

A blue Kia SUV is driving on a road through a forest. The car is in motion, and the background is blurred. The text "BRIEFING BOOK" is overlaid in the top left corner.

# BRIEFING BOOK

Board of Directors Meeting | August 14, 2024  
FY24 Q4



# BRIEFING BOOK

GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT  
FOURTH QUARTER HIGHLIGHTS, FISCAL YEAR 2024

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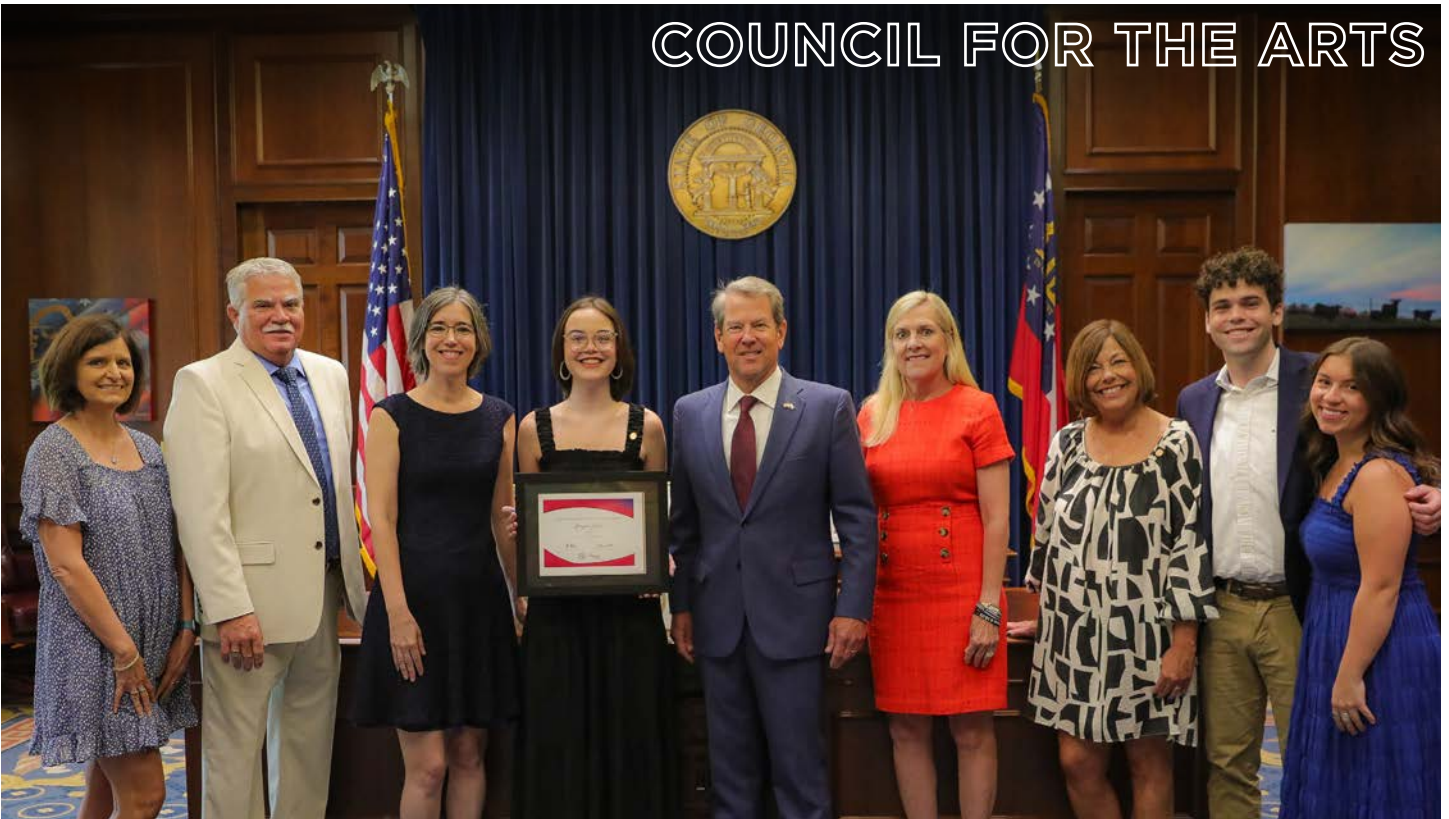
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On the cover: The EV9, the first electric car to be produced in Georgia, joined the Telluride, Sorento, Sportage, and K5 as part of Kia Georgia’s line-up after the facility’s \$200 million, 200 job expansion to facilitate the new model.



# COUNCIL FOR THE ARTS



Thomas County Central High School senior Grayson Jones, fourth from left, received the Georgia Poet Laureate's Prize for her original poem and joined her fellow finalists in a celebration at the State Capitol.

## QUARTERLY HIGHLIGHTS

### 1. Preparing tomorrow's workforce

Georgia Council for the Arts (GCA) partnered with the High Museum and the Georgia Department of Education to host a professional development workshop for more than 75 school administrators; teaching artists; science, technology, engineering, the arts, and mathematics (STEAM) teachers; and other educators in May. Participants learned about the current standards for STEAM certification and explored strategies to help students build the skills required for college and careers of the future, including creative and innovative thinking.

