



**SUPPORTING GREATNESS.
DEVELOPING OPPORTUNITIES.**

EcCD ECONOMICS

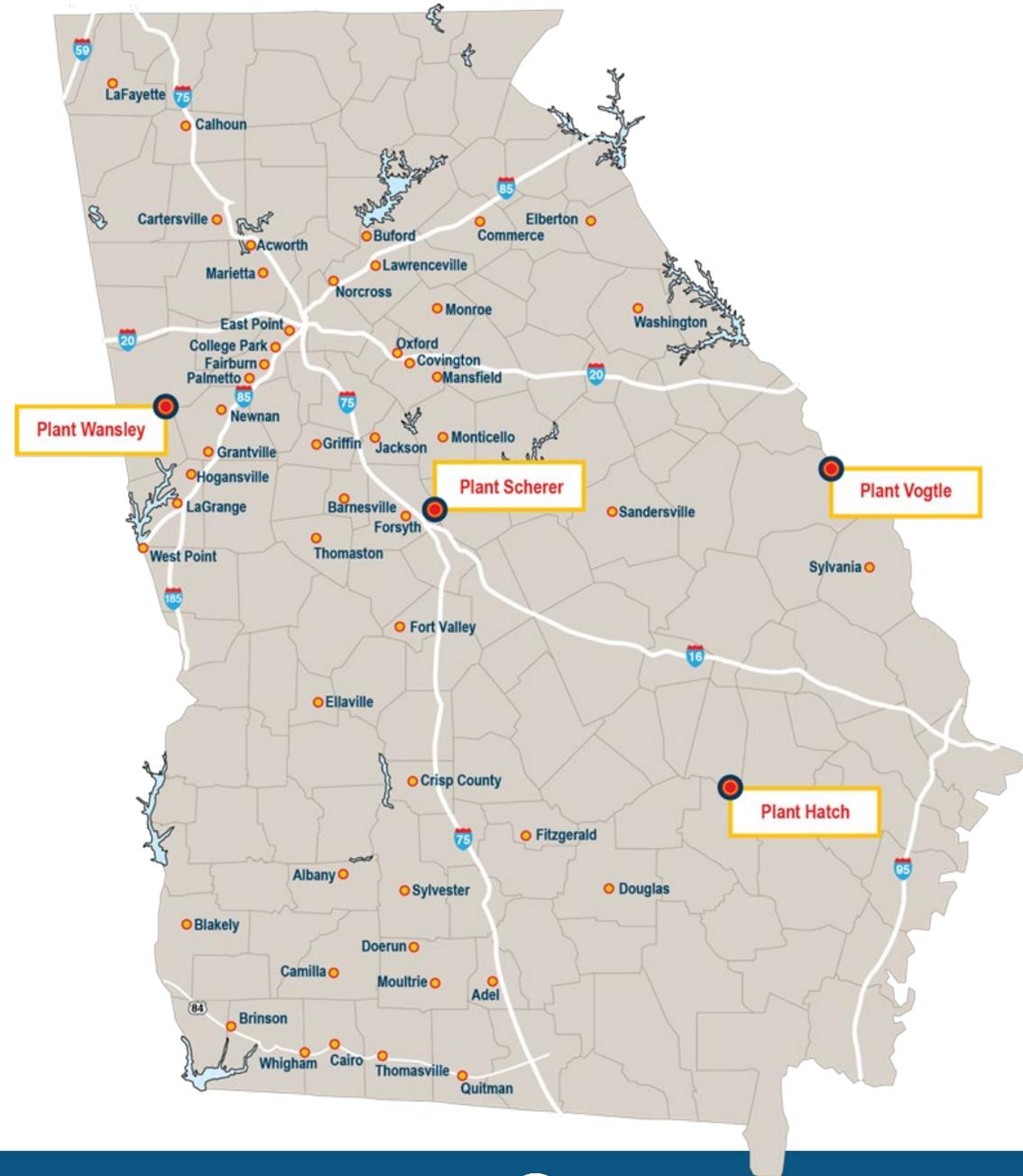
5.2

**MEAG Power Annual Meeting
July 2023**

GEORGIA ENERGY CITIES

A Unique Fraternity

- Utility Enterprise Operations
- Business Oriented
- History of Successes



Georgia's Municipal Electric Systems

- Date back to the 1890's and early 1900's
- Our Utility Enterprises stimulated Economic & Community Development then and today



