THE VALUE OF EXISTING INDUSTRY

Many MEAG Power Participant communities are fortunate to have existing industries in their hometowns. These facilities have great value, and it is important that they be part of the community’s overall growth strategy. Indeed in 2015, according to the Georgia Department of Economic Development, of the 365 projects that year, 73 percent were from existing industries.

Industries are in a community for certain reasons – from transportation access to quality of life. It makes sense to take note of what they like, ensure the relationship continues and, if the opportunity exists, perhaps enhance the benefit. Widen a road. Offer to do an energy audit.

Existing commercial enterprises essentially import dollars into hometowns. These in-place operations are responsible for adding property and sales tax as well as employment taxes and utility revenue to the community treasury. Certainly, they also bring jobs, and those employed individuals directly add to a community’s revenue as they purchase food, entertainment and services. It is reported that every 100 private sector jobs can add as many as 50 new jobs to a community’s workforce as various support services expand, which can add to local utility revenue as well.

Existing industries can also contribute in other ways – donating funds for a new park or sponsoring a Little League team. They can act as meaningful ambassadors when prospective businesses come to town. Hearing good news from a current industry executive about a community’s pluses can be a positive influence as a new company contemplates a move.

Finding out what a community can do to help existing industry ultimately pays dividends. Therefore, it is critical that community leadership have a regular, strategic program aimed at working and partnering with existing industries. The City of Cartersville and other Participants have instituted such key accounts programs. Meeting with key personnel to learn about a company’s challenges and how they might be addressed is an ongoing undertaking. For example, can the community add a traffic light or one-way signage to alleviate shift change congestion? Or is it time to have a conversation about a possible larger location as the industry grows? Also, make sure the customers understand their utility rates and the built-in incentives that encourage growth.

Of primary importance with all companies is a skilled, educated workforce, and every community needs to respond to this concern. To help existing businesses as well as newcomers meet workforce challenges, communities need to focus on job training at the local level. Many MEAG Power communities are doing just that by enrolling students in nearby College and Career Academies that offer classes in biomedicine, engineering, logistics and more. In a similar vein, Newnan, along with Coweta County, has created a unique German Apprenticeship program that extends Georgia’s traditional apprenticeship from two to three years and includes some other unique features.

Valuing existing industry comes naturally, but to ensure that a valuable hometown employer stays a hometown entity, community leadership needs to be proactive and continually ask how they can help that business thrive.

A Win Win Welcome from Forsyth

Forsyth found a way to do something thoughtful and innovative as evacuees escaping Hurricane Matthew looked for a safe haven in their town. To welcome their guests, Forsyth created a welcome kit featuring hometown products and delivered them to local hotels. It was a nice gesture and a creative promotional piece all in one.
George Saunders, mayor of Doerun, is in his fourth year of serving as the top elected official in his hometown. He was recently re-elected to serve as Mayor another four years. He is no stranger to serving the citizens of his community, as he first spent 14 years as member of the city council. George is a local peanut and cotton farmer in Colquitt County.

Why did you decide to run for mayor?
I have a love for the city and the people and businesses that reside here. Everyone tends to know everyone in the community of less than a thousand people. So it’s your friends you are trying to serve with better parks, utilities and basic services. It really is about quality of life.

What’s the best part of being mayor of Doerun?
The best part of being mayor is thinking about the future. I get to do things that have long-term benefits to the citizens. When our new community center is finished, it will be another gathering place for special events.

We have also found the county to be a great partner with Doerun when it comes to projects. The council and I appreciate that relationship, and as mayor I can help continue those cooperative opportunities.

Tell us about the value of Doerun’s relationship with MEAG Power.
We are good friends with the people of MEAG Power. It is an organization that leads us with infrastructure advancements. There is knowledge and leadership there that we can tap; that is reassuring as technology changes. In 2014, with their guidance, we finished a complete upgrade to our electrical system.

Attendees were welcomed by Jim Fuller who laid out some of the issues he sees ahead for MEAG Power Participants. He also introduced Edward Easterlin, who in January begins as the Authority’s new Senior Vice President and Chief Financial Officer. Summit speakers included individuals from the American Public Power Association, the Georgia Department of Economic Development and the Nuclear Energy Institute. Presentations were also made by a Wells Fargo senior economist and by a retired U.S. Army Lt. General who gave a lesson on leadership and preparing for the future.

EMISSIONS Record Setting
U.S. greenhouse gas emissions from natural gas should surpass those from coal this year for the first time since 1972, according to the Energy Information Administration (EIA).

Also, the EIA reported that energy-related carbon dioxide emissions in the U.S. for the first six months of 2016 hit a 25-year low – the lowest in the United States since 1991. EIA stated that U.S. energy-related CO₂ emissions from the start of the year through the end of June totaled 2,530 million metric tons. For the remainder of the year, EIA predicts that energy-associated CO₂ emissions will fall to 5,179 million metric tons, the lowest annual level since 1992. Also the Global Carbon Project announced that while the world economy grew, global CO₂ emissions stayed mainly flat for the third year in a row. Reduced coal use in China, the world’s largest polluter, is driving this trend.

College Park has launched a new electric vehicle charging station and announced the availability of new bike racks throughout the city.

East Point workers will begin installing an automated two-way meter reading system for electric and water utilities. The city intends to replace nearly all electric and water meters with the new wireless technology.

Newnan Mayor Pro Tem Cynthia Jenkins has been appointed by Gov. Nathan Deal to the Georgia Commission on Service and Volunteerism.

Palmetto Mayor J. Clark Boddie was inducted into the Georgia Municipal Association Hall of Fame, recognizing his 25 years of service as mayor and his contributions to the organization.

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2017 MAKE A NOTE
MEAG Power Board Meetings
January 19
February 16
Participant Business Dinner during the GMA Mayors’ Day Conference
January 22