### 2. Community outreach

To help more communities harness the benefits of the arts, GCA participated in a series of workshops sponsored by the Fox Theatre to inform nonprofit arts organizations about grants available to them. The Fox provides grants to historic theaters to improve their facilities, and GCA offers similar grants for capital projects. Additionally, GDEC's leaders with GCA and statewide tourism spoke about building communities through arts and tourism at the Georgia Municipal Association's annual conference.

### 3. Submissions jump for statewide poetry competition

In partnership with GCA, Georgia Poet Laureate Chelsea Rathburn announced the winner and finalists of the [Poet Laureate's Prize](#), an annual poetry writing competition that provides arts learning opportunities and contributes to building a strong creative workforce for the state. Over 300 high school students submitted original poems for the 2023-2024 school year, an increase of more than 100 submissions from the previous year and nearly doubling the number of participating schools across the state.



Center of Innovation and Global Commerce team members joined Gwinnett County economic development partners on a tour of Epi Breads, a bakery headquartered in Atlanta.

## QUARTERLY HIGHLIGHTS

### 1. Georgia Supply Chain Exchange database launch

A result of a longtime collaboration with the Georgia Manufacturing Extension Partnership (GaMEP) at Georgia Tech, the Center celebrated the launch of the [Georgia Supply Chain Exchange Database](#), a platform that connects Georgia manufacturers through a special online marketplace. The database enables the Center's aerospace, manufacturing, and logistics teams, to better assist Georgia companies and enhance supply chain connectivity throughout the state.

### 2. University of Georgia and University of Liverpool celebrate partnership

A delegation from the University of Liverpool recently visited the University of Georgia to mark a special milestone: [10 years of successful research partnerships](#). The Center will continue to play a crucial role in helping to foster new connections between the universities and in exploring exciting avenues for collaboration with other key Georgia resources.

### 3. Circularity conference

The Center of Innovation team returned to the Circularity conference in Chicago in May. A gathering of over 2,000 sustainability leaders across various industries and value chains, the conference has been instrumental for the Center of Innovation team in cultivating relationships that result in growth of Georgia's green economy. Last year, the Center met SOLARCYCLE at Circularity, and this connection led to a significant \$344 million-dollar investment in a [new solar glass manufacturing facility](#) in rural Georgia.





Amazon Prime's romantic comedy "The Idea of You" filmed in Atlanta and Savannah, delivering jobs and economic impact.

## QUARTERLY HIGHLIGHTS

### 1. Peabody Awards build film legacy

Film Office team members attended the celebration of the 84th Peabody Awards, which were founded in 1940 at the University of Georgia and are one of the ways Georgia has consistently been at the forefront of the media ecosystem. The connection to the esteemed Grady College of Journalism and Mass Communication in Athens further emphasizes Georgia's longstanding influence in shaping the film landscape.

### 2. 'The Idea of You' breaks streaming records

While filming in the state, "The Idea of You" production spent more than \$30 million on payroll for 480 Georgia crew and 54 cast members, \$291,000 on lodging, and \$643,000 on catering, as well as nearly \$177,000 on off-duty police officers. The movie broke records in May as Amazon MGM's No. 1 romantic comedy debut of all time, racking up nearly 50 million worldwide viewers in its first two weeks on Prime Video.

### 3. Georgia Film Academy creates rural workforce solutions

The Georgia Film Academy, a unit of the University System of Georgia connected to more than 30 Georgia schools and colleges, remains a crucial partner in addressing the industry's workforce needs in the state through innovative educational programs. Through partnerships with industry stakeholders, the Film Academy is increasing its footprint in rural and coastal Georgia including bringing its Introduction to Television Production course to Savannah State University.

# GLOBAL COMMERCE



The annual [Small Business ROCK STARS](#) program recognizes small businesses across the state, which make up an estimated 80% of GDECD clients!

## QUARTERLY HIGHLIGHTS

### 1. International relationships create statewide opportunities

International projects such as [GF Casting Solutions](#)' new location planned for Richmond County are creating jobs for Georgians across the state. GDECD strengthened [Georgia's relationships with Korea](#) and the Netherlands by supporting an economic development mission led by Governor Brian P. Kemp, coordinating bilateral meetings with leaders from the countries, and celebrating milestones with Kia Georgia in Troup County and NewCold in Henry County. Georgia's booths at BIO International and SelectUSA highlighted workforce, location, and business assets.

### 2. Diverse existing industries grow and thrive

From [StandardAero](#) to [Cargill](#), Global Commerce continues to support the growth and expansion of Georgia's diverse existing industries. [PrizePicks](#) in metro Atlanta and [First Quality](#) in Macon-Bibb County also created a variety of new opportunities for Georgians in manufacturing and technology. Georgia's workforce and talent pipeline, paired with collaborative industry initiatives from the Center of Innovation and others, create a business environment that supports integrated ecosystem and supply chains.

