

FY 2008

Fayette County Development Authority
Annual Report

Issued for the Fiscal Year of July 1, 2007 through June 30, 2008



Letter from the President/CEO



What a good year FY 2008 was! At the end of my second year here at FCDA, I'm happy to report that things keep getting better for economic development in Fayette County.

We close out the FY with an increase in project activity across the board over last fiscal year. Our leads are up 3.7%, our requests for proposals are up 4.3% , our initial visits by companies are up 15.4% and our repeat visits by companies are up 11%.

Overall this year, we helped a number of companies locate in Fayette County. We helped these companies by identifying available property, answering taxation questions, helping them become integrated into the local business community and helping them receive local and state grants & incentives where available. Some of our location successes include: Chinese manufacturer Sany America; aviation company Global Aero Logistics; military logistics company The Ginn Group; and German technology company Hoffmann + Krippner. Additionally, after many years of work, Clayton State University opened a campus in Fayette County.

Of the projects we assisted with and which located in Fayette County in FY 2008, we project the following impacts:

- There will be 750 jobs created from these projects, most of which will be filled as new positions. These position will see an annual average salary of approximately \$55,000 for a total annual payroll of \$41,250,000.
- There will be over \$175 million in direct investment through all phases of these projects. This includes purchasing of land, developing buildings and buying and installing equipment.
- Annually, these projects will create an estimated \$5,000,000 in property taxes. However, during the first 10 years of operation, these projects will save an annual estimated average of \$2,251,867 in property tax payments due to tax incentives they received. Still, these projects will create an estimated annual average of \$2,748,132 in property taxes during that same initial 10 year period. Depending on phasing, some of these initial 10 year savings and payments will be carried out over different 10 year periods. So, over 20 years, these facilities will create an estimated \$77,481,320 in property taxes.

Thanks to Chairman Randy Hayes and the FCDA Board of Directors for giving me the opportunity to serve Fayette County. Thanks also to our local, regional and state-wde partners, without whom, this year would not have been what it was. Here's hoping for a great FY 2009!

A handwritten signature in black ink that reads "Matthew W. Forshee".

