

EconDev Greene

A newsletter of business and economic development activity in Greene County, Georgia

Summer 2017



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Residential Development Leads the Way!

Residential growth continues to be the foundation of the Greene County tax base with growth around Lake Oconee being in the forefront. Residential now represents 73% of our 2016 tax base and this trend is continuing into 2017 with new residential building permit valuations for the first six months of 2017 40% over the same six months of 2016. Many homes are under construction including 97 in Reynolds Lake Oconee, 39 in Del Webb at Lake Oconee and 23 in Harbor Club. This residential growth has spurred significant growth in our small businesses in construction trades and landscaping. These two groups represent a large segment of our small business community.

In-Migration is Economic Driver for Greene

Greene County, by simply being an attractive place for individuals to move and make our community their home, is a strong driver of our economic growth. Net-migration for Greene County from 2014 to 2015 ranks Greene County 9th in the State of Georgia in increased household income due to migration. (See Story on Page 3).

Del Webb at Lake Oconee is developing new homes for active adults off Carey Station Road. With 39 permits issued to Pulte Homes for Del Webb through June, building of new homes in this 870 lot, 430 acre community continues at a brisk pace.





Manufacturers and Fulfillment Centers Rebounding

Greene County manufacturers and fulfillment centers have increased by 34% to almost 1,000 employees

Greene County's Industrial base of 23 manufacturers, fulfillment centers and distributors have bounced back over the last three years. Jobs are returning to our manufacturers. Some businesses which were recently shut down have reopened and are operating at a strong capacity. **Over the last three years our manufacturers and fulfillment centers have increased staffing levels by 34% to almost 1,000 employees.**

NIBCO, one of our top 10 employers has broken ground on a 122,000 square foot expansion to their manufacturing facility in

Greensboro and have added **59** new jobs over the last two years. **NIBCO** entered into a training agreement with **Georgia Quick Start** and **Athens Technical College** in March to design and develop training materials and provide training specific to their manufacturing needs (See story on Page 5).

A2b Fulfillment, Inc. has added **50** new jobs since November 2016 to support their expanding business demands for their marketing and distribution support service center in the Greene County Industrial Park on Stewart Parkway.

Lincoln Lumber in the Union Point Industrial Park had closed down their lumber milling operations three years ago. However, last year they re-opened and are currently staffing **37** positions. **Diversified Plastic Incorporated (DPI)**, a rotational plastics molding company based in Latta, S. C., has also opened in downtown Union Point and employs **10** people. (See Story on Page 6).

We are pleased to see the expansion that these manufacturers are experiencing and want to support them as vital members of our business community and contributors to our economy.

Workforce Development is Key for Greene

The **Greene County School System** under the leadership of its new Board, is moving forward with the development of a new College and Career Academy (CCA) program. With input from all sectors of our business community, the CCA steering committee has identified **Construction, Culinary Arts, Customer Service (Hospitality), Healthcare, Manufacturing and Welding** as recommended career/curriculum pathways for the new CCA. The CCA in conjunction with partners **GDOL Georgia Best** and **Athens Tech-Move On When Ready** programs, will bring about positive changes within our community workforce. Developing our local workforce to support the needs of our community businesses and industries is vital to the health of our local economy.



In-Migration is Economic Driver for Greene

Economic development is typically framed as a way of attracting businesses, but can there be economic development by attracting individuals? **Mathew Hauer**, Public Service Associate with the **UGA Carl Vincent Institute of Government's Applied Demography Program** thinks yes. Hauer examines the amount of economic development that counties could be experiencing due to net-migration (the in-migrants minus the out-migrants). This is done by analyzing the **IRS** annual series of county-to-county migration data from one year to the next. **The U.S. Census Bureau** identifies migrants when a current filing year's tax return is from a different location than the matched preceding year's return. These data present migration patterns of where Americans move to and from and the total adjusted gross income (AGI) of tax filers. Hauer's 2014-2015 article can be viewed at his blogsite (<http://cviog.uga.edu/blog/matt-hauer-blog-032917.html>).

Greene County, by simply being an attractive place for individuals to move and make our community their home, is a strong driver of our economic growth. In this study for **2014-2015**, net-migration for **Greene County** ranks **9th** in the State of Georgia in increased household income due to migration with a net gain of \$21.6 million in household income.

