2024

Fairburn

Situated to Succeed



ECONOMIC DEVELOPMENT STRATEGIC PLAN

Acknowledgments

The City of Fairburn Economic Development Team would like to thank the following individuals and stakeholders for their participation in the Economic Development Strategic Plan (EDSP) process:

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Introduction

This document serves as an update to the first Economic Development Strategic Plan (EDSP) for the City of Fairburn in 2016. The purpose of an EDSP is to provide agreed upon economic development goals for the next 5+ years and concrete action items on how to achieve them.

Economic development goes beyond business retention and recruitment to also include a community's reputation, the physical look and feel of the area, and local amenities. Economic development relates to many facets of a community:

People



- Attraction and retention of residents
- Education and training opportunities
- Entrepreneurship support
- Social connectivity

Industry



- Attraction and retention of businesses
- Industry diversity
- Well-paying jobs
- Quality mix of shopping and dining

Built Environment



- Housing diversity
- Parks and civic spaces
- Recreational amenities
- Multi-modal connectivity
- Adequate infrastructure capacity

Due to all the ways economic development touches a community, it is important for there to be an agreed upon strategy on the city's economic development priorities, goals, and commitments to achieve them. As the lead on business retention and attraction efforts as well as workforce development, the local Economic Development Department serves as the "champion" of this plan. Having an agreed upon Strategic Plan gives the Economic Development Department clear direction and support from city leadership so that the Department has the agency to represent the city when it comes to connecting with the local business community and external stakeholders. **Without this strategic planning, a growing city risks creating internal bottlenecks and missing opportunities that would benefit local residents and businesses.**

An EDSP is more tailored than a Comprehensive Plan. While economic development influences much of a community, how much of that influence that is under a municipality's control is limited. Economies do not exist in a vaccum nor are they limited to any one political boundary. It is this interconnectedness that this EDSP aims to analyze to understand what is influencing Fairburn's economic landscape today, its trajectory 5+ years from now, and where the city's Economic Development Department can step-in to make sure that trajectory offers opportunities to local businesses and residents.

It is the main role of the Department to focus on strengthening the business and job opportunities within the city. It also has the responsibility to work alongside other city departments to ensure equitable developments provide for a city boasting high quality of life amenities such as recreational opportunities, greenspaces, and community programming. Successful economic development requires coordination and collaboration, one department cannot be asked to do it all. By encapsulating agreed upon goals in an Action Plan, this EDSP provides the Economic Development Department with concrete initiatives it can take to achieve its goals, partners to assist or leverage, and an implementation roadmap.

Process

Quantitative Analysis

Using industry-trusted data sources such as Esri, Lightcast, U.S. Census, and Costar to help answer the following questions:

- Where does Fairburn stand today in terms of population and household growth?
- What industries make-up the city's economic base? How does this compare to the industries that current residents work in?
- What are Fairburn's educational and age trends that feed into its 'labor force readiness'?
- What types of commercial real estate are most prevalent within Fairburn? How has this changed over time?
- How is the existing inventory performing? Are there certain types that have maintained high demand?

Qualitative Analysis

Gathering input from residents and the business community to uncover:

- What are Fairburn's current strengths? Its weaknesses?
- What are potential opportunities for continued economic growth? Are there any threats?
- What is Fairburn "missing"?
- What are ways that city staff can help improve Fairburn's economic base and quality of life?
- What should the Economic Development team prioritize over the next five+ years?

Target Industries

Combining insights from localized economic trends and community sentiment to focus the lens on:

- Do the existing target industries still align with Fairburn's current economic ecosystem and city leadership priorities?
- What industry clusters within the Atlanta region are clustering in Fairburn? How has employment within these clusters changed over time?
- Given input from the data and the community, what industries could the city feasibly retain and recruit over the next five years?

Action Plan

Building an **economic development** road map over the next five+ years centered on goals and implementable strategies:

- How much of the previous EDSP's Action Plan was able to implemented?
- What are "next step" strategies to build-on successfully completions from the previous EDSP?
- Are there initiatives from other plans that can be leveraged in this updated Action Plan?
- What are new economic development goals and objectives that Fairburn wants to accomplish over the next five years? Who would be potential partners that the city could work with to achieve them?