Source Newnan Utilities

Municipals Created Utility Enterprise Expertise



Purposeful Development



Generational Resource Investments



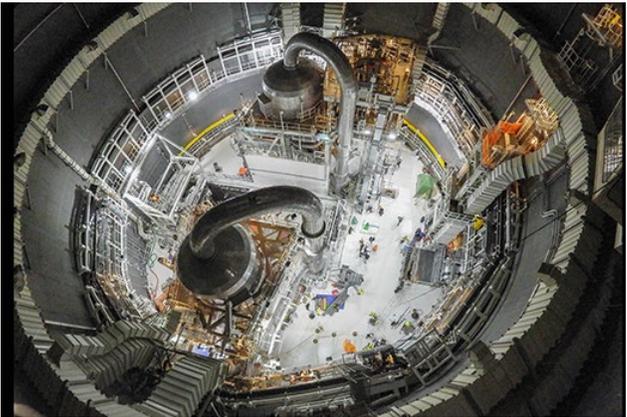
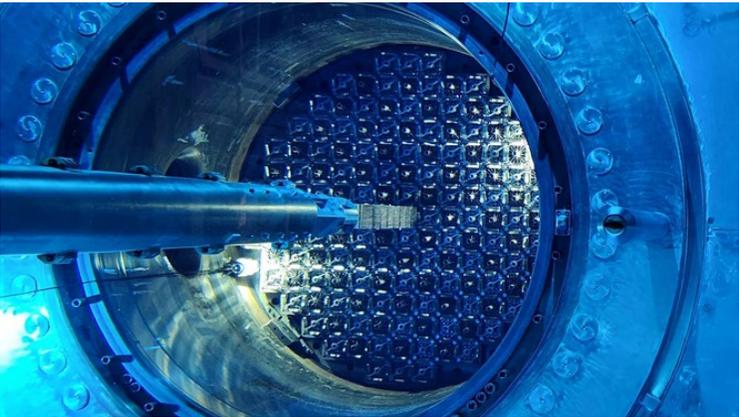
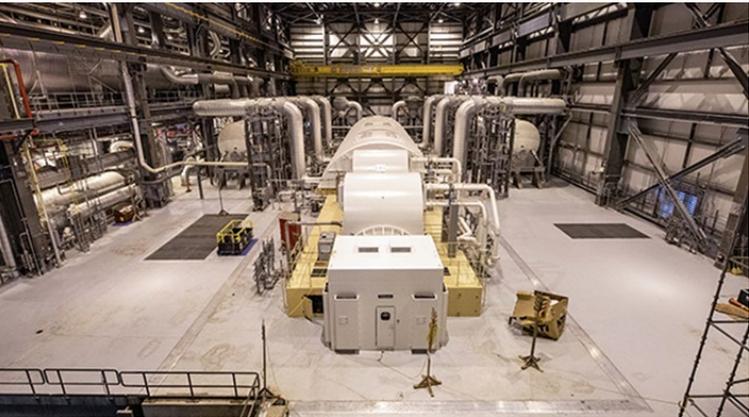
Purposeful
Development

Emission Free Generation Resources

Vogtle 3 & 4

2022 MEAG Power Delivers 59% Emissions-Free

Vision – nearly 90% Emissions-Free Energy by 2045



Why do Utilities invest in Community & Economic Development

Creation of Jobs & Investment Precedes Utility Demand

We build Generational Assets

**We must have environments that
PROTECT our investments**



Utility Enterprise City



Local Government City Council



Utilities Board of Directors



Your Greatest Opportunity for ROI (Return on Investment)

