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
UGA Extension

- Agriculture and natural resources
- Families and consumers
- 4-H and youth
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
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
“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
UGA throughout the state
UGA's outreach work provides building blocks for attracting jobs.

**HELPING BUILD CAPACITY**

- Small businesses development
- Leadership Development
- Economic Development training
- Helping communities develop economic and workforce development strategies
- Revitalizing downtowns
- Tools for decision-making

**UNIVERSITY OF GEORGIA**
Public Service & Outreach
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
Rural companies are increasing business by exporting

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

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
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
• Five core classes
• Two elective tracks
  • Industry Knowledge
  • Leadership Development
• 60 hours course work; capstone project
• 738 registrations to date
Available for purchase in both digital and softbound editions.

https://cviog.uga.edu/training-and-education/economic-development-training/
• 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
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
ASSISTANCE IN PROJECT RECRUITMENT FOR RURAL GEORGIA

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
STUDENT ENGAGEMENT
We ❤️ the House Rural Development Council!

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