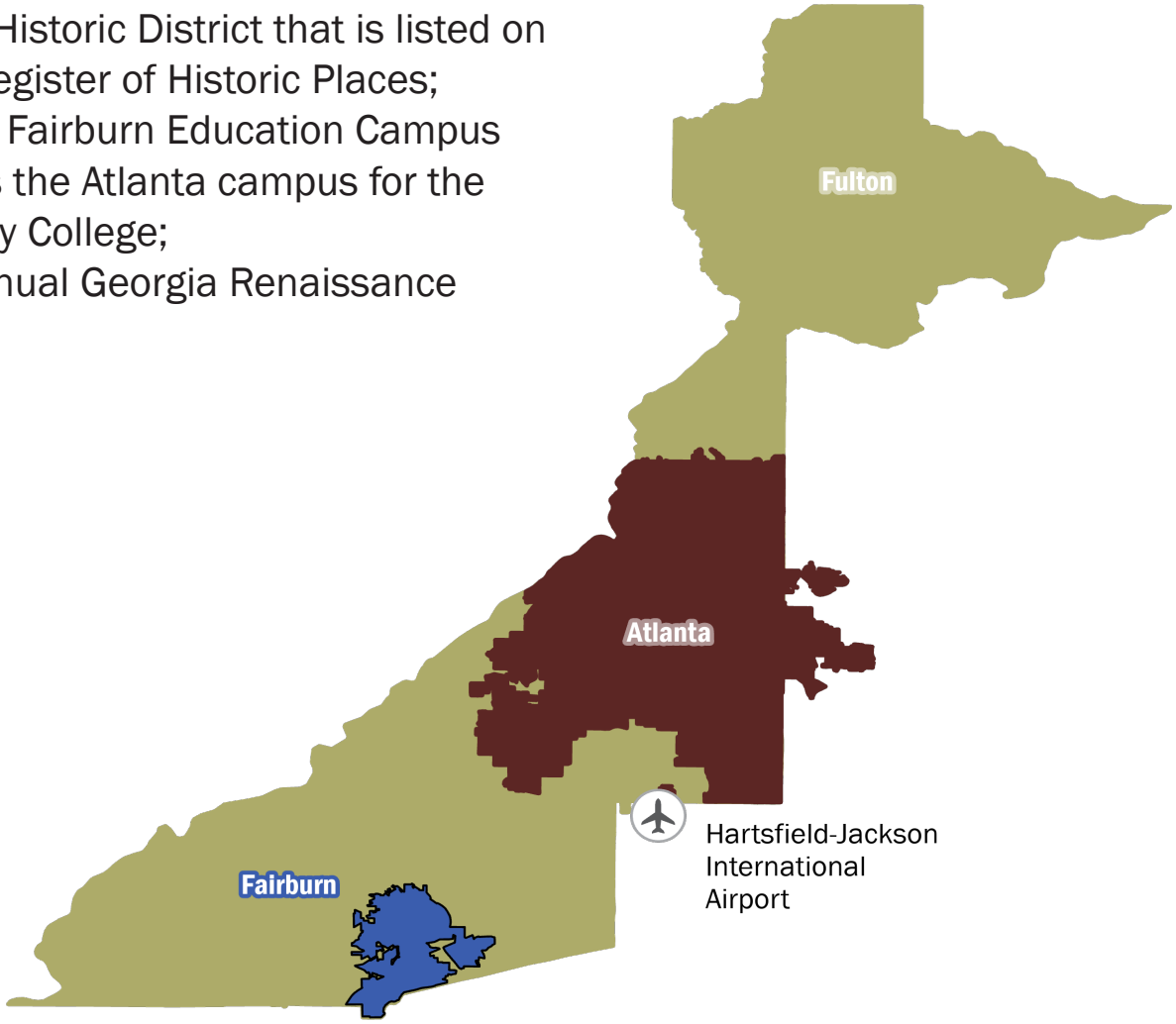
Executive Summary

A Place Rich in History

The City of Fairburn lies in southern Fulton County less than 25 miles southwest of the City of Atlanta and only 20 minutes from Hartsfield-Jackson International Airport.

Officially chartered as a town in 1854 and then a city in 1925, Fairburn's rich history includes:

- representing as a hub for agricultural trade and banking;
- serving as the county seat from the 1870s until Campbell County was absorbed by Fulton County in 1932;
- a Commercial Historic District that is listed on the National Register of Historic Places;
- creation of the Fairburn Education Campus which contains the Atlanta campus for the Georgia Military College;
- hosting the annual Georgia Renaissance Festival.



A Place for Community

This rich history has kept Fairbuurn on the map and has played a role in the city continuing to be a community that draws in people from within and around the region. Since 2010, it has grown faster than both Fulton County and the larger Atlanta MSA. It boasts a young and educated workforce that is essential for a strong business environment and thriving economy.

25+%
Population growth since 2010

65%
Of residents are under 45

45%
Of residents have some form of post-secondary education



A Place for Business

Given its strategic location along major transportation routes and proximity to Hartsfield-Jackson International Airport, Fairburn plays an important role in the supply-chain economy. A fifth of its local economic base is dedicated to the manufacturing sector and the logistics industry employs the highest share of Fairburn residents.