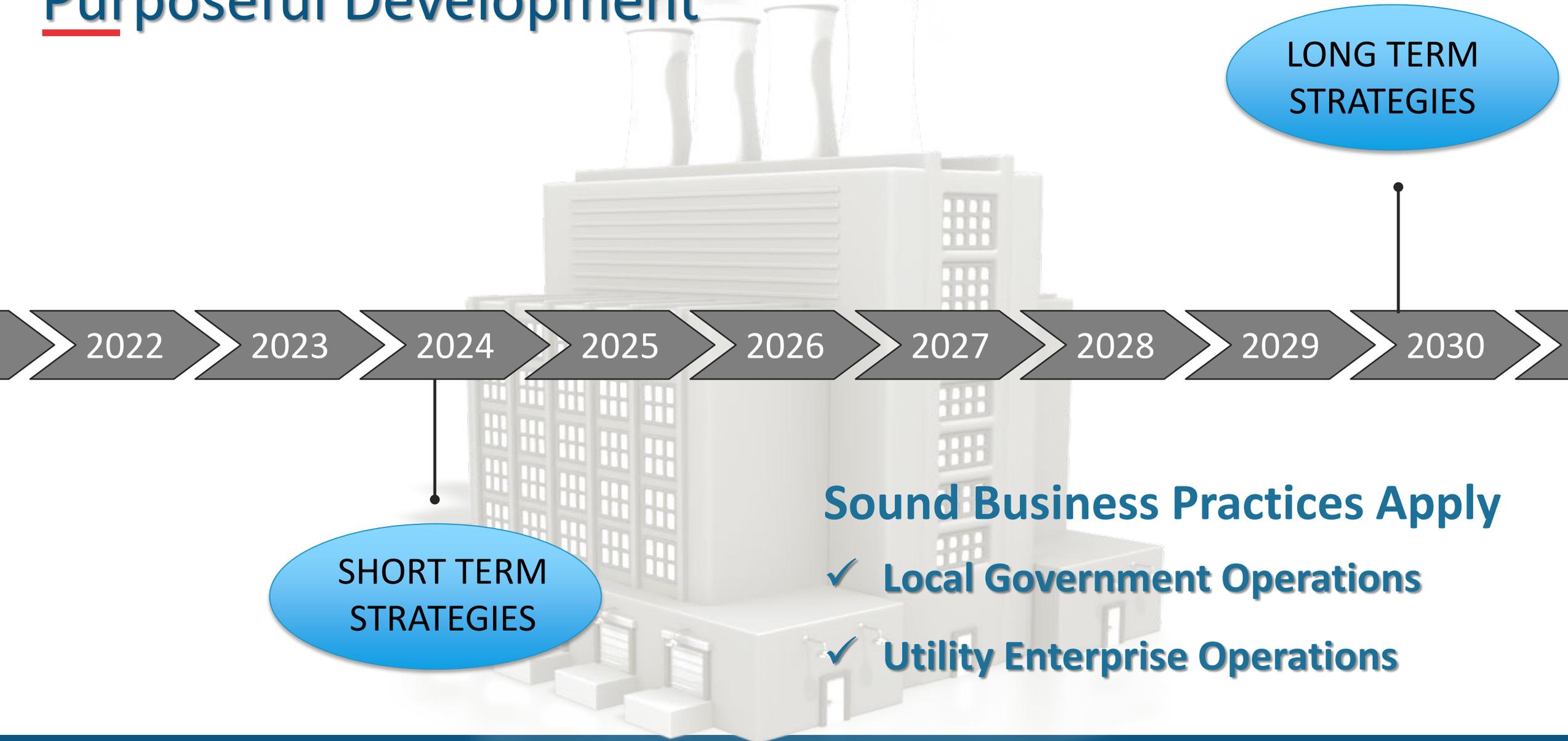
Regional Growth is Very Important

County Growth is Very Important

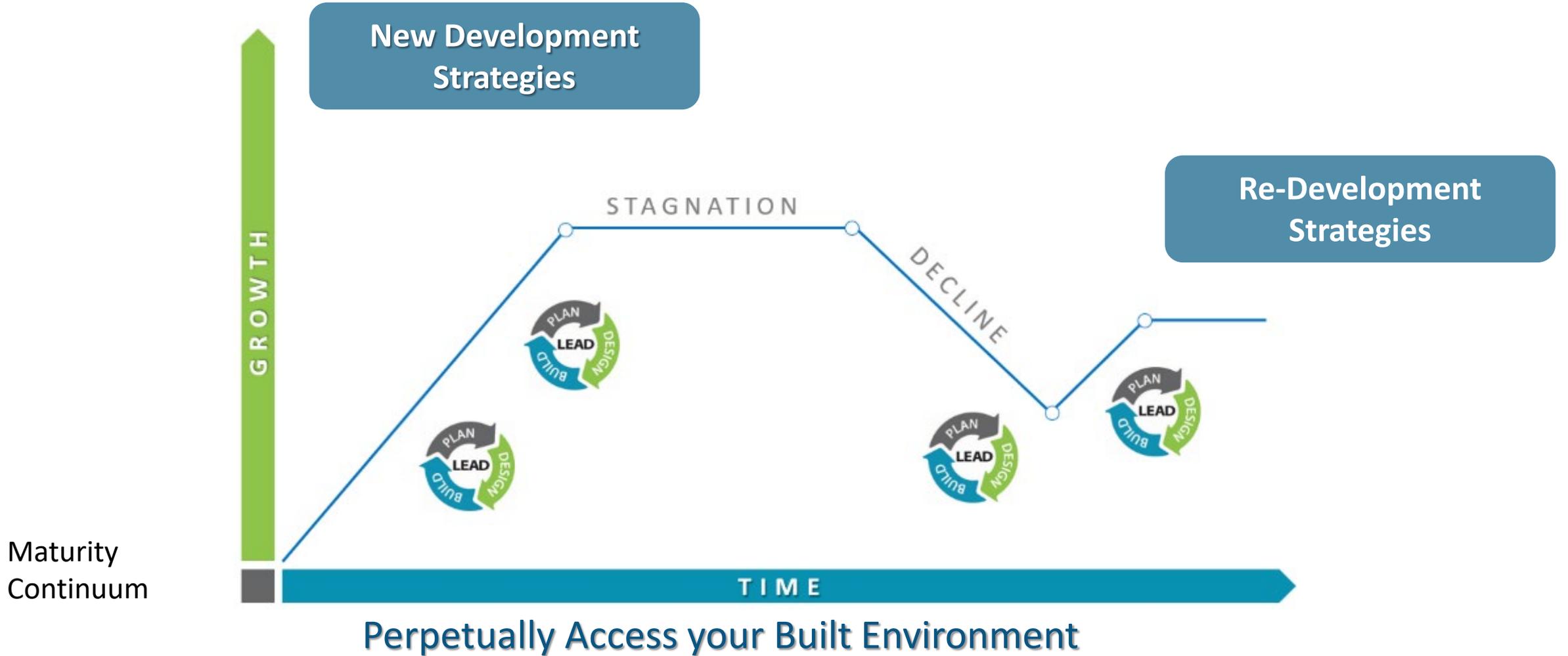
Growth within your Utility Service Territory offers your greatest ROI opportunity.



