



BRIEFING BOOK

Board of Directors Meeting
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FY26 Q3



BRIEFING BOOK

GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT
THIRD QUARTER HIGHLIGHTS, FISCAL YEAR 2026

TABLE OF CONTENTS

Center of Innovation	3
Council for the Arts	4
Film	5
Global Commerce	6
Tourism.....	7
Trade	8



On the cover: Macon combines historic downtown architecture with scenic natural surroundings along the Ocmulgee River. Visitors can explore cultural attractions such as the Tubman Museum and Hay House, enjoy outdoor recreation along the Ocmulgee Heritage Trail, and celebrate the city’s rich musical heritage through its festivals and historic sites. This aerial view highlights Macon’s unique blend of history, culture, and natural beauty in the heart of Middle Georgia.

CENTER OF INNOVATION



The dairy industry is growing in Georgia, and the Center of Innovation is helping farms adopt AgTech innovations that increase efficiency. Hillcrest Dairy cows wear activity collars that provide real-time health monitoring and location data.

HIGHLIGHTS

1. AgTech improves dairy cow comfort, sustainability

The AgTech team toured Hillcrest Dairy, a fully automated dairy farm in McDuffie County that uses robotic milking systems, to learn more about how the technology is helping improve labor efficiency, increase productivity, and improve sustainability. The AgTech team helps farmers and growers across the state investigate and access new technologies to grow their business.

2. Strengthening Georgia's supply chain relationships

The Logistics team sponsored the Greater Hall Chamber of Commerce Logistics Forum, featuring an update on the Blue Ridge Connector and other infrastructure improvements sparking growth in the region. Team members also shared their expertise on supply chain optimization through various speaking engagements across the state, including a panel at Clayton State University, and participation at the Southeastern Minerals Traffic Association Annual Conference and the Association for Supply Chain Management Atlanta Chapter meeting.

3. Driving manufacturing growth statewide

The Manufacturing team met with companies across the state, with select visits also including members of the Logistics team and Global Commerce's Existing Industry and Regional Recruitment team. These visits focused on exploring regional operations while identifying opportunities to connect industry leaders with the next generation of advanced manufacturing talent across Georgia. Company visits included Heckler & Koch USA in Columbus, TOTO USA in Morrow, and Shaw Industries Plant 15 in Cartersville.



The latest installation of the “Art of Georgia,” a collaboration between the Office of the Governor and Georgia Council for the Arts, features work from artists around the state.

HIGHLIGHTS

1. Georgia artwork displayed at Capitol, Governor’s Mansion

The state’s diverse natural landscapes are reflected on canvas and in photographs on the walls of the State Capitol and Governor’s Mansion as part of this year’s [“Art of Georgia” display](#). Encompassing works by 40 visual artists from 23 counties, the landscapes put community pride on display and underscore the lasting value of the arts to the economy and Georgia’s quality of life.

2. Poetry competition fosters student leadership, creativity

Georgia Council for the Arts (GCA) and the Alliance Theatre partner each year to produce [Poetry Out Loud](#), a national recitation competition presented by the National Endowment for the Arts. This year, 1,606 students in 19 counties participated. Following regional competitions, 13 students from 10 counties advanced to the state competition on March 6. Rory Berg, a high school student at Roswell High School, placed first and will compete in the national semifinals in Washington, D.C., in May.

3. Connecting arts and economic development

GCA team members participated in several conferences and panels highlighting the role of the arts in community and economic development. They spoke with community leaders, students, arts organizations, and other stakeholders about how arts initiatives and grant programs support vibrant communities. These engagements help connect the art sector with broader economic development efforts and ensure communities understand how cultural investment can drive growth and opportunity.



Hosted by the Film Office and the Georgia Screen Entertainment Coalition, Camera Ready® Day at the State Capitol brought together community representatives and industry partners and showcased Georgia's proactive support for the film industry.

HIGHLIGHTS

1. Georgia is Camera Ready®

For 15 years, the first-of-its-kind Camera Ready® Communities program has designated and trained liaisons statewide who serve as a one-stop connection for productions seeking location guidance and local support services. The Film, Legal, and Marketing and Communications teams collaborated on rebranding and developed a new logo and licensing agreement for participating counties and cities to strengthen the program and equip liaisons with everything they need to continue attracting productions.

2. Episodic projects remain strong

Georgia-lensed "His & Hers" premiered on Netflix in January to wide acclaim, reaching No. 1 in more than 80 countries and drawing 29 million viewers in its first full week. The series filmed in Atlanta and Lumpkin County, including at the iconic Dahlen square, and captured the charm of north Georgia. Georgia continues to attract episodic productions, with 17 of the 26 projects in the third quarter identified as either scripted television series or reality TV shows.