18%
Of residents work in logistics

20%
Of jobs are in manufacturing

7,109
Estimated total jobs



A Place With Priorities

The economic vision for this plan was helped shaped by Fairburn residents, stakeholders, and the business community. From in-person conversations to online surveys, economic strengths, weaknesses, opportunities, and threats were identified. Economic development priorities and desires from the community centered on the following themes:

- Community and Family Ties
- Economic and Business Growth
- Infrastructure and Accessibility
- Safety and Quality of Life
- Downtown Revitalization and Local Business Support
- Education and Workforce Development
- Environmental and Green Spaces

A Place With it All

Through a combination of this feedback from the community and stakeholders, industry growth trends since the last EDSP, and relative industry concentration compared to the larger Atlanta region, target industries were identified. These industries serve as guides for economic development recruitment and retention efforts over the next five years and either are or have the potential to generate economic momentum in Fairburn.



Development Infrastructure and Manufacturing



Distribution Logistics



Entertainment and Leisure

A Place Taking Action

These targeted industries also feed into the updated Action Plan, which builds an economic development road map over the next five+ years centered on goals and implementable strategies. The economic development goals over the next five years are:



Fairburn Profile

Overview

It is important to establish a current profile of the city to help determine pathways for the city's future. This encompasses both historical and current demographic and economic trends in order to assess where Fairburn stands today. Each of the metrics observed influence the types of businesses, amenities, or jobs that are in Fairburn.

Population & Households

Future economic growth is partially dependent on the ability of the city to add new residents and households. If so, this creates a larger tax base that can help fund new projects and improvements for the city. This can also serve as a larger client base for the existing businesses and support the creation of new ones.

Demographic Composition

Understanding the demographic composition of a place can provide insights into the different needs and preferences residents have for spending and amenities. For example, a multicultural community will more likely increase the demand for restaurant options that offer varied cuisine while a community with an older population is more likely to put higher emphasis on strong healthcare options.

Educational Attainment

While not all well-paying jobs require a post-secondary degree, the share of the population that has pursued post-secondary education is an indicator of a local workforce that is often targeted by employers in industries such as Information, Professional Services, Finance, and Health Care.

Household Income

An area's household income is a key metric of both the local workforce and new business opportunities. From a workforce perspective, it can serve as the first indicator of whether residents are working in high-paying jobs. From a business perspective, this metric is often used in location decisions (i.e., would there be enough local spending to support that business?).

Labor Force and Job Mix

Discerning the jobs resident workers have (labor force) versus the jobs that exist within the community can uncover any mismatches between the local workforce and existing jobs. For example, if a large portion of the jobs within the community are in one industry but a small share of the local labor force is employed in that same industry, then that industry may be one to target for workforce initiatives.

Commuting Patterns

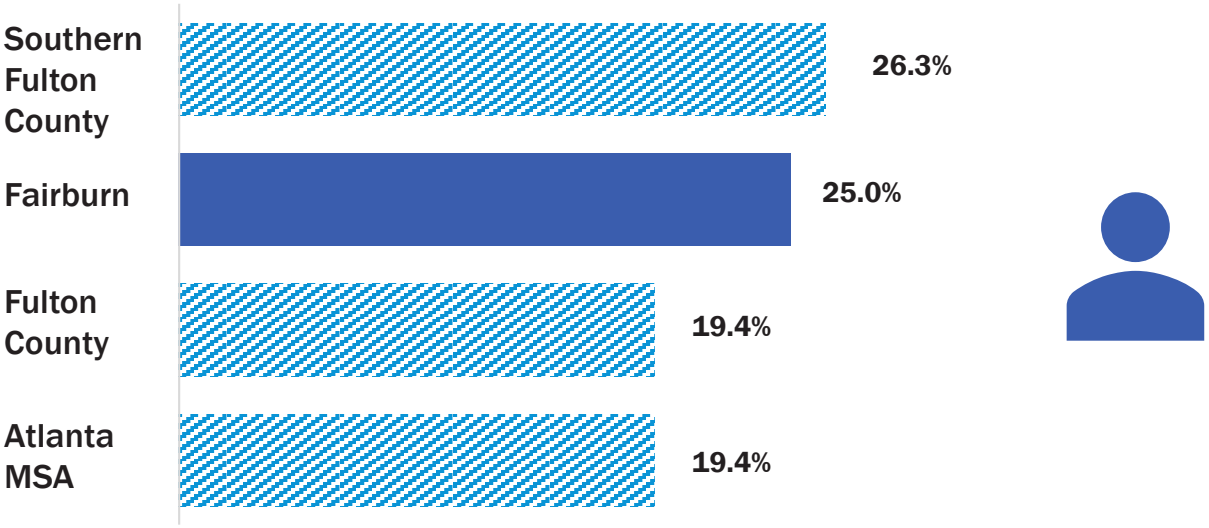
Building on any labor force and job mix mismatches, observing commuting patterns can help determine where resident workers are employed if they leave the city for work. It can also show in which local industries workers are being "imported". If a community has many in-commuters, this may be due to the land use mix between residential and commercial or a particular industry may be serving as a regional hub.