Purposeful Development



EcCD is a Process – Not an Event



EcCD 5.2 ECONOMICS

- Future Trends
- Future Challenges
- Future Opportunities

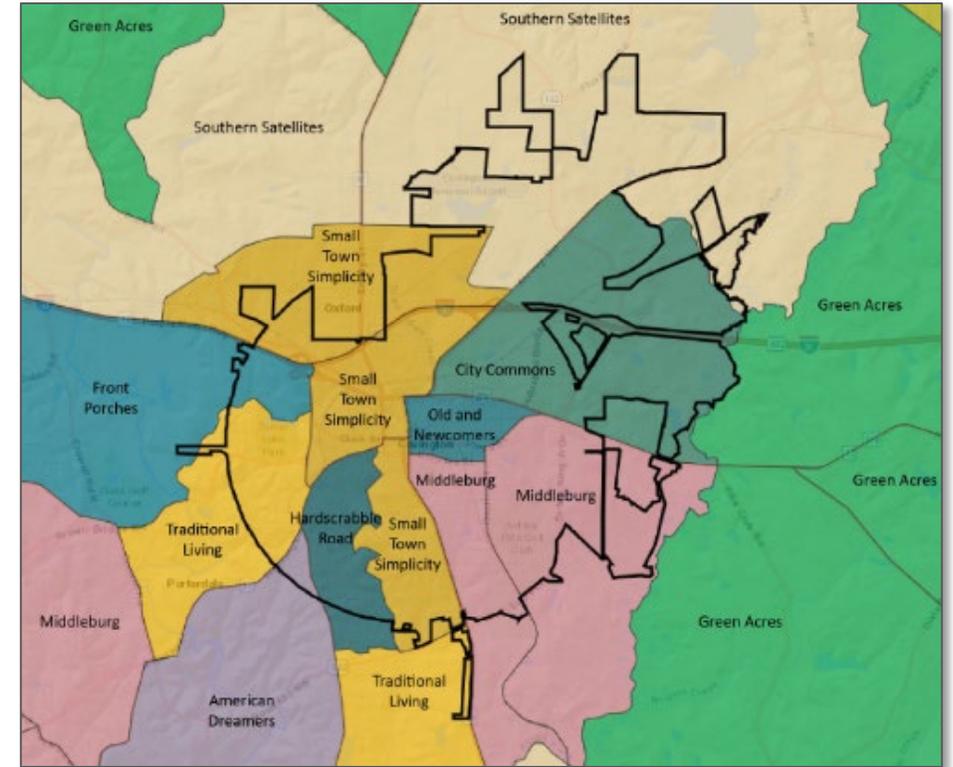


EcCD ECONOMICS



Its all about the people!

- *People based placemaking*
- *Designing spaces for everyone*
- *Creating the environment to retain/attract*



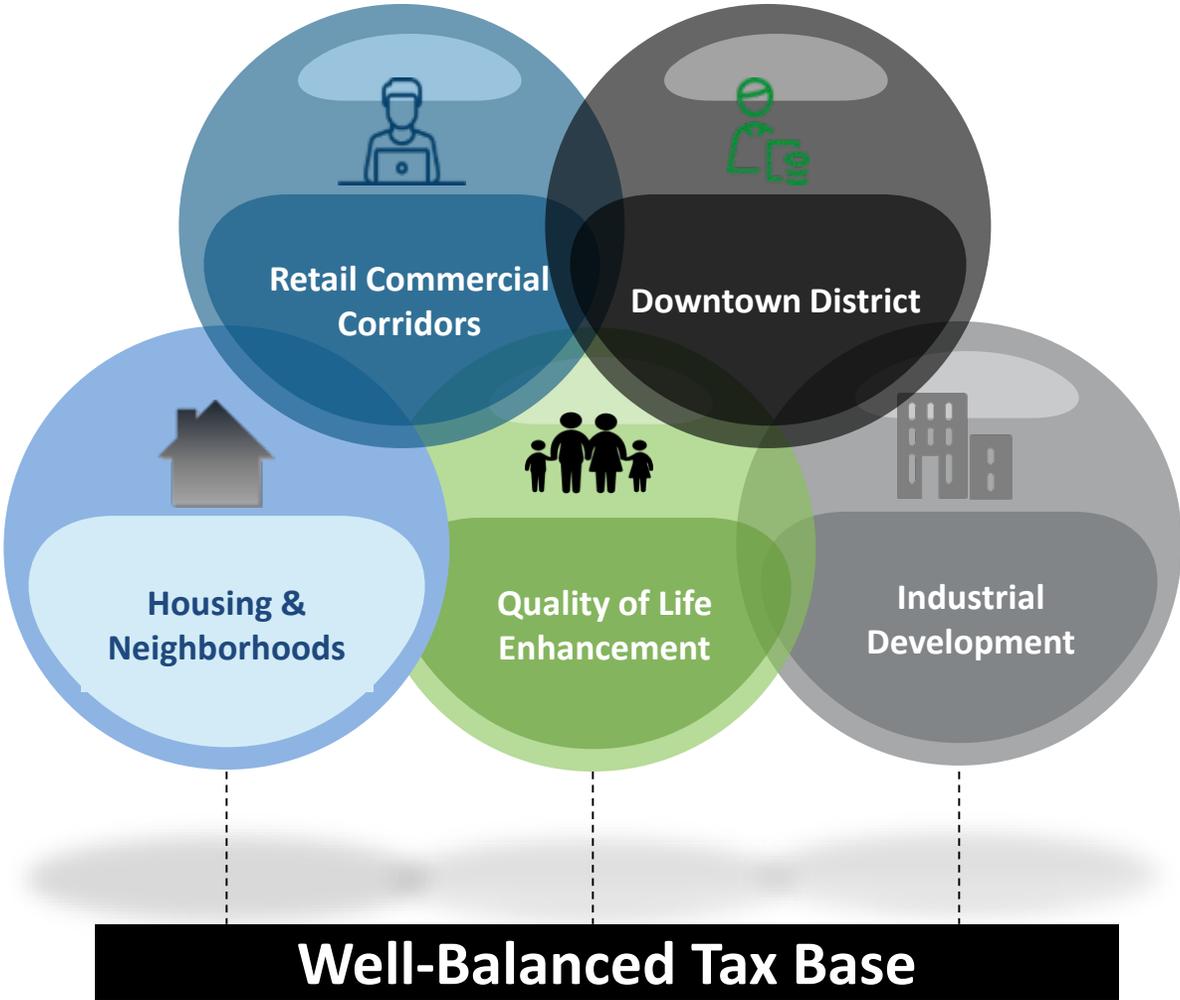


EcCD ECONOMICS

5.2

Every sector needs people

- Non-degree
- Skilled
- Undergraduate
- Graduate
- Doctorate



EcCD **ECONOMICS**

Future Trends – Community & Economic Development

- Rapid Technology Adoption – Analytical Drivers
- Generational Shifts – Resulting in New Life Outlooks
- Consumer Trends Impacting EcCD
- Omni-Connected Communities – (People Being Included, Connected)
- ESG – Environmental, Social and Governance