3. Reaching audiences at Metro Atlanta Film Summit

The Film Office sponsored and participated in the Cherokee Office of Economic Development's annual Metro Atlanta Film Summit, where they presented an update on the state of the industry and shared insights into the upswing in film and television activity across the state. The team also educated filmmakers about the film tax credit, and their engagement in the Summit helped facilitate vital connections between communities, industry decision-makers, and creators.



Pratt & Whitney celebrated a ribbon-cutting and a new expansion announcement, highlighting continued investment and growth in Georgia's aerospace industry.

HIGHLIGHTS

1. Rural Site Development Initiative lands project

Preciball USA announced a [new facility on a GRAD-certified site](#) in Screven County, bringing 65 new jobs to the community. Improvements made to the site using a Rural Site Development Initiative site improvement grant were key in attracting the investment. The program, now in its second year, has awarded [more than \\$21 million](#) to help communities prepare strategic sites for industry.

2. Pratt & Whitney continues to soar

Pratt & Whitney, an RTX business, is investing \$200 million to [expand its operations in Columbus](#), immediately on the heels of completing a previous expansion that added nearly 400 new jobs and 81,000 square feet to Pratt & Whitney's Columbus Engine Center. The company is a long-time partner of Georgia Quick Start and continues to tap into its workforce training expertise.

3. Strengthening relationships with international employers

Governor Brian P. Kemp met with companies in Belgium and the United Kingdom during an [economic development mission](#) in January, engaging existing industries across multiple sectors. The state has maintained an office in Europe since 1973 and opened a United Kingdom office in 2002. These longstanding relationships continue to support business growth, with existing industries accounting for the majority of new projects in the state each year.



Conducting business at events like RCMA Emerge contributes to the growth of Georgia’s meetings and conventions segment of travel, which generated \$4.6 billion in visitor spending in 2024.

HIGHLIGHTS

1. Strengthening Georgia’s position in the faith-based meetings market

At the Religious Conference Management Association’s (RCMA) Emerge 2026 conference in Lexington, Kentucky, Georgia had the largest delegation in attendance of any other state. The state and 18 local destinations generated new business contacts, leads, and RFP opportunities. In partnership with RCMA and industry stakeholders, Georgia’s Faith-Based Meeting Planner’s Guide was produced, distributed on-site at Emerge, and circulated to RCMA’s 2,250 members through the Winter issue of Aspire Magazine.

2. ‘Best Trips’ inspire exploration statewide

As part of the 2026 Georgia Travel Guide, Explore Georgia curated [10 “Best Trips”](#) designed to inspire exploration across the state. Featuring six trips in the print guide, with a call-to-action that drives readers online to discover all 10, the itineraries highlight new experiences and fresh reasons to revisit familiar destinations. The trips are being promoted through social media, email, and collectible postcards at Georgia’s nine Visitor Information Centers.

3. Seasonal marketing campaign launches with expanded reach

Explore Georgia’s FY26 Spring-Summer marketing campaign is now live, driving leisure travel through an integrated, multi-platform strategy. New placements – including podcast audio, streaming TV pause ads, and live in-flight TV with Delta Air Lines – expand reach across high-impact touchpoints. The campaign also layers in FIFA World Cup 2026™-themed messaging to encourage visitors to extend their stay and explore more of the state, while fostering future repeat visits beyond the tournament.

GEORGIA'S GLOBAL TRADE SOARS HIGH IN 2025

\$60.2B
EXPORTS

9th
LARGEST
EXPORTER IN U.S.

\$210.7B
TOTAL TRADE



Georgia products are reaching new international markets and delivering results through trade that fuel statewide growth.

HIGHLIGHTS

1. Georgia becomes Top 10 exporting state

Georgia's Trade team continues to expand international market access for Georgia companies, with [exports totaling \\$60.2 billion](#), ranking Georgia as the ninth-largest exporter in the United States. Through direct exporter support and sustained global engagement, the Trade team is helping businesses increase international sales and strengthen their presence abroad. This performance reflects the tangible impact of trade services in helping Georgia companies compete and grow beyond the domestic market.

2. Showcasing Georgia companies to the globe

Eight Georgia companies participated in World Health Expo Dubai and the Singapore Airshow, with International Representatives and Trade team members providing on-the-ground expertise. These premier global events connected businesses in healthcare, life sciences, and aerospace with potential partners and industry leaders. By leveraging in-market knowledge and established international networks, the Trade team helps Georgia companies identify new opportunities and expand their reach in strategic global sectors.

3. Gateway to exports: Brazil and Paraguay trade mission

A Trade-led mission to São Paulo, Brazil, and Asunción, Paraguay, offered three Georgia companies pre-qualified B2B meetings, market briefings, and in-country assistance. Companies in agribusiness, technology, and life sciences established relationships with potential partners and explored new opportunities. The mission strengthened participating companies' ability to pursue growth in South American markets and enhanced Georgia's commercial engagement in the region.



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