

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large, solid blue speech bubble is centered on the page, pointing downwards. The text "2023 Rural Zone Presentation" is written in white, sans-serif font inside the speech bubble.

2023 Rural Zone Presentation

Introductions

- Jason Ford, GCeD – Economic and Community Development Director City of Hartwell
- Taylor Smith - Economic Development Director City of Thomaston



Downtowns by the #'s

2022 Reinvestment Statistics



Full-time Jobs Created (Net)

3,320



New Businesses Created (Net)

646



Total Public Investment

\$32,230,019



Total Private Investment

\$1,132,958,886

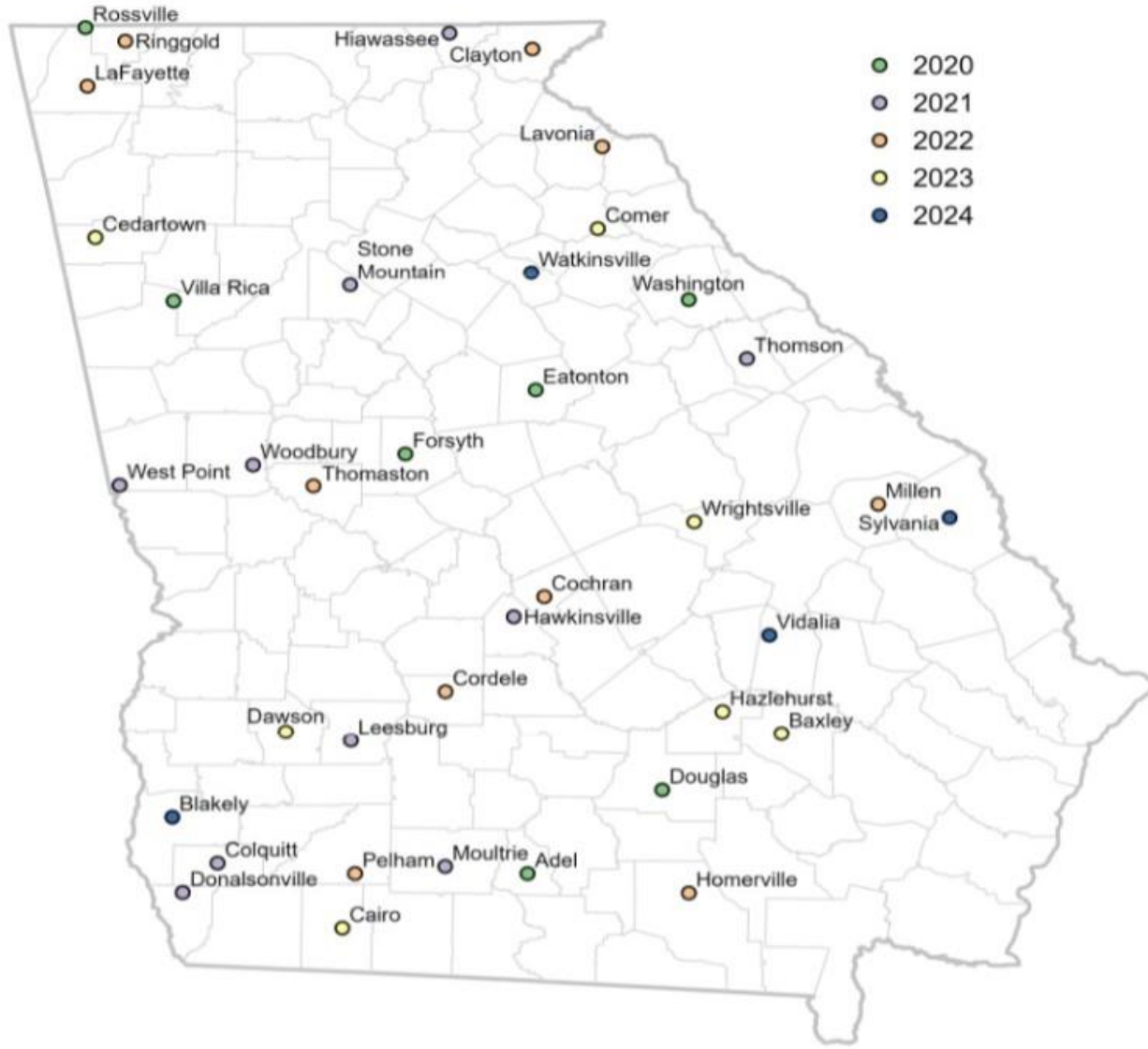
Over one billion dollars!