Additionally, taking a snapshot of Fairburn's real estate environment provides key insights about the built environment that influence which industries and businesses can find a home within the city. It also serves as an indicator how and where Fairburn can accommodate its current and projected growth.

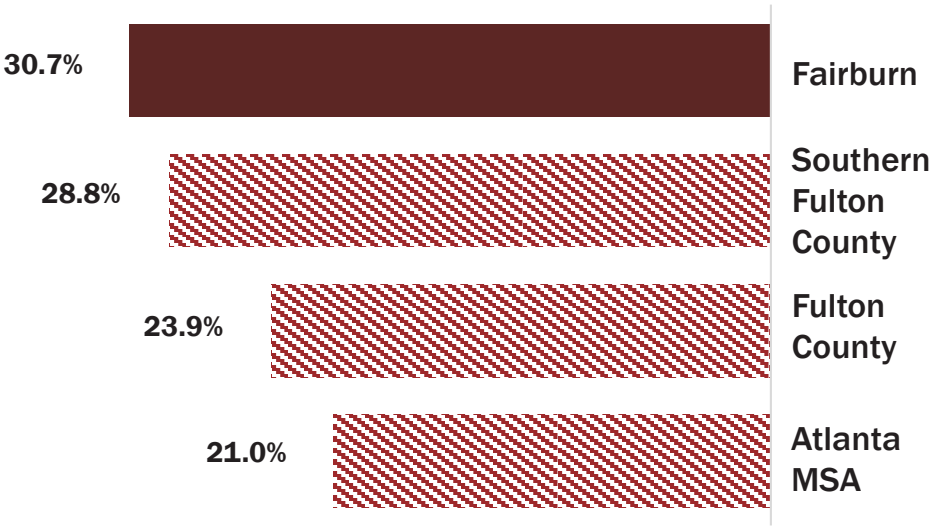
Demographic Snapshot

The booming growth in Atlanta's southern metro is incomplete without Fairburn. Home to almost 17,000 residents and 6,500 households, it has grown faster than both Fulton County and the Atlanta MSA since 2010. Household growth within the city is also slightly higher than the average in Southern Fulton County.

Population & Household Growth, 2010-2023



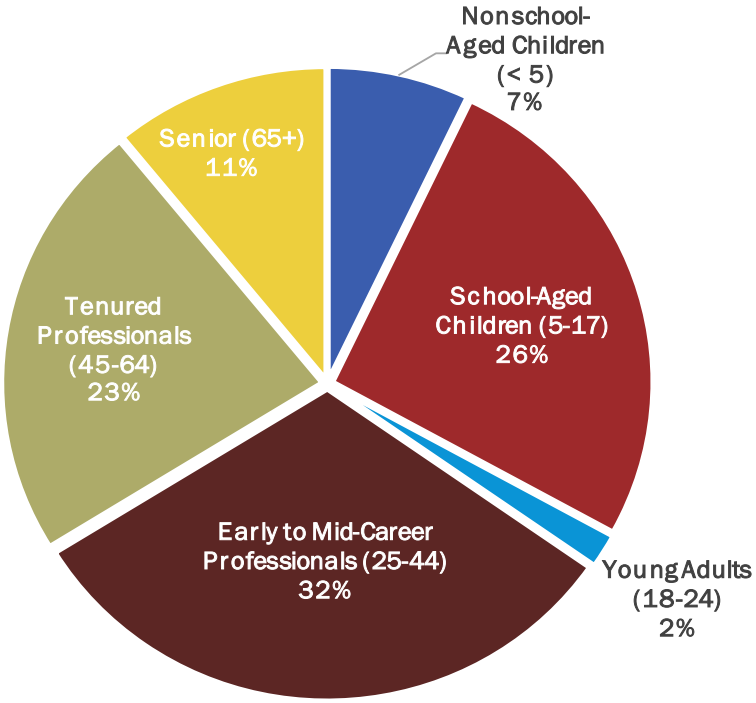




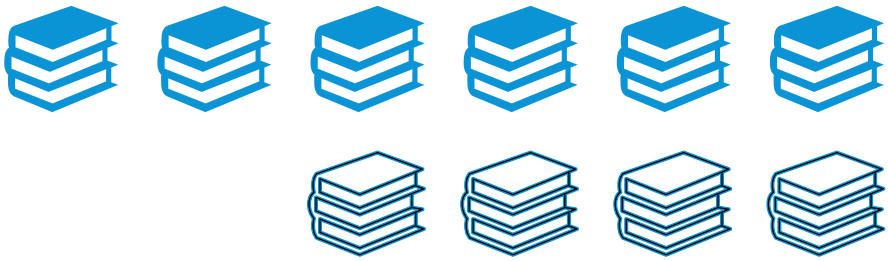
Source: KB Advisory Group with data from Esri

Fairburn is also a young and well-educated city. Almost 67% of residents are under the age of 45, a higher share than Fulton County and the Atlanta region overall. Since the height of the pandemic in 2020, Fairburn's growth in those aged 25-44 and those under the age of 17 has outpaced the region. Combined with 45% of residents having obtained some form of a post-secondary degree, Fairburn continues to be a community that attracts families and young workers.

