areas in Georgia and the U.S.
- In 2017, *Site Selection Magazine* named Georgia the #1 State for Business for the fifth year in a row. *Area Development* and CNBC also rated Georgia top in the nation for new business and expansion. The International Economic Development Council rated the Georgia Department of Economic Development the best state economic development agency in the U.S.



Sakae Barrel Ceremony at the Kubota Expansion Grand Opening, with Gov. Nathan Deal and Lt. Gov. Casey Cagle.

- Gainesville-Hall County companies, including BI Animal Health, Recro Pharmaceutical, the Georgia Poultry Laboratory Network, Atlanta Biologicals, Apotheca Inc. and Theragenics are among the top life science firms in the region.
- The Lanier Technical College Business Incubator is a public/private partnership housed at Featherbone Communiversity. Forty businesses have been launched from the program, with 11 more start-ups in development. Nineteen patents, 11 copyrights and 21 trademarks have been developed.
- The January 2018 Milken Institute Report named the Gainesville-Hall County Metro area as the top small Metro area in Georgia and #3 in the Nation for best performing small Metros.



Lanier Technical College's new 95-acre campus in North Hall County is scheduled to open fall 2018.

- According to the Georgia Department of Labor, 4,432 business establishments represented Gainesville-Hall County employment in 2017. 99% of businesses are categorized as small, using the SBA's definition of fewer than 500 employees. 92.9% employ fewer than 50 people.
- According to a recent logistics study, Gainesville-Hall County has a growing cluster of 79 logistics firms that employ over 4,200 and provide freight brokerage, 3PL, cold-chain logistics and transportation services.
- 25 small business owners earned the Greater Hall Chamber's "Certified Small Business Partner" designation in 2017. It was the first year the certificate program was offered to small business owners that participated in at least six Small Business Seminars.

POPULATION & HOUSING

Gainesville-Hall County issued an all-time high number of building permits in 2017.

- Gainesville - Hall County's population grew by 1.6% per year from 2010-2016. The 2018 population of Gainesville-Hall County is estimated to grow to 203,764, and by 2030 growing to 245,000.
- In 2016, the U.S. Census Bureau identified Gainesville-Hall County MSA among the fastest growing metropolitan areas in the United States with a growth rate of 9.4% from 2010 to 2016, adding 16,953 people during the period.
- In 2017, Hall County governments issued more than 1,000 new single-family home permits. Gainesville processed 425 single-family home permits, the highest annual total in the city's history. Flowery Branch issued 229 and unincorporated Hall County processed another 536 single-family permits.
- The average single-family-home sale price in Gainesville-Hall County in 2017 was \$266,747, up 8% from 2016. The number of single-family home sales was up 3.4% in 2017 from a year earlier.
- The Enclave Townhouse is a newly redeveloped 4-acre block in Gainesville's Midtown consisting of 45 town-house-style rental units.
- Downtown Gainesville is getting \$41 million in new private investment in two new multi-use buildings. The developments will offer 45,000 sf of retail and restaurant space, 40 luxury condos and 150 upscale apartment units.
- Housing developments such as Sterling on the Lake (894 acres in Flowery Branch), Marina Bay on Lake Lanier (385 acres in North Hall County), Reunion (550 acres in Braselton) and Mundy Mill (400 acres in South Hall County) offer master-planned communities with amenities.

- *Where to Retire Magazine* named Gainesville-Hall County one of its top 8 lakeside retirement communities in the country for 2018.
- Del Webb at Chateau Elan has begun construction on its new 385-acre active-adult community on Thompson Mill Road. Phase 1 consists of 200 lots and it will have 860 lots when fully completed.
- High-quality retirement developments are thriving in Hall County. Ashton Senior Living Personal Home Care is a 65 unit development in Gainesville. BeeHive Homes is a 19-suite personal care home. The Lanier Lodge overlooking beautiful Lake Lanier at Thompson Bridge Road has 90 units, including 20 assisted living units.
- Cresswind at Lake Lanier, a 410-acre retirement development on the shores of Lake Lanier, claimed the title “50+ Housing Community of the Year” from the Greater Atlanta Home Builders Association. The development will have nearly 900 homes once completed. The Village at Deaton Creek for active adults in South Hall County was ranked one of the fastest growing residential developments in Georgia and is completely built out with some 1,500 homes. Other growing retirement developments include The Holbrook, Lanier Village Estates and Myrtle Terraces.
- Walton Communities is nearing completion on a 250-unit complex near Downtown Gainesville. The development will consist of public housing, affordable housing and market-rate housing.

