



UNIVERSITY OF
GEORGIA
Public Service & Outreach

House Rural Development Council

November 29, 2017



UNIVERSITY OF GEORGIA

Birthplace of Higher Education

FIRST CHARTERED STATE-SUPPORTED
UNIVERSITY



Land-grant status 1872



Sea-grant status 1971



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UGA Extension



- Agriculture and natural resources
- Families and consumers
- 4-H and youth



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TOP GEORGIA CROPS

Peanuts

- #1 in U.S. in peanut production (1/2 U.S. total)
- \$892 million crop value in 2012 (record year!)
- **UGA peanut varieties account for 95% of Georgia market share**



Blueberries

- #1 in U.S. in acres of blueberries planted and produced
- \$335 million crop value
- **UGA blueberry varieties account for about 60% of Georgia market share**



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Archway Partnership

Atlanta Office of Economic Development

Carl Vinson Institute of Government

Center for Continuing Education & Hotel

J.W. Fanning Institute for Leadership Development

Marine Extension and Georgia Sea Grant

Office of Service-Learning

Small Business Development Center

State Botanical Garden of Georgia



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“Of all the ways the University serves Georgia, perhaps no area is more important than the role we play in improving Georgia’s economy and helping create jobs for Georgians.”

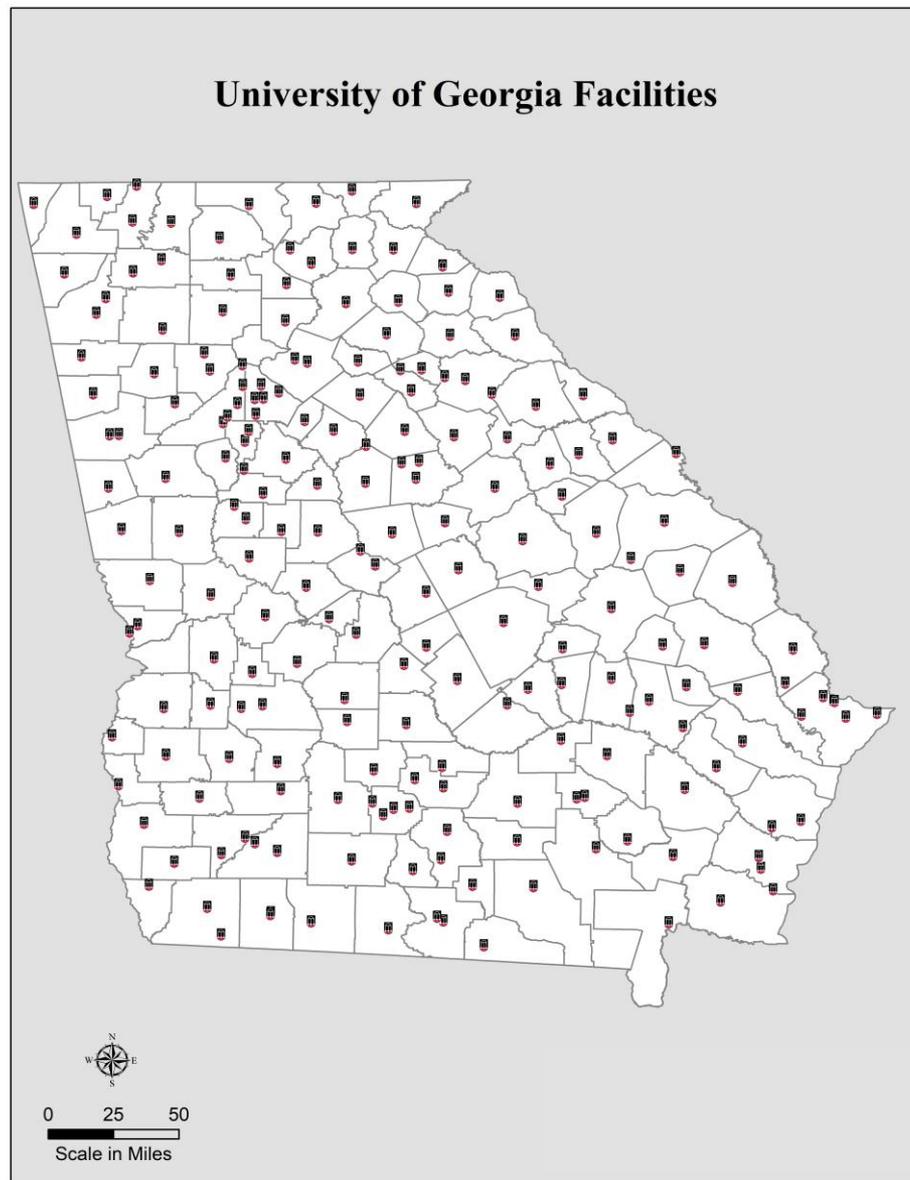
PRESIDENT JERE MOREHEAD



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UGA
throughout
the state



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HELPING BUILD CAPACITY

**UGA's
outreach
work
provides
building
blocks for
attracting
jobs**

Small businesses development

Leadership Development

Economic Development training

**Helping communities develop economic and
workforce development strategies**

Revitalizing downtowns

Tools for decision-making



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**Small Business
Development Center**
UNIVERSITY OF GEORGIA

In 2016, the UGA SBDC consulted with **4,108 clients** and conducted training programs attended by **3,311 Georgians**.