Matthew W. Forshee • FCDA President & CEO



Randy Hayes
Fayette County
Chairman



Jerry Cobb
Airport Authority



Dr. Bryan Edwards
Fayette County



Hollis Harris
Fayette County



Dot Kite
Fayette County



Joe Morton
City of Fayetteville



Phil Smelley
Fayette County
Secretary/Treasurer



Todd Strickland
Dev. Auth. of Peachtree City



John Woody
Town of Tyrone

Meet the FCDA Staff



Matt Forshee
President/CEO

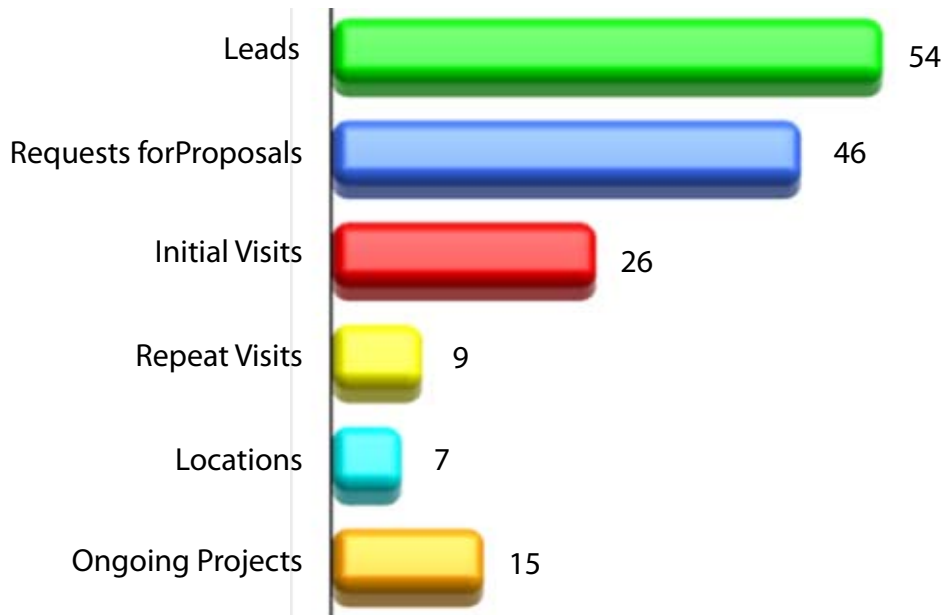


Amanda Fields
Office Manager



Board of Directors (Front, L-R): John Woody, Dot Kite, Randy Hayes (Chairman), Phil Smelley (Secretary/Treasurer). **(Back, L-R):** Matt Forshee (President/CEO), Jerry Cobb, Dr. Bryan Edwards, Joe Morton and Hollis Harris. Not Pictured: Todd Strickland and Amanda Fields.

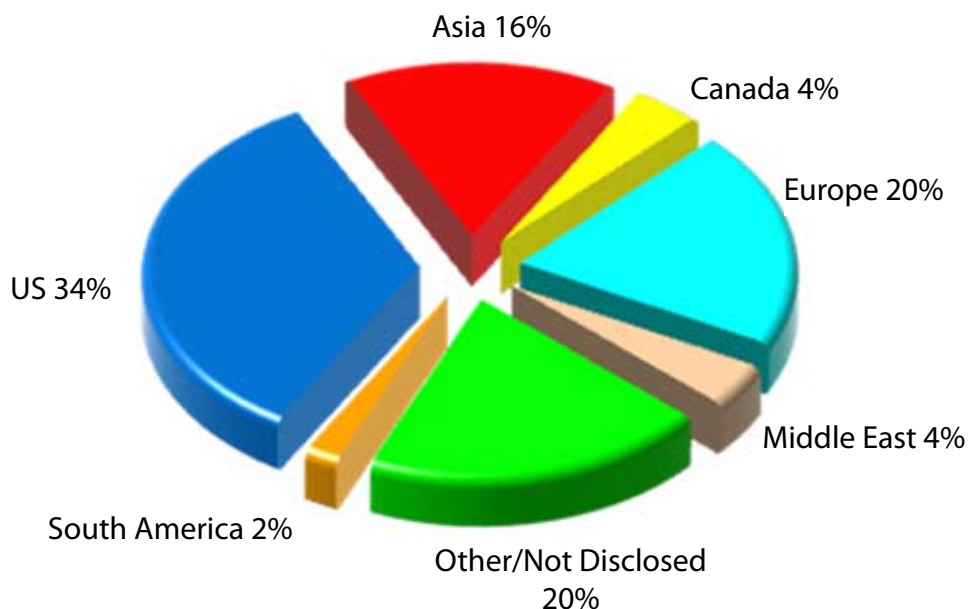
Projects in FY 2008



Unique Facts

FCDA counts a project as any verified office or industrial lead that requests some form of information, and where that lead has the potential to evolve into some form of investment.