Net Change in Household Income for Georgia Counties due to Migration, 2014-2015

COUNTY	NET CHANGE*	COUNTY	NET CHANGE*
1. Forsyth	\$157,449	6. Coweta	\$ 36,136
2. Hall	\$153,196	7. Chatham	\$ 28,504
3. Columbia	\$ 62,488	8. Barrow	\$ 24,456
4. Cherokee	\$ 56,542	9. Greene	\$ 21,603
5. Glynn	\$ 37,092	10. Bryan	\$ 17,903

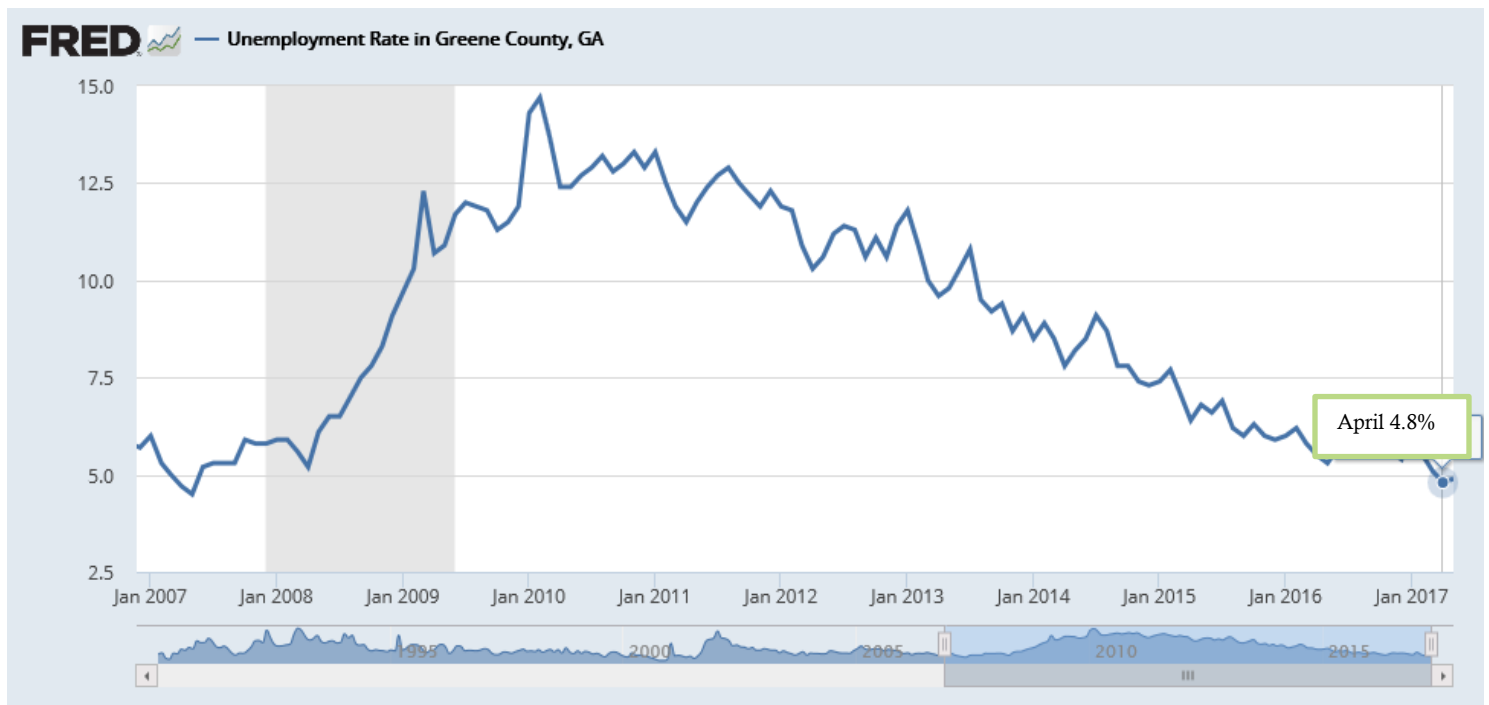
*Thousands

Publix at Lake Oconee is underway with a \$3 million expansion to their 40,000 square foot store by adding an additional 15,000 square feet. This location consistently ranks in the top 3 in sales of all Publix stores in their Central/East Georgia Region. The expansion is expected to be completed by November 2017.