SBDC CLIENT SUCCESS OVER THE LAST FIVE YEARS:

1,658

New
Businesses
Started

12,472

New Jobs
Created

\$722M

Capital Raised
Through Loans
and Equity
Financing

\$40M

Local and
Equity
Financing for
Agribusiness

\$10.3B

Total Sales



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Small Business Development Center
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Nut Tree Pecans
Albany, Ga.

- Began exporting pecans to China in 2009
- Exported 1 million pounds the first year
- Now exporting 5 million to 8 million pounds a year

Rural companies are increasing business by exporting



Rome, Ga.

- Began shipping its manufactured steel tubing and chrome plated bars for mining and construction equipment to Chile in 2009
- Saw a 10 percent increase in sales after entering that market



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LEADERSHIP DEVELOPMENT



Government

- Elected officials – with ACCG & GMA
- Professional development at all levels

Local Leadership Development – Youth and Adults

- Community based programs
- Lynda B. Williamson Women's Leadership Academy



Regional Programs

- 21-county Locate South GeorgiaLEADS
- 11-county Middle Georgia Regional Leadership Champions
- 9-county Leadership Northwest Georgia

Non-Profits

- Executives training
- Technical assistance and board governance training



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J.W. Fanning Institute
for Leadership Development
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- Five core classes
- Two elective tracks
 - Industry Knowledge
 - Leadership Development
- 60 hours course work; capstone project
- 738 registrations to date

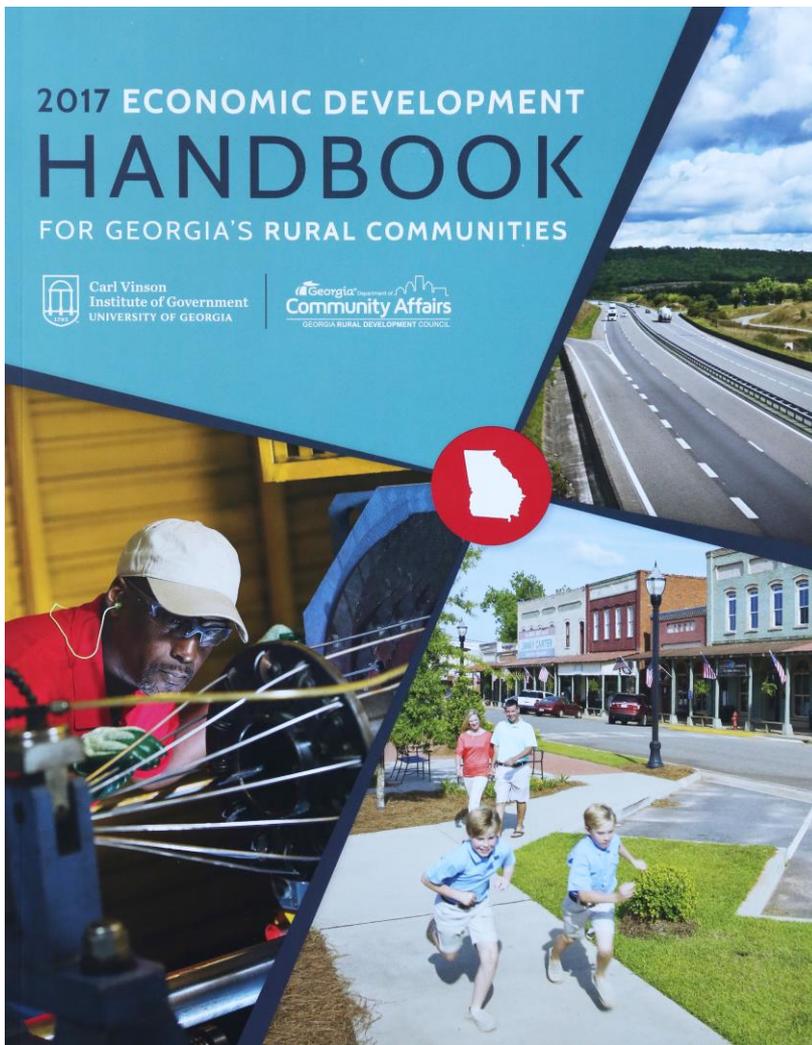


FIRST CERTIFIED ECONOMIC DEVELOPER
Larry Brooks Walker County



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Available for
purchase in both
digital and
softbound editions.