Share of Population by Age Cohort, 2023



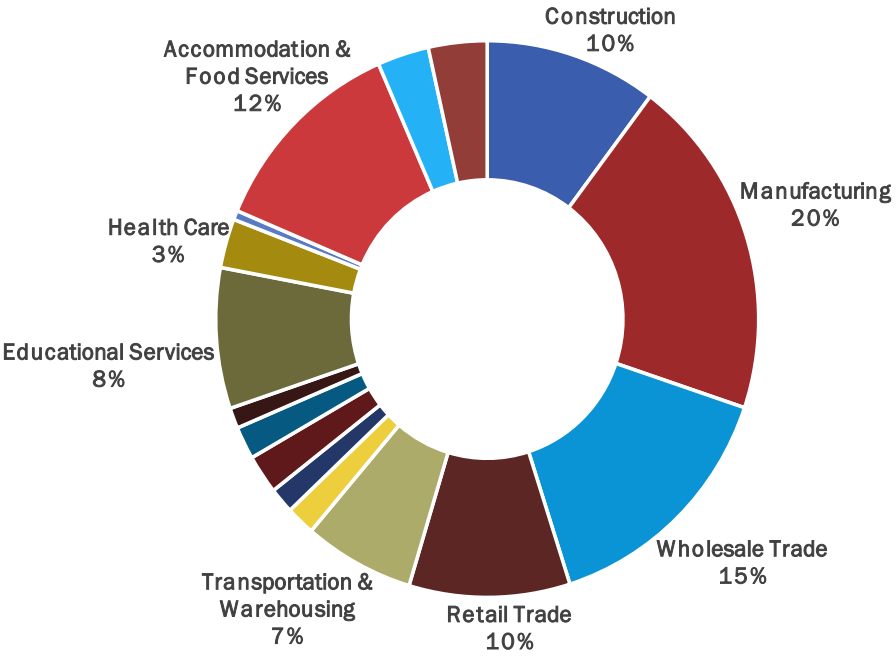
*Over **6** out of every 10 Fairburn residents over the age of **24** has some form of post-High School education*



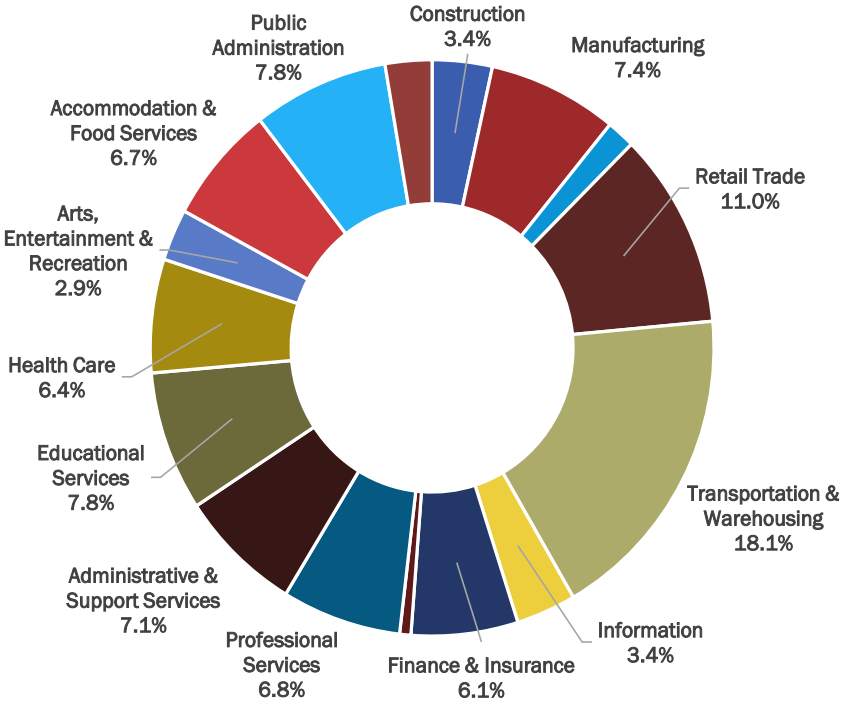
Source: KB Advisory Group with data from Esri

Economic Snapshot

Fairburn is home to over 400 businesses that supply over 7,100 jobs. These jobs are primarily in the Manufacturing, Wholesale Trade, Accommodation & Food Service, and Construction industries. Fairburn's labor force, or working residents, exceeds 8,500 and are concentrated in the Transportation & Warehousing and Retail Trade industries.