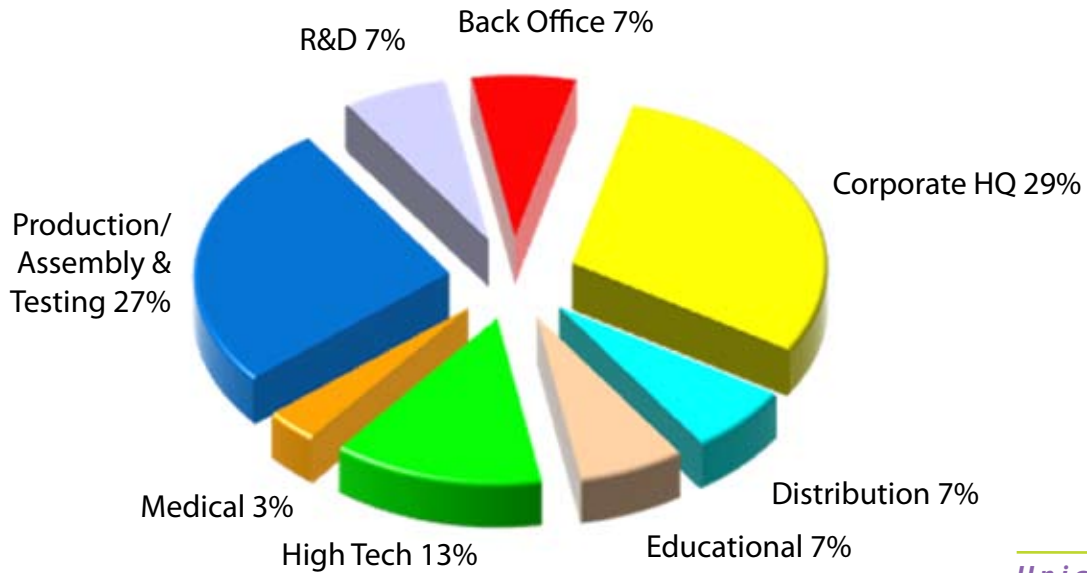
Project Company's Place of Origin



Unique Facts

Outside of the US, Germany and Japan were the countries with the largest amount of interest in Fayette County. Not surprising considering that they are the two countries with the largest presence currently in Fayette County.

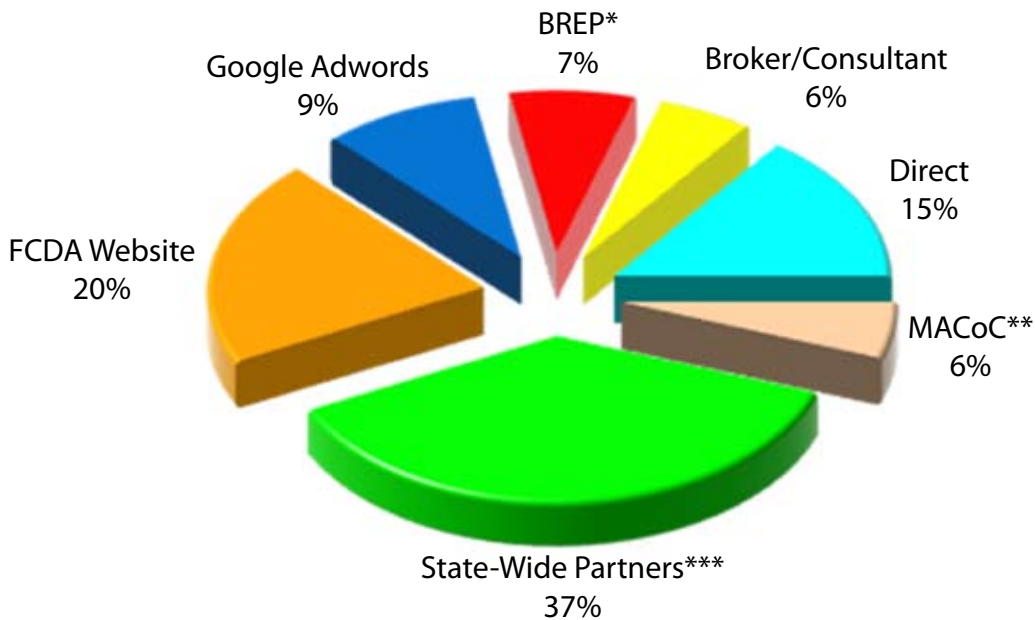
Project Industry/Sector Profile



Unique Facts

Corporate headquarters and Production/Assembly continue to be areas where activity in Fayette County is strong. But high-tech and medical could be the future.

Lead Origination



* BREP stands for "Business Retention & Expansion Program. These projects resulted from local companies looking for ways to stay in the community or expand in the community.

** MACoC is the Metro Atlanta Chamber of Commerce. Though they often work with the state-wide partners, they sometimes have independent projects that are just considering metro Atlanta.