<https://cviog.uga.edu/training-and-education/economic-development-training/>



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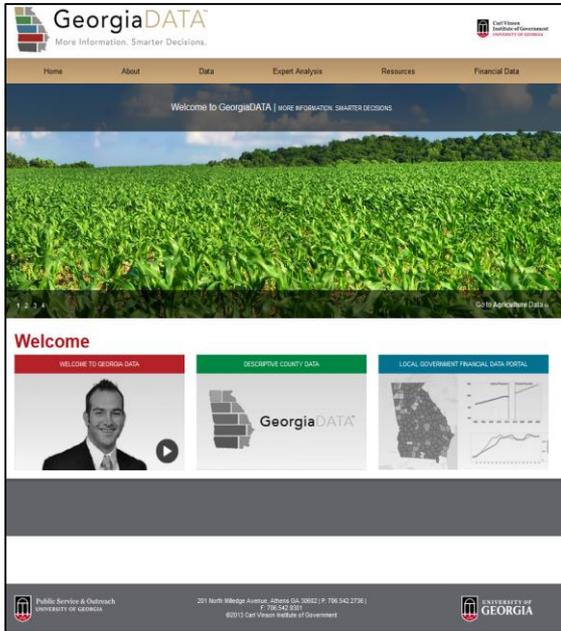
- Hawkinsville/Pulaski economic development strategic planning
- Cordele Inland Port strategic planning
- Jesup/Wayne tourism planning
- Hart County CTAE curriculum planning/workforce development
- Middle Georgia manufacturing sector partnership
- Downtown Development - 10 cities in 2017



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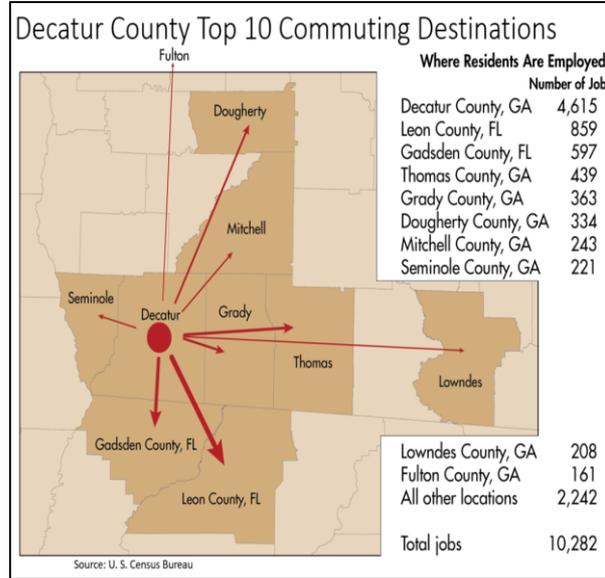
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DATA



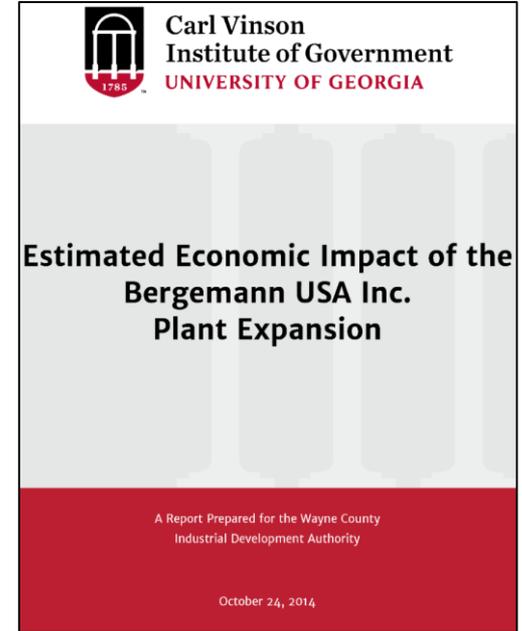
- Demographic Data
- Georgia County Guide Data
- Tax and Expenditure Data

CONTEXT



- Education Trends
- Labor Market and Employment Trends
- Economic Trends

ANALYSIS



- Economic Impact Studies
- Fiscal Impact Studies



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ASSISTANCE IN PROJECT RECRUITMENT FOR RURAL GEORGIA



Sean McMillan
Director of Economic Development

Häring

Hart County

- Automotive parts manufacturing plant
- \$54 million investment
- About 800 jobs

Diana Food

Banks County

- Food processing facility
- \$50 million investment
- More than 80 jobs



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STUDENT ENGAGEMENT



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We ♥ the
House Rural
Development
Council!



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