Greene Unemployment Rate at 4.8% in April, Lowest Since 2007

Greene County's unemployment rate fell to 4.8% in April 2017 to reach below the 5% mark for the first time since 2007 (4.5%). This is a good indicator of our existing construction, manufacturers, hospitality and accommodations and other businesses expanding their operations and working to return to their pre-recession operating levels. The **Greene County** unemployment rate peaked in 2009 at 14.7% in March of 2010 but has steadily been dropping since that time. This trend is consistent with the **Georgia** unemployment rate which was at 5% and the **Northeast Georgia Region** at 4.4% in April. Surrounding neighbor counties **Oconee** and **Morgan** were slightly lower than **Greene** at 3.5 and 4.5% respectively. **Oconee County's** rate was the lowest unemployment rate of all counties in Georgia in April. Let's hope this trend can be sustained and continued into the future. (Source: U. S. Bureau of Labor Statistics)



Source: <https://fred.stlouisfed.org/series/GAGREE3URN>

Greene County Building Permit Activity January to June - 2016 to 2017 Comparison

Category	2017 Valuations	2016 Valuations	% Change
Additions/Renovations	\$ 2,490,000	\$ 4,099,000	-39%
Lake Seawalls/Docks	\$ 887,000	\$ 789,000	12%
New Residential	\$53,984,000	\$38,508,000	40%
New Commercial	\$ 3,314,000*	\$ 157,000	2010%
Other	\$ 1,360,000	\$ 429,000	217%

*Mostly Publix Renovation permit



NIBCO, Georgia Quick Start and Athens Tech sign training agreement

NIBCO is expanding their 240,000 square foot facility by an additional 122,000 square feet in Greensboro. This expansion will increase their manufacturing and distribution capacity and create new jobs.



Novelis, one of the largest aluminum recycling companies in the world, recycles aluminum cans into 27 ton aluminum ingots at the Greensboro plant. The recycling process from can to can is only from 2-3 months. Approximately 20 percent of all the aluminum recycled by Novelis is received from overseas through the Port of Savannah.

NIBCO Utilizes Georgia Quick Start-Athens Tech for their Specialized Training Needs

NIBCO in March signed a training plan with **Georgia Quick Start** and **Athens Technical College** to support a new expansion at their Greensboro plant. **NIBCO** has been manufacturing injection-molded plastic fittings in Greensboro since 1980, but is adding additional jobs as they increase their manufacturing and distribution capacity.

NIBCO is one of the world's most reputable manufacturers of valves, fittings, and flow control products for commercial, industrial, and institutional construction markets. They have been operating in Georgia for over 30 years. "We are pleased to be part of such an excellent team," said **Jackie Rohosky**, TCSG assistant commissioner for economic development programs and head of **Quick Start**. "This is another example of a great company investing in their people and creating quality jobs in Georgia, and that's what we are all about."

Quick Start's training plan includes an extensive safety training component as well as job-specific skills such as the manufacturing process, defect identification, and packing the product for distribution. The manufacturing facility also serves as a distribution facility, shipping to retailers across the country.

In addition to training core skills, **Quick Start** will also be training **NIBCO** employees in soft skills such as leadership, as well as productivity enhancement techniques like 5S, Kaizen, and Lean manufacturing.

"We are really excited about this partnership," said **Doug Purnell**, **NIBCO plant manager**. "It's going to allow us to take on additional demand and be more competitive. The training will also help us take this facility to the next level, and ultimately to operational excellence."

(Reprint from "QuickStart" magazine, Vol. 19, No. 2, Technical College System of Georgia)

Novelis, one of World's Largest Aluminum Can Recyclers

Novelis is a wholly-owned subsidiary of **Hindalco Industries Limited**, one of Asia's largest integrated producers of aluminum and a leading producer of copper. **Hindalco** is the flagship company of the **Aditya Birla Group**, a multi-national conglomerate with operations in 36 countries.

At their Greensboro plant, **Novelis** employs 142 employees as they recycle aluminum cans, melting them down with high degree heat. This aluminum is turned into 27 ton aluminum ingots for shipment to other **Novelis** plants for processing back into aluminum cans. This process from "can to can" takes place in only 60-90 days.

Novelis gives back to the Greene County community through volunteers at Habitat for Humanity and donations to the Pete Nance Boys and Girls Club. **Novelis** also offers aluminum recycling trailers for the collection of aluminum cans. With their headquarters in Atlanta, they are also partners with the **Atlanta Falcons** on their recycling program. We are thankful to have **Novelis** as a part of our business community.



Diversified Plastics Incorporated is a leading rotational molding manufacturer of custom and standard material handling carts and plastic storage containers. Operating in Union Point, DPI operates two rotational molding ovens and are in the process of installing two additional ovens. Based in Latta, S.C., DPI employs 10 people at their plant in Union Point. To find out more about DPI, check their website at www.dpiroto.com.

To find out more about Greene County and development opportunities in our community contact: **Sam Young, Economic Development Director** at 706-454-7022 or email at syoung@greencountyga.gov

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