*** State-wide partners include the Georgia Department of Economic Development (GDEcD), Georgia Power, Georgia EMC, MEAG and AGL, who often work together on projects.

Operating Budget

The FCDA is primarily funded as a line item by the Fayette County Board of Commissioners. We receive no direct funding from any other local government. This year, we requested and received \$300,382 from the county. Additionally, we carried \$8000 over from the previous fiscal year. This gave us an FY2008 budget amount of \$308,382. We also receive some income from fees we charge for the issuance of Industrial Revenue Bonds.

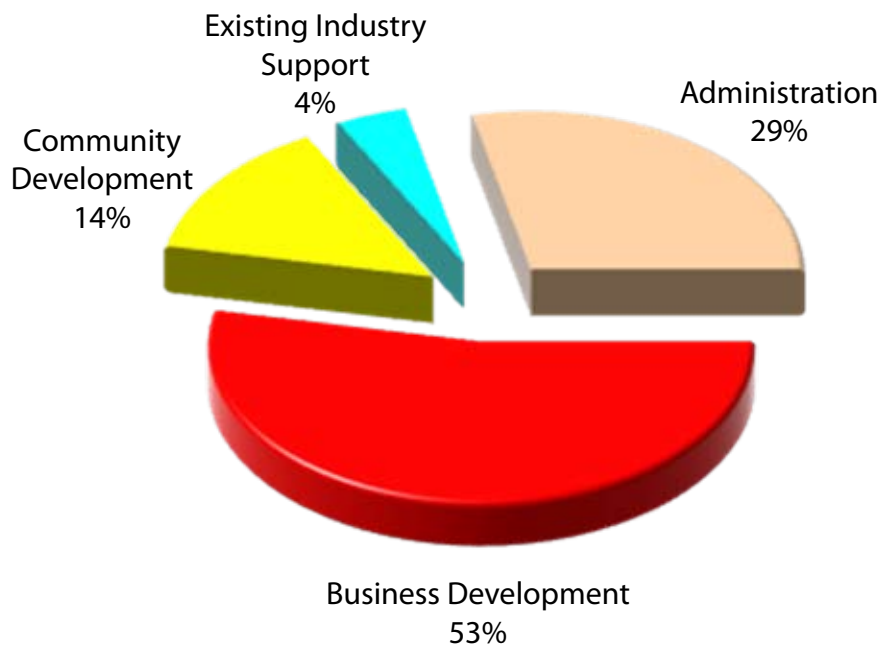
From there, we divide our budget into a Personnel Budget, with gross wages, insurance and retirement expenses, and an Operating Budget, with the expenses that deal with daily operations.

Below is a breakdown of how our operating budget is spread out among various functions.

Unique Facts

At our core, FCDA is a marketing organization. That was what we were founded to do - market Fayette County in an effort to grow and diversify the economic base of the community. It makes sense then that most of our operating budget falls into "Business Development" - a major marketing function.

Operating Budget Expenses by Focus Area



Hits

SANY AMERICA

Headquartered in Changsha, China, Sany America is an international manufacturer of heavy construction equipment. FCDA's relationship with this rapidly growing company began in the fall of 2006, when Sany began looking for a location for their first US operation - a state of the art assembly facility and a North American headquarters and R&D center. In September of 2007, Sany announced that they planned to build their project in Peachtree City. Over the next ten years, they will employ over 600 people in all manner of jobs, ranging from entry level to executive, and will invest over \$150 million in over 1.5 million square feet of space. Sany officials said they chose Fayette County and Peachtree City because of our unique quality of life, our access to a trained and educated workforce and our proximity to both Hartsfield-Jackson Atlanta International Airport and major highway and rail corridors. As of this publication, Sany has located a temporary US office in Peachtree City, with executive, engineering and sales staff and the company is preparing to break ground on their permanent facility within the next few weeks. They expect to have their first products rolling off the floor by Summer 2009.