Job Mix by Industry, 2023

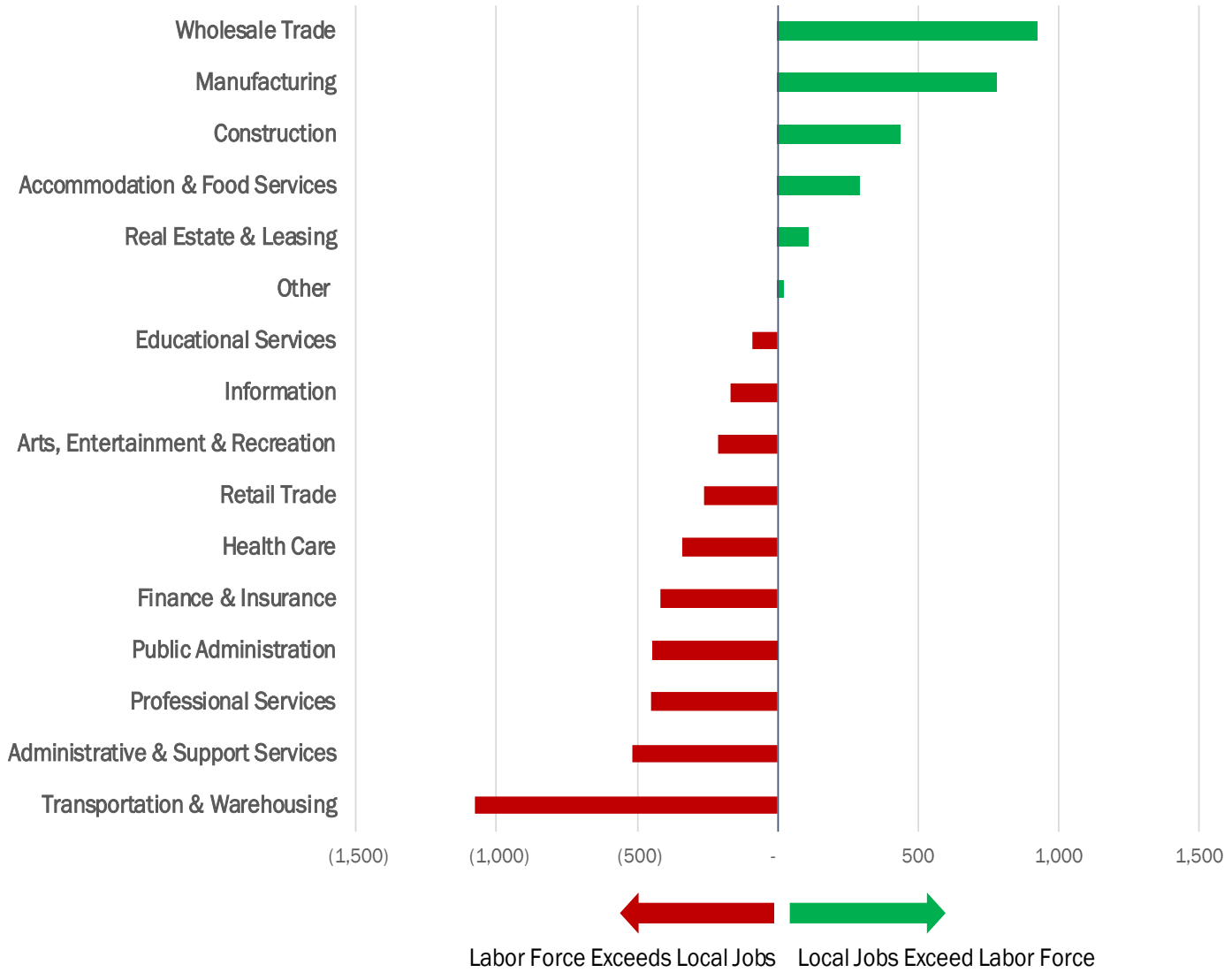


Labor Force Mix by Industry, 2023

Source: KB Advisory Group with data from Esri

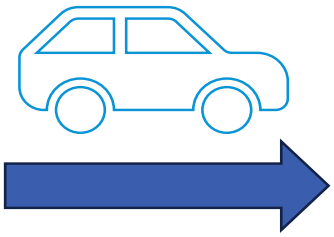
The local labor force in Fairburn exceeds the number of jobs, a reflection of the city's historic "bedroom community" character. This translates to many working residents within Fairburn having to commute outside of the city for work. The largest gap between local jobs and labor force is in the Transportation & Warehousing industry, driven by the city's proximity to Hartsfield International Airport. For industries such as Wholesale Trade, Manufacturing, and Construction, there are more jobs than local residents employed in those industries, creating opportunities for workforce development initiatives.

Jobs v. Local Labor Force



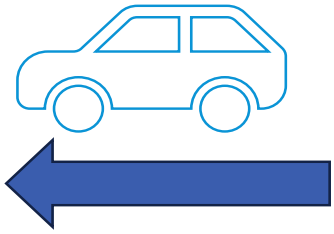
Source: KB Advisory Group with data from Esri

Given Fairburn's location in the metropolitan region, workers commute to and from the immediate surrounding area. Based on 2021 commuting patterns, most resident workers remain in Fulton County for work. Of those that commute into Fairburn for work, almost 25% are coming from somewhere else in Fulton County and another 23% commute in from Clayton or Coweta Counties.