RETAIL

Gainesville-Hall County has a primary trade area that serves over 650,000 people in Northeast Georgia and is the region’s only major retail center.

- Dawsonville Highway 53 continues to be a successful retail corridor, with over 1.7 million square feet of retail space.
- New Holland, located at Exit 24, is developing retail that includes the largest Kroger stores in the Southeast, Chick-Fil-A, Taco Bell, Senor Fiesta, AutoZone, Verizon, Wilson Orthodontics, Hulsey Dentistry, Wells Fargo, Huddle House, Cricket Wireless and McDonald’s.
- Census data indicates Gainesville-Hall County has a primary trade area that serves over 650,000 Northeast Georgia residents and is the region’s only major retail center, offering Lakeshore Mall, Super Target, Sam’s Club, Best Buy, Belk, Michaels, Jo-Ann Fabrics, PetSmart, Office Max, Kohl’s, Dick’s, and a full spectrum of popular automobile brand dealers.
- The Thurmon Tanner Parkway extension is generating retail interest at I-985 Exits 12,16,17 and the new exit 14 in Oakwood to the highly successful 500,000-square-foot Stonebridge Village Center on Spout Springs Road in Flowery Branch.
- Downtown Gainesville retail space is full and vibrant. Three new developments underway will add 55,000 sq. ft. of new restaurant and retail space to the urban center.



Parkside on the Square will enclose the fourth side of Gainesville’s Downtown Square and will include 15,000 sf of retail space and 33 luxury condos.

HEALTHCARE

Northeast Georgia Health System provides nationally recognized care through Northeast Georgia Medical Center, with hospitals in Gainesville and Braselton.

- A recent study by the Greater Hall Chamber of Commerce indicated Hall County is served by 338 Health Care Service Providers that employ nearly 12,600, or 15.4% of the Hall County workforce, producing approximately \$575 million in annual wages. Almost 80% of those jobs are located in the region’s healthcare epicenter in Gainesville.

- The 2017 Hospital Quality Ratings study by CareChex, a national healthcare ratings organization, rates Northeast Georgia Medical Center (NGMC) as:
 - Georgia's #1 Heart Hospital (2006 – 2017)
 - Georgia's #1 Pulmonary Care Hospital
 - Georgia's #1 Hospital for Women's Health
- NGMC has now surpassed the \$1.5 billion mark in local and state economic impact.
- Over 119 new physicians joined the staff at NGMC in 2017. During that time, Northeast Georgia Health System (NGHS) also hired more than 1,500 new employees. The Health System currently employs more than 8,000 people throughout the region. The Atlanta Journal Constitution honored NGHS as one of Metro Atlanta's Top Workplaces (2011-2017).



Northeast Georgia Medical Center Braselton delivered more than 900 babies since adding new labor and delivery services in September 2016.

- In 2017, NGHS acquired Barrow Regional Medical Center in Winder, Ga as its third hospital campus. NGMC Braselton's Joint Care Center also opened in 2017, offering total hip and knee replacements.
- Good News Clinics recently expanded facilities and provides health and dental care to over 4,000 uninsured patients in Hall County annually. Medical services provided in 2015 were valued at \$20 million.
- Three physician groups based in Hall County – The Longstreet Clinic, Northeast Georgia Physicians Group and Northeast Georgia Diagnostic Clinic – continue to add new physicians and services and are each listed in Atlanta's "Top 25 Physician Group Practices" by the *Atlanta Business Chronicle*.
- The Longstreet Clinic (TLC) cared for nearly 200,000 patients from across Northeast Georgia in 2016. Currently, TLC is comprised of 198 Physicians and Advanced Practice Providers, and employs 760 individuals. TLC occupies 150,000 square feet of medical office across the region and has an annual budget of over \$100 million.
- The Longstreet Clinic has expanded into the newly opened High Point in Braselton, in collaboration with Northeast Georgia Diagnostic Clinic.
- A new Guilford Immediate Care medical building opened in Oakwood. The project includes a 10,300 sq. ft. building with a garden area.