Unique Facts

Sany currently holds the Guinness world record for the highest elevation reached by a single pump while pumping concrete - 406 meters (1332 feet). This was performed during the construction of the Hong Kong International Financial Center.

GLOBAL AERO LOGISTICS



GLOBAL AERO LOGISTICS INC.

In August of 2007, Global Aero Logistics (GAL), of Indianapolis, Indiana, completed the purchase of one of our local companies, World Air Holdings, the parent company of World Airways and North American Airlines. After consolidating shared components, GAL chose to relocate its headquarter operations to Peachtree City, bringing 25 new jobs to the air carrier management company. Their main interest in Fayette County was our quality of life, corporate environment and proximity to Hartsfield-Jackson Atlanta International airport.

Hits

CC JENSEN

CC JENSEN is an international, Danish based company that designs, manufactures and distributes filters for the industrial, marine, wind and off shore industries. This past year, the company chose to relocate its US headquarters from Seattle to Tyrone. Here, they base their US sales and distribution teams, working closely with manufacturer's representatives and distributors in the US, Canada and Mexico. Their main interest in Fayette County was our quality of life, corporate environment and proximity to Hartsfield-Jackson Atlanta International airport.



The Ginn Group

The Ginn Group is a veteran owned small business that contract services for government and military base operations, maintenance & logistics, administration, management & training, homeland security and information technology functions. This past year, they chose to relocate their corporate headquarters to Peachtree City, including 14 executive positions. Their main interest in Fayette County was our quality of life, corporate environment and proximity to Hartsfield-Jackson Atlanta International airport.

Hoffman + Krippner

Internationally headquartered in Buchen/ Odenwald, Germany, Hoffman + Krippner designs, develops and produces innovative input solutions for customers in diverse sectors, ranging from the electronic industry, medical technology, engineering and aviation through to military engineering. One of their recent products is a foil based, antibacterial keyboard for use on medical equipment. In Fayette County, H+K is opening its US headquarters and north American sales office. Their main interest in Fayette County was our quality of life, corporate environment and proximity to Hartsfield-Jackson Atlanta International airport.



Unique Facts

Hoffman and Krippner has developed and is manufacturing one of the first known anti-bacterial computer keyboards, which are sold to manufacturers of medical devices for use in areas that must be sanitized. Imagine having to sanitize your office keyboard!

Misses

Project Corvette

FCDA began working on Project Corvette in early 2007. This major international company was preparing to develop a premier advanced manufacturing and R&D project, split into four modules including civil aviation, defense aviation, marine and purchasing & logistics, all combining to create 1,500 jobs and \$450 million in capital investment. The preference of the company was to locate all modules in the same state, so all projects would be considered as components of one major project. FCDA was asked to present sites for a portion of the defense aviation module. Our portion would be for a 120,000 sf manufacturing facility with 216 employees in the areas of technical trades, manufacturing engineers and plant managers. We initially met with company representatives in March of 2007 and continued to answer questions and respond to inquiries through August of 2007, including responding to a 65 page RFI. Ultimately, Georgia, South Carolina and Virginia were selected as finalists for the project. Though Fayette County was given high marks by the company, in November of 2007 it was announced that Virginia's incentive package of nearly \$60 million landed them the project.

Unique Facts

Why would a project choose not to locate in Fayette? The most often noted reason for why we lose a project deals with availability of existing buildings. Many companies are not interested in a "build-to-suit" property. They'd rather take an existing building that closely meets their needs and move in quickly. A decision usually comes down to time and money.

Project Pangborn

In May of 2007, FCDA was contacted by the new President & CEO of a Maryland based company that designs and produces equipment to clean the surfaces of metal industrial equipment. The company was looking for an area that had a strong network of young design and mechanical engineers as well as being located near a major airport for their sales staff to have easy access to domestic and international markets. Fayette County was quickly noticed. In early June, we toured the company's CEO around Fayette County and showed him available properties. We helped him locate an industrial building which would meet his needs and he moved forward with negotiating with the property owner. Ultimately, the company was seeking a lease rate which was not feasible in Fayette County, and in the end, the company selected a site elsewhere in metro Atlanta where quality and price are cheaper.