EcCD 5.2 ECONOMICS

Technology & Workforce Alignment Trends

- Laptop Class – Seeking hybrid and remote work
- Contract Labor (IRS 1099 employees) – since 2020 >23% growth
- Greater Employee Flexibility – location and hours
- Women Contractors – 41% U.S. based – 46% international based
- Blue Collar – Resigning, retiring, part-time work, entrepreneurs, living on less

Trending

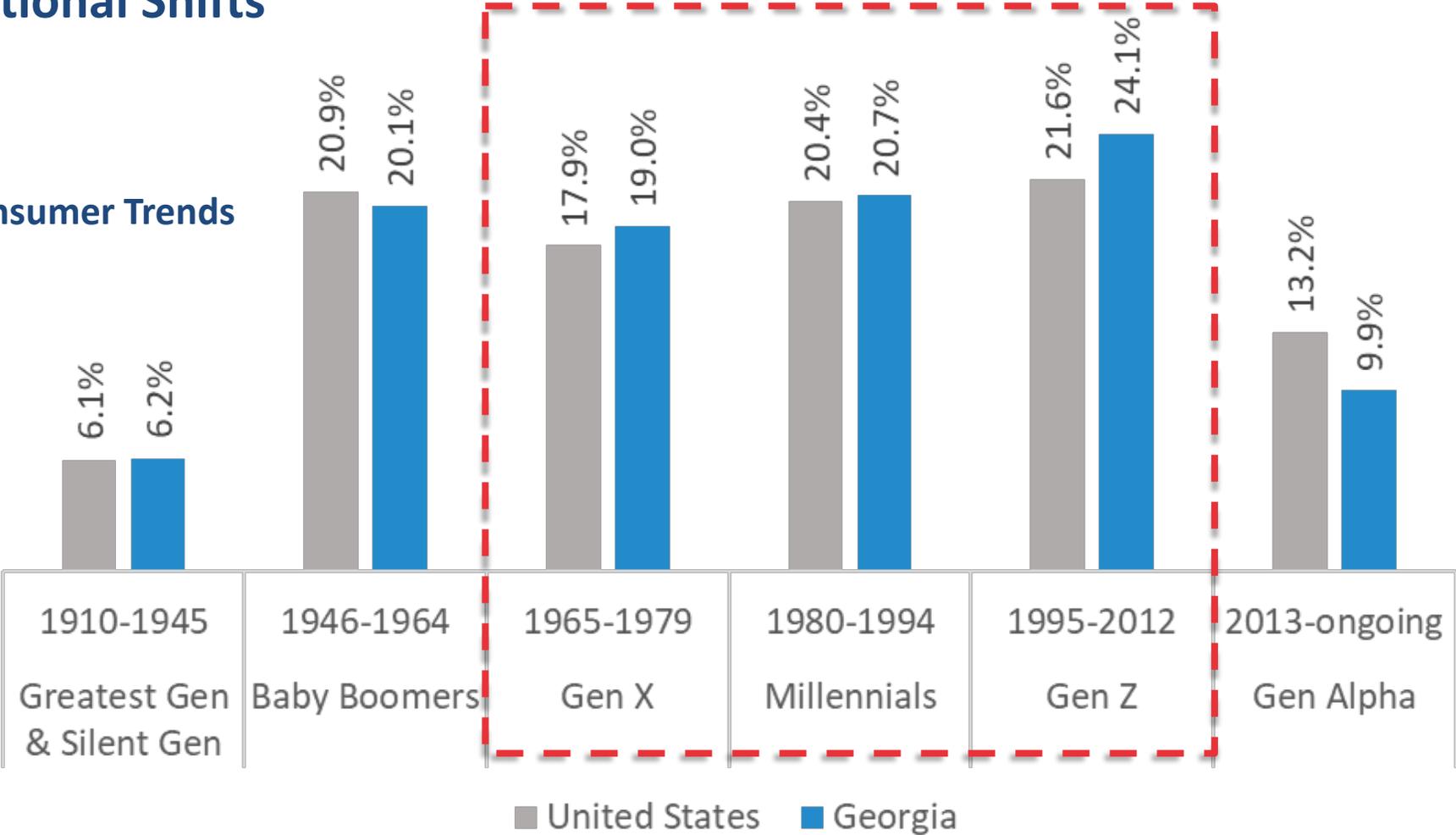


EcCD ECONOMICS

5.2

Generational Shifts

Shifts in Consumer Trends



Georgia: 63.8%

- ✓ Gen X
- ✓ Millennials
- ✓ Gen Z

Source: 2023 Projections based on U.S. Census Bureau 2019 ACS Estimates

EcCD **ECONOMICS**

Demographics – There will be less workforce today and near future

On average:

- U.S. Daily – 10,000 retiring – 2,230 entering workforce
- Feb-2020 – 2.3mm Women left workforce
- Feb-2020 – 1.8mm Men left workforce



EcCD 5.2 ECONOMICS

Workforce is indirectly connected to our meters and revenue potential

Workforce is the New Infrastructure

- Workforce Specialist/Resources
- Initiate Public/Private Workforce Initiatives
- Foster Regional Workforce Initiatives
- Greater Utilization of Existing Labor

Future Considerations

Key Account Support

Engage Businesses (Top Down)

Engage Contiguous Counties

Target Under-utilized labor

Housing – Generational Shifts Are Driving Housing Needs



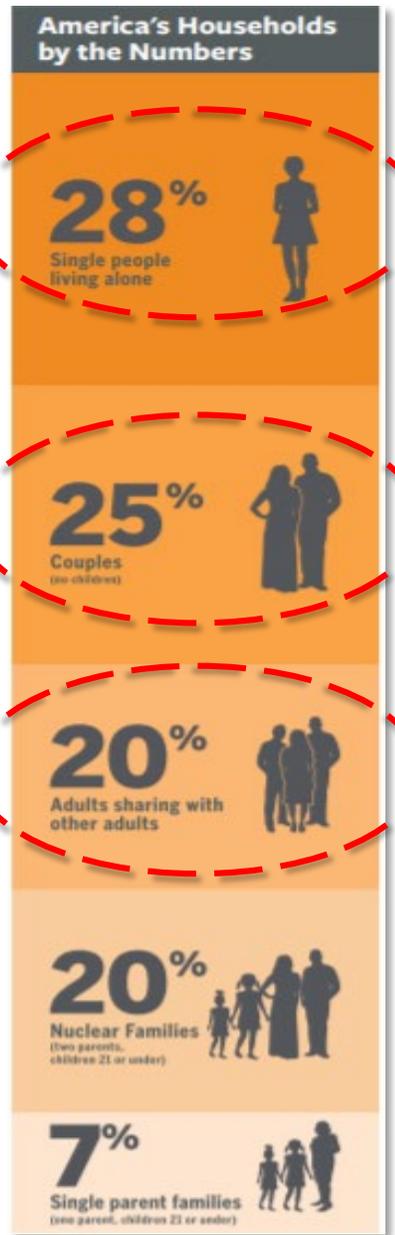
Housing demand for:

- Smaller homes
- Rental housing

Source: Kronberg Urbanists Architects

73%
AMERICAN
HOUSEHOLD
COMPOSITION

- Singles living alone
- Couples no kids
- Roommates



EcCD 5.2 ECONOMICS

72%

Single Family Homes

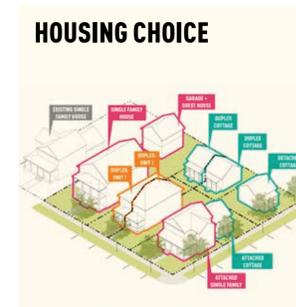
28%

Multi-Family

America's Housing Types by the Numbers

Existing Housing Stock is out of alignment with emerging market demands

Assess your built environment



EcCD 5.2 ECONOMICS

Is Housing a net loser



Utility Enterprise – Direct \$ Impact



LOCAL GOVT. and ENTERPRISE SYSTEMS

Diverse residential investment can create a Win – Win Scenario for all involved.

RETAIL

Retail follows residential development (People).

Industrial

Looking for workforce and communities that are retaining and attracting people.

PEOPLE

Investment follows people.