NGMC has received accreditation for their new graduate medical education (GME) program to offer residencies to physicians after medical school. The first medical residents arrive in 2019, and NGMC anticipates as many as 170 residents by 2023. The GME program will have an estimated \$66 million economic impact for Hall County.

REDEVELOPMENT

Gainesville's Downtown is a central business district for 40,000 city residents and an estimated 150,000 commuters who work and shop in town.

- Downtown Gainesville has a new Comprehensive Development Plan. Gainesville already has in place what new cities are paying hundreds of millions of dollars to create: a four-sided square, historic charm and locally owned restaurants and shops.

- Downtown Gainesville is getting \$53 million in new private investment in the form of three new multi-use buildings. Parkside on the Square will redevelop the fourth side of Gainesville's Downtown Square and will include 15,000 sf of retail space and 33 luxury condos. Nearby, a new apartment building will bring 30,000 sf of retail and 150 apartments. A third development will include 10,000 sf of retail and 50,000 sf of office space, including 23,000 sf that will become Carroll Daniel Construction's new headquarters. Construction will commence in 2018.
- Street-scaping improvements and a second phase of the Midtown Greenway will connect Downtown Gainesville and Lake Lanier to the University of North Georgia Gainesville Campus and Elachee Nature Science Center via the Highlands to Islands Trail and the Rock Creek Greenways.
- Gainesville has redeveloped Historic Roosevelt Square as an event space at the crossroads of the trail network and pedestrian bridge in Downtown Gainesville, connecting Gainesville's Downtown with Midtown.
- The cities of Flowery Branch and Oakwood are redeveloping their downtown areas. Flowery Branch recently opened the Lights Ferry connection and completed their new City Hall. The City of Lula completed a downtown beautification effort punctuated by the completed Veterans Park, a network of sidewalks and renovation of Lula's historic structures.
- Brenau University's Graduate School program is housed in The Brenau Downtown Center in Gainesville and continues to grow and anticipates up to 700 masters and doctoral students.
- Left Nut Brewing Company, a new microbrewery, opened for tours and tastings in Gainesville's Chicopee Mill in 2016. Two growler shop locations have opened in Gainesville.



Gainesville's Downtown Square has Main Street USA designation and offers unique dining and shopping experiences.



Carroll Daniel Construction is building a 50,000 sq. ft. headquarters in downtown Gainesville. The \$12MM, multistory headquarters will include an additional 10,000sf of retail space.

INFRASTRUCTURE

Lake Lanier provides drinking water for 65% of Georgians.

- Sewer for Highway 365 North is under development with funding support from the infrastructure Special Purpose Local Option Sales Tax (SPLOST).
- The Savannah Harbor Expansion Project to deepen the commerce route to 47 feet will be completed by 2019. The effect will be lower shipping costs and transport times for many Hall County industries that utilize Georgia's ports.
- Gainesville's Lee Gilmer Airport now accommodates aircraft up to 100,000 pounds, with two runways at 4,000 and 5,500 feet, an Instrument Landing System (ILS), and 93 hangars. Plans are underway to update the main terminal building and runway.

- Lake Lanier Olympic Park on Clarkes Bridge Road has been awarded new events like the 2017 USA Canoe Kayak Trials and the 2018 ICF Dragon Boat World Championships, which is expected to bring in 2,000 athletes and 15,000 spectators. Recent investments in the property include a pedestrian tunnel and tower renovation.
- Work has begun on a new \$34 million exit off I-985. The new Exit 14 interchange will be located between Flowery Branch and Oakwood in South Hall County.



Lake Lanier is a 38,000-acre reservoir with 692 miles of shoreline and serves 7.5 million visitors annually.

EDUCATION

Lanier Technical College is expanding and relocating its main campus to a 95-acre site just north of Gainesville on Georgia Hwy 365.