Identity

Logo

In early 2007, we decided that our brand and image needed to be refreshed. Staff felt that the logo we were using was not the best face we could put forward as we tried to market Fayette County to prospective industries and corporate office projects.

Unique Facts

"What's the meaning of the symbol in your logo?" We are often asked this question. In the old logo, the points of the shape (star, windmill, hurricane ... you decide) stood for the five entities that made up the FCDA. The new logo is a little more abstract. Though the symbols don't officially mean anything, we asked the designer to give us something that represented Fayette County's international activity, but that didn't make us look like AT&T.

We contracted with Debbie Britt, of Britt Ideas, and over the course of a few months, developed our branding strategy and refined that into various concepts. We wanted a brand that reflected Fayette County - fresh, creative, exciting, focused and international. We wanted to incorporate colors and symbols that referenced these thoughts.

By late summer we had finalized the new logo and we moved on to redeveloping our website to incorporate the new colors and design elements. We unveiled the new logo and website at our annual holiday luncheon for our state-wide partners in December.



Our previous logo.



Our new logo in its original green and grey style and in white and black.

Identity

Web Site

As part of the refreshing of our branding, we also saw a need to update our website (<http://www.fayettega.org>). The site was difficult to update and, much like our old logo, didn't convey the feeling that Fayette County was the great place that we knew it was.

After interviewing a number of web design firms, we contracted with Plexus Web out of Athens, GA. Once we looked at their body of work, we knew that they would be able to design the site we wanted.

In addition to refreshing the look of the site, we also added a jobs board, a searchable properties database, a searchable business directory and an easy to use back-office management function along with detailed analytics software so that we could better understand the users of our site. We also incorporated a newsletter function to better be able to distribute marketing material and information about Fayette County.

Unique Facts

Plexus was also the designer of the website for the Georgia Centers of Innovation, which is at georgiainnovation.org, and the Georgia Economic Developers Association's website at geda.org.

Unique Facts

As part of our website redesign, we also developed a new newsletter layout. We have a subscriber list that has grown from 354 email addresses in December to 698 today. And since we launched, only 9 people have unsubscribed.



Top: Our previous website.



Right: Our new website with featured news, properties and jobs on the home page.

Events

Annual Holiday Luncheon

Every year, the FCDA hosts a holiday luncheon for our partners and friends in the economic development industry. We host this annual event as a way to say thank you to our partners that help us every year, including state-wide project managers. We recognize that we would not have the success we do without their help. This past year, we had over 100 guests attend our event.

Unique Facts

We hold the annual Holiday Luncheon at the Georgia Tech Hotel and Conference Center at the Technology Square development in midtown Atlanta. Why not in Fayette? As this is a way to say thanks to our partners, we thought it was better to go to them, and since most of their offices are located right across the street, what better way to say thanks than to bring the party to them?!

Every year, we also have as a featured speaker, someone who can speak on a matter important to both economic development and to Fayette County. This year, our featured speaker was Joel Cowan, one of the founders of Peachtree City, a developer of numerous commercial properties in Atlanta, including Phipps Plaza and a consultant with new economies. He spoke about his history with Peachtree City and about his current activities in banking and finance in southeast Asia.

We also used this event to introduce our new logo and website.



Matt Forshee unveils the new FCDA logo and website.

Advertising

Print

FCDA does not do much in the way of print advertising as we don't feel there is usually an adequate return on investment. Print ads are very costly and it is difficult to gauge how many people took the time to look at our ad and even whether it made an impression. Looking back on our projects this past year, not one project developed, to our knowledge, from someone looking at one of our ads and deciding to contact us.

However, where we were given an extremely favorable rate, or where it was a local placement, we purchased ads in a few cases. Below are the pieces we ran this year.



Unique Facts

When we created our new logo, we also created a new tag line "Move Forward". When it came time to redesign our print ads, we decided to use an image of a traffic light with three green lights. We figured, when there are no red lights, you have to "Move Forward".