### 3. Local and statewide partnerships drive excellence

Partnerships facilitate GDECD's access to opportunities such as the Georgia Chamber's 62nd Annual Red Carpet Tour and other industry events. Georgia's collaborative government positions the state for industry accolades, including [Site Selection's 2024 Prosperity Cup](#) and Area Development's Gold [Shovel Award](#). Partnerships also create speed-to-market solutions, such as Glynn County's "GRAD Select" certified [Innovation Isles Aerospace Park](#), that make sites more desirable in a competitive market.



# INTERNATIONAL RELATIONS

## KOREA AND GEORGIA: PARTNERS IN PROSPERITY

KOREA TRADE AND INVESTMENT IN 2023\*

**TOP 3**  
TRADE PARTNER

**\$15.8B**  
IN TOTAL TRADE

**\$10.3B**  
IN INVESTMENT



Georgia has maintained continuous representation in Korea since 1985. In fiscal year 2023, Korean companies announced more than \$10 billion in investments and 12,605 jobs across the state.

## QUARTERLY HIGHLIGHTS

### 1. Governor Kemp strengthens economic ties with Korea

Governor Kemp led a State of Georgia delegation on an [economic development mission](#) to the Republic of Korea in June. The team coordinated with the Global Commerce division and the state's representatives in Korea to organize meetings and tours. Supported by Marketing and Communications, the reception featured remarks from the Governor and Commissioner Pat Wilson as well as a video showcasing Georgia's growing Korean community, a familiarization tool when it comes to encouraging new investment.

### 2. King and Queen of the Netherlands visit Georgia

Their Majesties King Willem-Alexander and Queen Maxima of the Netherlands visited Atlanta, McDonough, and Savannah. The International Relations team aided in coordinating with the Dutch facilities operating in Georgia, the Georgia Ports Authority, the Governor's Office, and the Consulate General of the Netherlands to ensure a successful trip. The visit highlighted Georgia's business assets, including the opening of NewCold's McDonough facility, a project worked by GDEcD alongside community and other public and private partners.

### 3. Georgia advances diplomatic ties in D.C.

As part of the 10th SelectUSA Investment Summit in National Harbor, Maryland, the International Relations team met and networked with the international embassies in Washington, D.C. The annual conference provides an opportunity to strengthen international diplomatic ties as well as connect with global companies.



Georgia destinations of all sizes were provided an opportunity to exhibit on a global stage and engage with key international business contacts at IPW.

## QUARTERLY HIGHLIGHTS

### 1. Georgia leads largest-ever statewide delegation at IPW

The Tourism team partnered with 12 public and private organizations from across the state to exhibit at the U.S. Travel Association's IPW 2024 in Los Angeles, the leading international inbound travel trade show. Business conducted at IPW resulted in meetings with over 300 tour operators and 100 journalists from around the globe. These appointments contribute to Georgia's growing international visitation, with 838,700 international travelers in 2022.

### 2. Research shows marketing drives travel across Georgia

New data confirms that Georgia visitors often explore multiple areas across the state during a single trip. For instance, in 2023, 14% of overnight visitors to the Atlanta Metro region also ventured into North Georgia, 13% explored Central Georgia, and 8% discovered South Georgia. These numbers reinforce the tourism team's efforts to promote the diverse appeal and abundant cross-regional travel opportunities within Georgia.

### 3. JAMES Magazine: Georgia tourism's upward trend

Georgia's tourism and hospitality industry was spotlighted in [JAMES Magazine's May/June issue](#), which included a four-plus page feature on the industry's wide-ranging impact and state's growth as a top destination for leisure, business, and sports. The issue reached 10,000 government officials and business leaders with a reminder that, "Georgia's entire tourism and hospitality industry is burgeoning," and that, "when there is investment and support for tourism, everybody wins."





International Representatives visited Bridgestone Golf in Covington to see a Georgia Made® facility in action.

## QUARTERLY HIGHLIGHTS

### 1. International Representatives make annual visit

Representatives from each of Georgia's 12 strategic markets around the globe visited in May to strengthen their relationships and knowledge of the state's assets. The annual week-long event is designed to enrich each office's awareness of local communities, and one-on-one meetings are held between small businesses interested in exporting and the representatives who are experts in their markets.

### 2. Defense and security small businesses connect in Paris

Four Georgia small businesses made valuable connections with international companies at Eurosatory in Paris. The global event for the defense and security industry welcomed visitors from over 150 countries, including those in the government, private, and public sectors. Aerospace and defense are key manufacturing subsectors and among Georgia's top export products by dollar value, totaling more than [\\$11 billion last year](#).

### 3. Georgia agribusiness relationships grow at Fancy Foods in New York

The Trade team attended the Fancy Foods trade show in New York and met with 14 Georgia businesses in attendance. In addition to being Georgia's No. 1 industry, agriculture is also one of the state's leading exports, exceeding \$5.8 billion in 2023, to top customers China, Canada, Mexico, Pakistan, and Turkey. [By connecting with Georgia businesses](#), GDECD's Trade professionals aid companies interested in exporting and growing their business outside of the U.S.



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