- Three Gainesville-Hall County higher education institutions – Brenau University, University of North Georgia (UNG) and Lanier Technical College – are at record high enrollment with over 18,000 students.
- Lanier Technical College enrolls 3,600 students and offers 155 programs of study, including 31 associate degree programs, 38 diploma programs, and 86 technical certificate programs. Graduates enjoy a 100% job placement rate.
- Lanier Technical College (LTC) continues to focus on workforce development. A new German-style apprenticeship program, in partnership with IMS Gear, combines class time and work experience in the field of Mechatronics. The program is consistently growing and producing trained employees.
- Lanier Technical College is expanding and relocating its main campus to a 95-acre on Georgia Hwy 365. The new \$135 million state-of-the-art campus is scheduled to open in fall 2018 with classes starting in January 2019. The new campus will have 335,000 sq. ft. of teaching space and will be able to accommodate 5,000 students.
- Brenau University houses its Center for Graduate School programs in Downtown Gainesville and anticipates up to 700 master's and doctoral students. Already, the new Center has 250 graduate students enrolled in the occupational therapy program and 120 enrolled in the three-year physical therapy program.
- The University of North Georgia (UNG) has more than 18,000 students from all fifty states, representing 98 countries worldwide. UNG offers more than 100 programs of study and confers about 3,000 degrees annually. UNG's economic impact on northeast Georgia was more than \$625 million during FY2016.
- UNG's Gainesville Campus has more than 8,000 students and offers 22 bachelor's degree programs, associate degrees with nearly 50 programs of study, three graduate degree programs, and 5 certificate programs.
- UNG's Mike Cottrell College of Business expanded its program to Gainesville and has added Technology Leadership as a graduate-level certificate program. The Cottrell MBA program is in its third year of evening classes on the Gainesville Campus.



Governor Nathan Deal signed the 2017 state budget at the site of Lanier Technical College's new campus in Hall County, scheduled to open in fall 2018.

- More than 34,500 students are enrolled in the Hall County and Gainesville City School Systems. The rigorous and globally recognized International Baccalaureate (IB) Program is available at three schools, including West Hall, Johnson and North Hall High Schools.



Brenau University – Gainesville Campus

- Gainesville City School System is recognized for being one of the first charter districts in the State of Georgia. Each school provides core knowledge instruction while offering focused enrichment through an emphasis on science, technology, engineering, arts, math, language, global studies and leadership. Gainesville City's elementary schools offer open enrollment through parent choice. Gainesville High School, which just celebrated its 125th anniversary, has received recognition as an Advanced Placement STEM, STEM Achievement and Humanities school. Mundy Mill Academy opened in 2017 and the new Enota Multiple Intelligences Academy will open in 2018.
- The Hall County School System offers 30 programs of choice and 40+ career pathways providing students with unique learning experiences that are relevant to their interests, talents and future. There are 11 magnet schools and schools of choice, The World Language Academy provides K-8 immersion language curriculum in Spanish, English and Mandarin Chinese. The Da Vinci Academy provides in-depth learning in the arts, sciences and technology in South Hall, and a new Science, Technology, Engineering and Math (STEM) program at Flowery Branch High School. In 2016, a new dual-enrollment high school called Early College at Jones was launched in partnership with the University of North Georgia, Brenau University and Lanier Technical College to help students get a head start on higher education. Hall County will open the new Cherokee Bluff Middle School and High School in 2018-19.
- There are nine private schools in Gainesville-Hall County, including Lakeview Academy, Riverside Military Academy (RMA) and Lanier Christian Academy. RMA averages over 530 cadets from 30 states and 25 nations. The annual economic impact that cadets/families bring to Gainesville- Hall County each year is \$35 million. Lakeview Academy is building a two-story addition with 14-16 classrooms, two science labs, a computer/robotics lab, and several learning support rooms, to be completed in time for the 2017-2018 school year.
- Over 700 high school students participate in work-based learning (WBL). Business and industry leaders in Hall County are working with educators from K-12 and colleges to develop apprenticeships, WBL and dual enrollment as components of a major workforce development initiative
- Elachee Nature Science Center operates Elachee Nature Academy, a nature-based and fully accredited Preschool through 1st grade program and is the first of its kind in Georgia and the Southeast, where children spend over 50% of their time learning outdoors.



University of North Georgia – Gainesville Campus

TOURISM

Lake Lanier Olympic Park will host the 2018 ICF Dragon Boat World Championships September 12-16, 2018.

- The economic impact of Hall County's tourism industry reached a record high of \$314 million, according a report released in 2017 by the Georgia Department of Economic Development and U. S. Travel Association.
- Lake Lanier Olympic Park will host The 2018 ICF Dragon Boats World Championship in Hall County. At least 2,000 competitors and over 10,000 more spectators are expected to attend the event.