Top Left: 2007 Great Georgia Air Show sponsor ad. Bottom Left: 2008 Citizen Newspaper Fact Finder. Right: 2008 Business Expansion Journal.

New Media Advertising

Google Adwords

After launching our new website, we recognized the importance of directing traffic to our site as a way to develop interest in Fayette County. After attending a conference on New Media marketing for economic development practitioners, we learned about Google Adwords and we decided to take a closer look at this program.

Whenever you perform a search on Google, there are a set of links that appear on the right side of the page. These are purchased ads that appear based on your search criteria. Additionally, Google places their ads on partner websites where the site owner has sold Google space.

Unlike print ads, an advertiser only pays for their ad when a viewer clicks the link presented in the ad. This makes this form of advertising economical. Additionally, Google provides you with a way to track your ads, ads which you can customize anytime you want to based on where you want the ad to show, what language you want it to show in and the maximum amount per ad you are willing to spend. The more you pay per ad, the more often it will appear along with applicable search results.

In March, we started our initial Google Adwords account with 5 different campaigns: an English language campaign in the US; an English language campaign in Ireland and the UK; an English and French language campaign in Canada; a French language campaign in Belgium, France, Quebec and Switzerland; and a German language campaign in Austria, Belgium, the Czech Republic, Denmark, Germany, Hungary, Liechtenstein, Luxembourg, Romania, Slovakia and Switzerland.

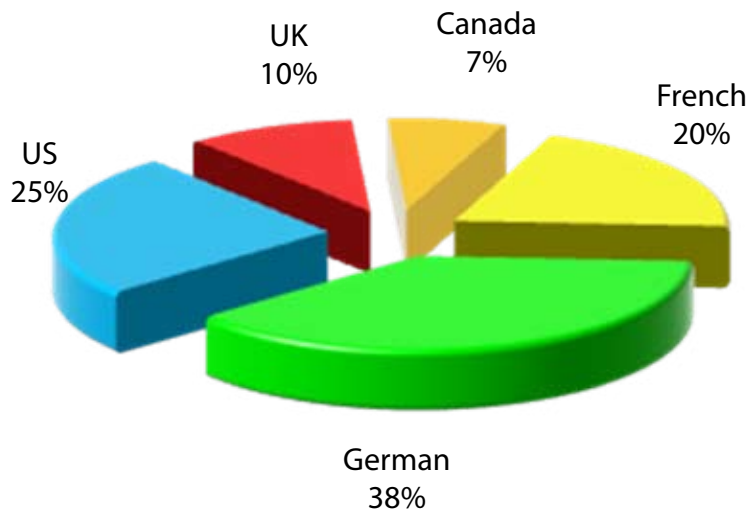
Since that time, our ads have appeared on 1,711,531 Google search result pages or affiliate web pages and our ads have been clicked nearly 500 times, all for the cost of about one print ad.

And best of all, we know that at least 9% of our leads this year found us by clicking on our Google ad, going to our website and contacting us.

Unique Facts

We learned about Google Adwords from Anatalio Ubalde, the CEO of GIS Planning, Inc. He also introduced us to one of our favorite new sites - Mashable.com, a blog that chronicles new products and sites in the Web 2.0 world. Don't know what Web 2.0 is? It's taking the interactivity of the web to a level where it's more than just reading information, but creating information.

Google Ad Clicks by Campaign



Unique Facts

One of the great things about using Google Ads is that you can customize and change your ads on the fly. You can create multiple ads in the same campaign area and Google will let you know which of those ads gets the greatest number of hits. Try doing that with print.