The top cities where working residents are employed:

- Atlanta (20.2%)
- College Park (5.0%)
- Remain in Fairburn (4.5%)
- Union City (4.3%)



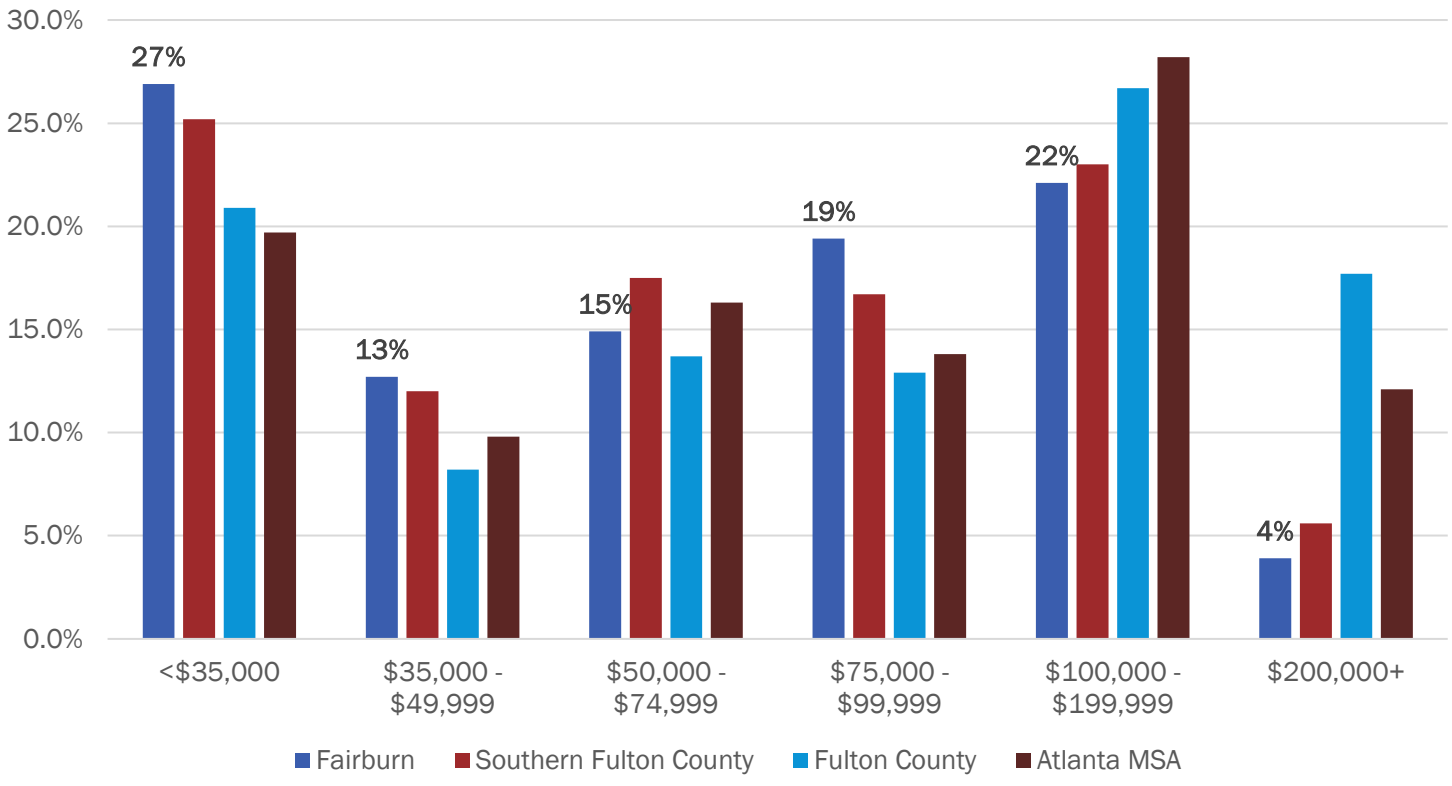
The top cities that workers commute into Fairburn from:

- South Fulton (6.7%)
- Atlanta (5.9%)
- From Fairburn (3.8%)
- Union City (3.0%)

Source: KB Advisory with data from U.S. Census Longitudinal Survey (2021)

With a median household income that is lower than the median county and regionwide, it will be important for Fairburn city leadership and Economic Development staff to take an equitable lens when planning future developments. Having a mix of incomes can often lead to a diversity of retail and amenities. However, if there is too much focus on projects that cater to or attract a particular segement of households, then existing residents may lose the opportunity to benefit from the city's economic growth. The City of Fairburn should consider policies and investments which increase access and economic mobility for current and future residents.