- Atlanta Botanical Gardens Gainesville, a 168-acre preserve and amphitheater hosts events and performers including Vince Gil, The Four Tops, Indigo Girls and Loretta Lynn.
- Restoration of Healan's – Head's Mill in East Hall County is nearing completion of the first phase. The 170-year-old mill has been stabilized, and the next phase of restoration has begun to restore the mill's wheel and operation and to build the needed support infrastructure for this historic tourist attraction. Hall County has recently acquired 100 acres adjacent to the mill as part of a long term tourism an heritage site
- The 1,500-acre Don Carter State Park has started phase two of construction and will offer over 12 miles of new horse trails and hiking trails.
- Lanier Islands, a world-class 1,500-acre resort completed a \$2 million renovation of the Legacy Lodge Hotel and Conference Center. Lanier Islands recently teamed up with Safe Harbor Development, passing over operations. It is located only 35 minutes from Atlanta and employs over 400 people.
- The Atlanta Falcons, 2017 NFC Champions, has its 50-acre headquarters and world-class training facility in Flowery Branch.
- Road Atlanta, a 2.54-mile International Grand Prix course, attracts 320,000 visitors annually. Road Atlanta will host the 21st Petit Le Mans October 10-13 2018, drawing some 150,000 visitors.
- Chicopee Woods Park is a 1,500-acre nature preserve with 13 miles of hiking trails, a plant and animal sanctuary, an interactive museum, and more than 21 miles of mountain bike trails.
- Interactive Neighborhood for Kids (INK) hosted over 70,000 guests in 2017 in the 24,000-square-foot Gainesville location.
- The Venue at Friendship Springs is a new 40,000-square-foot multi-purpose event center that offers a 550-seat auditorium performance theatre and conference space in South Hall County.
- Antebellum in downtown Flowery Branch has been named as one of the top 100 restaurants in the U.S. by Opentable.com.



Healan's-Head Mill in East Hall County

VISION 2030

VISION 2030 works to position Gainesville-Hall County as the most enviable community in Georgia by the year 2030.

- Vision 2030 is a coordinated group of volunteers leading long-term initiatives, defined by the citizens. Acting as change agents, the group champions these initiatives and propels them forward through collaborative partnerships with government, education, business, and non-profits. Learn more: www.Vision2030.org.
- The Public Art Committee has cataloged art in our community (with 78 new pieces since 2013) and will provide an ongoing view through www.2030Art.org. They have also collaborated with private donors and public entities to provide free range art, sculpture and interactive art. An upcoming "fund and friend" raiser, Get Happy, Buy Art, in May 2018 will provide a celebration of art in Downtown Gainesville with an opportunity to purchase art for \$100 and under.



The VISION 2030 Art Committee unveiled the first piece of the Free Range Art Project in Downtown Gainesville.

- VISION 2030 has 11 working committees that concentrate on talent development, amenities, inclusiveness, healthcare, infrastructure, and collaboration. These committees include an education collaborative initiative to help local middle school students become aware of career opportunities in Gainesville and Hall County, a “Harbor Town” mixed use development on Lake Lanier, additional development of green space in Hall County, a model for relationship building with our diverse populations and a healthcare initiative to battle adult and pediatric obesity and promote living healthier and longer.

HALLMARK 2015-2020

The HALLmark Initiative seeks to secure high quality jobs, a stable and growing tax base, the protection of existing investments, and an unparalleled quality of life for Greater Hall County.

- The Greater Hall Chamber secured major investments in its aggressive, five-year economic development plan for Gainesville-Hall County...HALLmark 2015-2020. Area businesses are investing \$2.65 million in the program to ensure the economic viability of our region.
- The benefits of HALLmark include high quality jobs, a stable and growing tax base, a business-friendly environment, and an unparalleled quality of life. HALLmark’s five-year program goals seek to create 1,700 new jobs with \$250 million in capital investment, \$60 million in new annual payroll, and to maintain the Gainesville MSA’s unemployment rate below that of the state and nation.
- The Greater Hall Chamber of Commerce Workforce Development Task Force served as a voice to employers to hire high school students and increase skills for a sustainable workforce. In 2017, participating employers increased to 12 manufacturers employing 31 high school students.
- The Chamber’s Economic Development, VISION 2030, Education and Leadership programs are funded through the HALLmark Initiative.



Economic Development Council of the Greater Hall Chamber of Commerce

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