A Sample of our Google Ads

Move Your Headquarters

"Class A" Office, Industrial Sites
in south Metro-Atlanta, Georgia
www.fayettega.org

Ad from the US Campaign

Expand overseas to the US

With the Dollar so low to the Pound
Let us help you grow your business
www.fayettega.org

Ad from the UK Campaign

Investir aux Etats-Unis

Elargissez votre marché
Atlanta bureau et sites industriels
www.fayettega.org

Ad from the French Campaign

Produzieren in den USA

Erweitern Sie Ihren Markt
Büros und Gerwerbe in Atlanta
www.fayettega.org

Ad from the German Campaign

Website Activity

Visitor Tracking

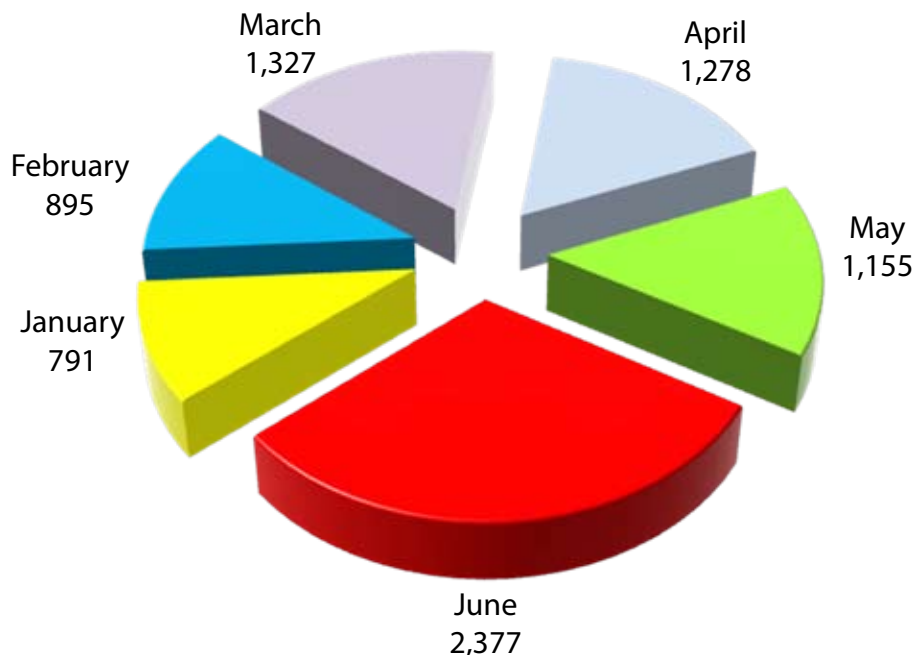
In FY 2007, we know that we had 7,553 “Hits” to our home page at fayettega.org. Unfortunately, our visitor tracking system didn’t tell us much about the visitor. It couldn’t even tell if the same person visited more than once. All it counted were “Hits”, which, in the world of website data information is considered an antiquated way of tracking web activity.

When we launched our new website in December of 2007, we signed up for the free Google Analytics tracking program. When a visitor comes to our website, Google records a lot of unique data about that visitor for our behalf. Below and on the next page are some of our unique data points from the first 6 months of our new site’s operations.

Unique Facts

We had more unique visitors (7,823) to our website in the last half of this FY, than we had total visitors in all of the previous FY (7,553).

Unique Visitors by Month



Miscellaneous Web Stats, Jan - Jun 2008

10,108

Total Visits to the Site

60,193

Total Pageviews

5.95

Average Pageviews per Visitor

00:03:26

Average Time on Site per Visitor

72.62%

Percentage of First Time Visitors

16,987

Pageviews of Our Job Listings

27.83%

Percentage of Visitors Who Found Us Through peachtree-city.org

6.16%

Percentage of Visitors Who Found Us Through fayettechamber.org

33.38%

Visitors who found us through a Search Engine (Google, Yahoo, etc.)

59

Number of different countries our visitors arrived from

Unique Facts

The top ten countries sending us visitors are:

1. The US
2. Canada
3. Germany
4. France
5. Ireland
6. The UK
7. Hungary
8. India
9. The Czech Republic
10. South Africa

Japan comes in at number 14 and China comes in at number 18. Number 59 is Morocco with one visitor who spent one minute, sixteen seconds on the site and looked at two pages.



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