Utility Enterprise – In-Direct \$ Impact



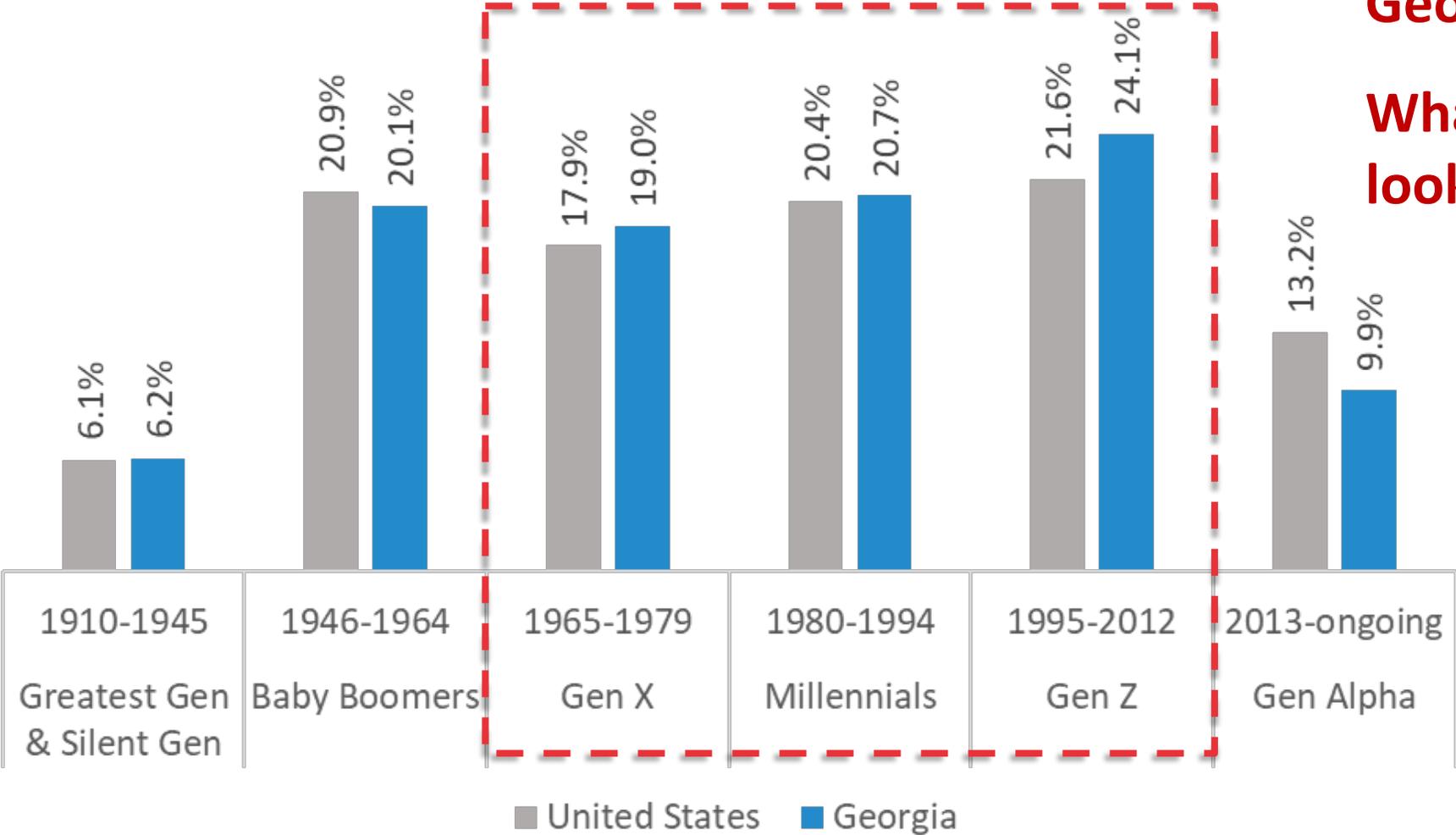
Its all about the people

- Private investment follows government investment

Purposeful Development

EcCD ECONOMICS

5.2



Georgia: 63.8%

What is this majority looking for?

Source: 2023 Projections based on U.S. Census Bureau 2019 ACS Estimates

Generational Shifts

People are searching for:

An experience that aligns with their needs

Trust & Predictability

Health, Wellness, Hope, Opportunity

Sense of Place & Belonging



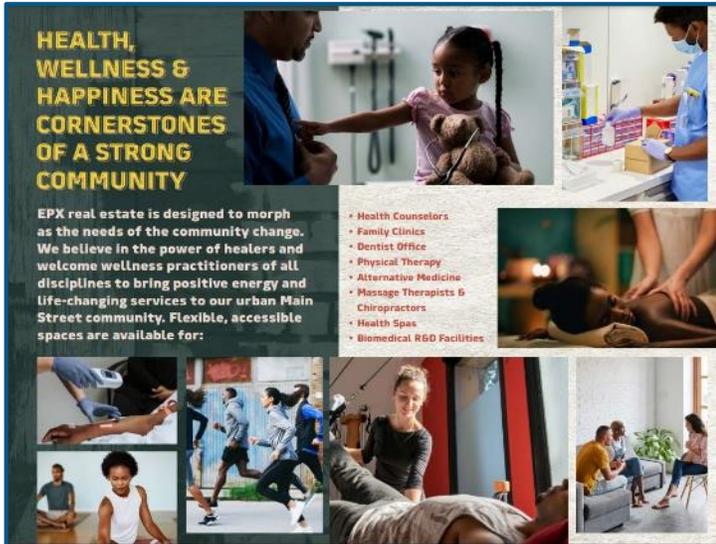
Trends in Building a Healthier Community Brand

- Develop Innovative Community Brands
- Demonstrate & Message Environmental Awareness
- Health and Wellness is Powerful
- Messaging is Marketing

HEALTH, WELLNESS & HAPPINESS ARE CORNERSTONES OF A STRONG COMMUNITY

EPX real estate is designed to morph as the needs of the community change. We believe in the power of healers and welcome wellness practitioners of all disciplines to bring positive energy and life-changing services to our urban Main Street community. Flexible, accessible spaces are available for:

- Health Counselors
- Family Clinics
- Dentist Office
- Physical Therapy
- Alternative Medicine
- Massage Therapists & Chiropractors
- Health Spas
- Biomedical R&D Facilities



"BUY LOCAL" ISN'T JUST A NICE THOUGHT — IT'S A WAY OF LIFE AROUND HERE

When we say Main Street not main-stream, we mean it. We welcome Small Businesses and put our money where the Doers are — up front and street level. At EPX, we've set aside prime real estate for those just starting out, such as:

- Health-Food Stores
- Barbers & Cosmetologists
- Makeup Artists
- Coffee & Bottle Shops
- Bakeries & Cafés
- Lifestyle & Fitness Studios
- Pop-Up Concepts
- Clothing & Home Goods Boutiques
- Tailors & Dry Cleaners
- Design Showrooms



ART & ARTISTS TURN A GROUP OF BUILDINGS INTO A VIBRANT COMMUNITY

At EPX, we know that art is integral to culture. It is a unifying force with the power to help people connect. We're calling all passionate creators to join us in building a culture of inclusivity and passion. Maker spaces and studios are available for:

- DIY & Emerging Arts
- Musicians
- Film Makers
- Writers
- Sculptors
- Photographers
- Jewelry Makers
- Fashion Designers



DOWNTOWN RESURGENCE NATIONWIDE

- Mixed use development districts
- Downtown residential
- Placemaking
- Revitalization
- Green infrastructure and walkability



EcCD 5.2 ECONOMICS

Purposeful Development

- *Highly analytical methodology*
- *Invest in hard and soft infrastructure*
- *Continuous planning and stakeholder engagement*

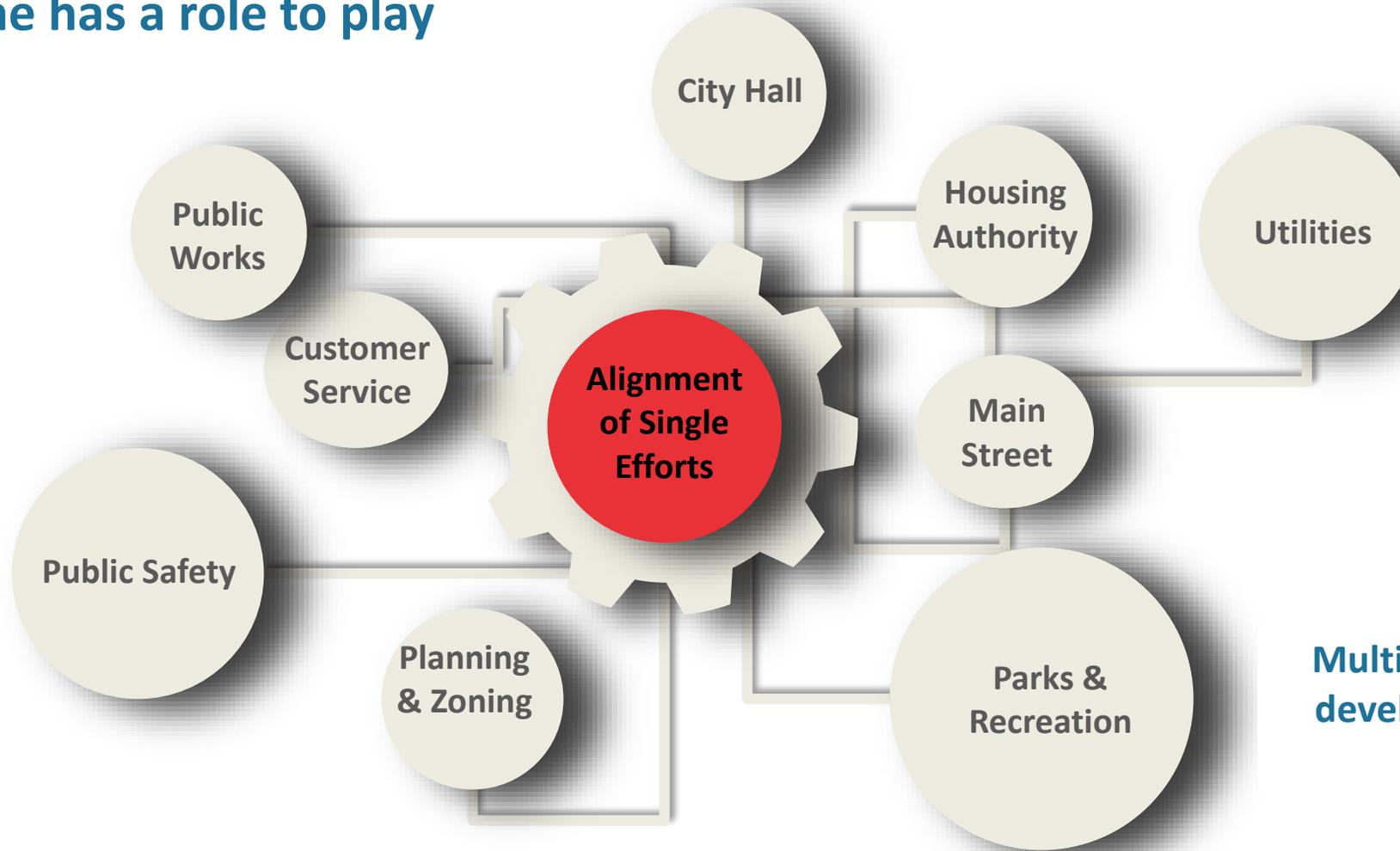


Quality of life



EcCD 5.2 ECONOMICS

Today everyone has a role to play



Multiply your economic development resources internally

COMMUNITY

ALIGNMENT

SUPPORT

The community's role is to create an environment that supports economic prosperity and investment

Market will dictate when and where investment occurs

2023

ECONOMIC DEVELOPMENT SUMMIT

SEPTEMBER 27 - 29

PROGRAM HIGHLIGHTS

- Economic Development Best Practices
- Workforce Development
- Community Proposal Best Practices
- Site Preparation Best Practices
- Transformative Industrial Projects
- Downtown Redevelopment

WHO SHOULD ATTEND

- Elected Officials
- Utility Commissioners
- City Managers
- Utility Leaderships
- Key Accounts Staff
- Main Street Managers
- Community Planners
- Industrial/DDA Boards & Staff
- Economic & Community Development Professionals



5.2 EcCD ECONOMICS

**Thank You for
your Partnership**