of Georgia Cities in this Data

93

Rural Zone Cities 2020 - 2024



Rural Zone Communities

Rural Zones by the #'s

2018-2022 Data

New Jobs Created: 970

Property Purchased: \$20,912,844
Tax Credits Distributed: \$5,228,221

Rehabilitation Costs: \$15,071,317
Tax Credits Distributed: \$4,521,396

Calendar Year and # of RZs	Public Investment	Private Investment
2018 (9 RZ Communities)	\$ 2,125,500.0 0	\$ 8,410,259.00
2019 (18 RZ Communities)	\$ 10,327,668. 00	\$ 20,096,298.00
2020 (25 RZ communities)	\$ 15,781,191. 00	\$ 19,406,928.00
2021 (35 RZ Communities)	\$ 13,835,850. 00	\$ 32,722,986.00
2022 (45 RZ Communities)	\$ 14,609,007. 00	\$ 93,564,572.00

*Data provided by Georgia Department of Revenue

Hartwell

Main Street Program











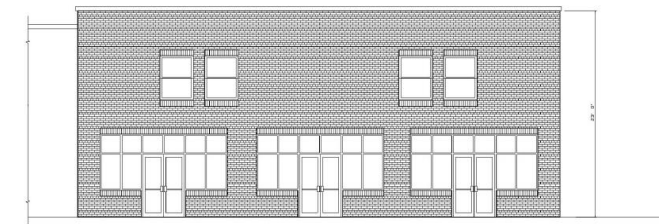


Hartwell Rural Zone Statistics

- Total assessed tax value of the parcels within the RZ for the calendar year 2018 - \$7,684,685
- Total assessed tax value of the parcels within the RZ for the calendar year 2022 - \$34,308,611
- 23 Rural Zone Certifications
- Approximately \$1.6 million dollars in various revolving loans to support development coupled with Rural Zone (Downtown Development Revolving Loan, Georgia Cities Foundation, Georgia Mountain Regional Commission, City of Hartwell) – Well beyond that number in total private investment
- Over \$3 million dollars in public investment during this time period

Businesses Opened/Building Renovated

Little Japan	Sky Nails	MCG Technologies	Happy Hounds	Hartwell Nutrition	Goin' Native Outfitters
Dressing Dreams	Winnie J's	Banks Hollow	Spa & Mimosa Bar	24 N. Forest	Farmer's Insurance
Hartwell Tanning Salon	Loose Caboose Pool Hall	Benchmark Physical Therapy	Rowland Auctions	Peach State Media	BW Threads
Lewis Media	Empower Yoga Studio	Pelican's Shaved Ice	The Hotdog Stand	329 Grille	The Hot Spot Family Salon
The Train Depot	Railroad Street Station	Physique Boutique	Iconic burger	Banks Hollow	Lake Hartwell Nails
Brown Mercantile	Donut Shop	Common Ground	4 Whole Health Yoga Studio	Lake Hartwell Collectables	Alafair Tea Room
Eden Chiropractors	Smith TV Building	Chicago Steakhouse	Latin Flavors	Back Tracks	Rolling Chef
Has Been Sold (Tex Mex)	Hartwell Suites	Twelve South Asian Market	Blush	Engineering	Jucee Juice Wine Bar
Country Financial	Medspa	Provision	Elizabeth Cakes by Design	Bulldog Gun, Gold, & Coin	Vargo Smart Repair
The Farmer's Daughter	Hart County Chamber of Commerce	Dressing Dreams	California Girls	Lake Hartwell Insurance	SPG Planners
Cutz Hair Salon	The Art Center	Southern Hart Brewing Company	Empire South	Starbucks	Popeyes
Lake Hartwell Axe Throwing	Red Barn Canvas	Hartwell Printing Company	GH Allure	Taco Bell	Gypsy Salon



NEW FRONT ELEVATION
GRAPHIC SCALE



CITY HALL

Congratulations!
Hartwell
Georgia Downtown of the Year!











Thomaston Rural Zone Statistics

- Total assessed tax value of the parcels within the RZ for the calendar year 2021 - \$48,951,700
- Total assessed tax value of the parcels within the RZ for the calendar year 2022 - \$49,099,846
 - (Currently undergoing Reassessment for 2024)
- 18 Rural Zone Certifications (Designated thru 2026)
- 2022 Private Investment: \$6,639,694

Businesses Opened/Building Renovated

Pretty Piper	Red Dirt Vagabond	Alfa Insurance	Train Depot Bottle Shop
Hometown Nutrition	Milltown Bath & Candle Co.	Battle Dress Apparel	Main Street Deli
Little One's	107	Ridge Creek Fudge	Up on The Square
Dutton River Threads	The Woodall House	Farmer's Insurance	The Ritz Theater
Ivy Jacque Design Studio	Shopee Ivy	Alivana's Cigar Lounge	Wise Realty Services
Tidal Wave (Home Office Expansion)	Upper Krust	Iron Solutions by Her	



Rural Zone Recommendations

- Allow Rural Zone cities to extend the designation for a set time period upon documentation of continued or anticipated private sector participation in the program;
- Allow communities the flexibility to adjust the local district footprints based on market demands;
- Include historic residential housing as eligible for tax credits, with an added benefit of supplementing the state's work in addressing the housing shortages in Georgia; and
- Authorize DCA and the Georgia Department of Revenue to coordinate and share information on private sector participants in each designated Rural Zone community.