Share of Household by Income, 2023



Median Household Income, 2023

$65,690
Fairburn

$66,455
Southern Fulton County

$87,330
Fulton County

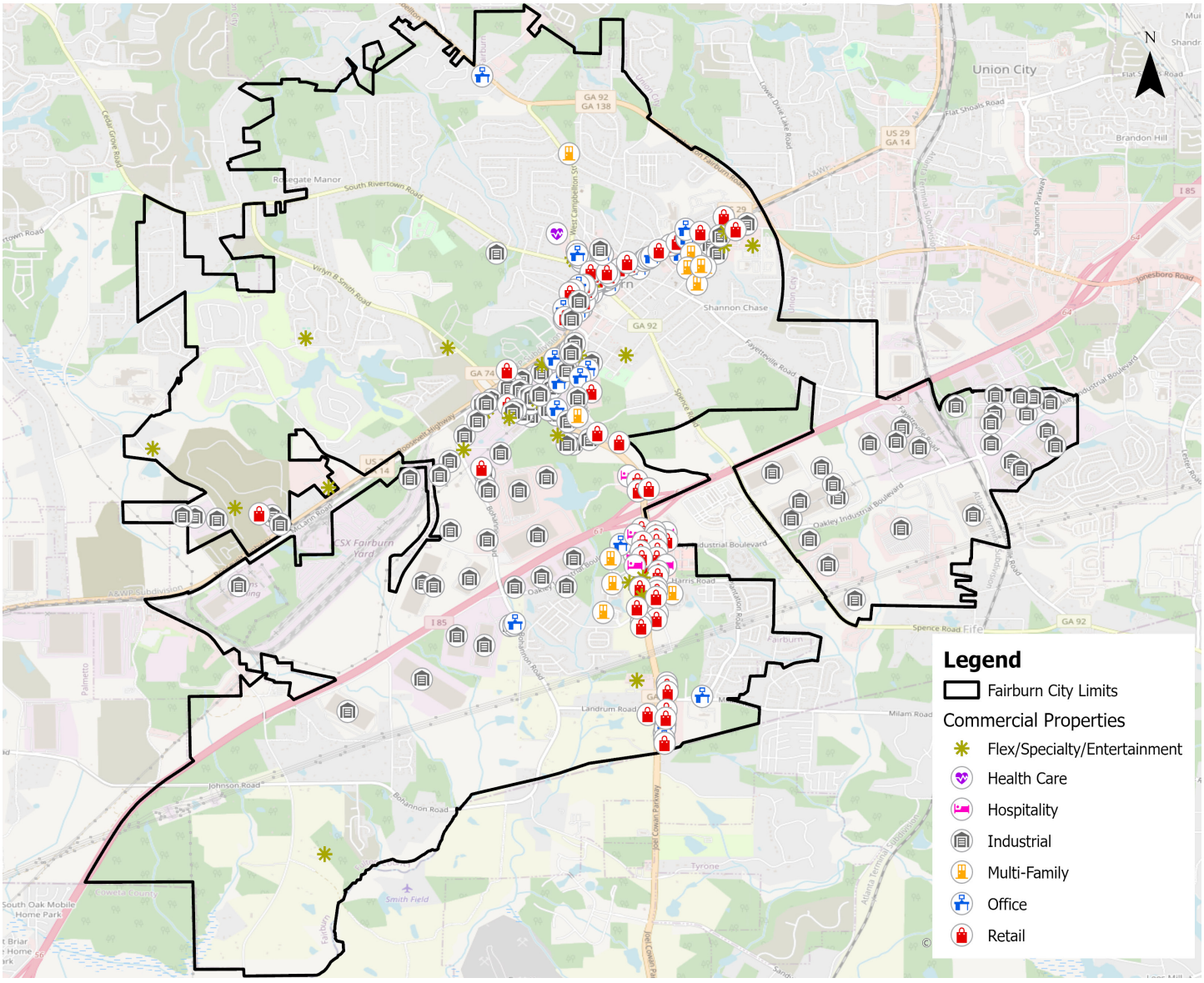
$81,148
Atlanta MSA

Source: KB Advisory with data from Esri

Real Estate Snapshot

Given Fairburn's connection to multiple transportation routes, the majority of the existing commercial inventory is clustered in the center of the city along US 29-GA 14 (Roosevelt Highway).

Retail and hospitality is also clustered south of I-85 along Senoia Road. Warehouse is the most dispersed throughout Fairburn, with properties near the CSX Fairburn Yard and south of I-85.



Source: KB Advisory with data from CoStar

Industrial/flex space dominates Fairburn's commercial real estate inventory and over 10% of the county's industrial/flex space is concentrated in Fairburn. Influenced, in part, by the lower average rents/rates, the average occupancy for all the major commercial real estate types is higher in Fairburn compared to Fulton County overall.

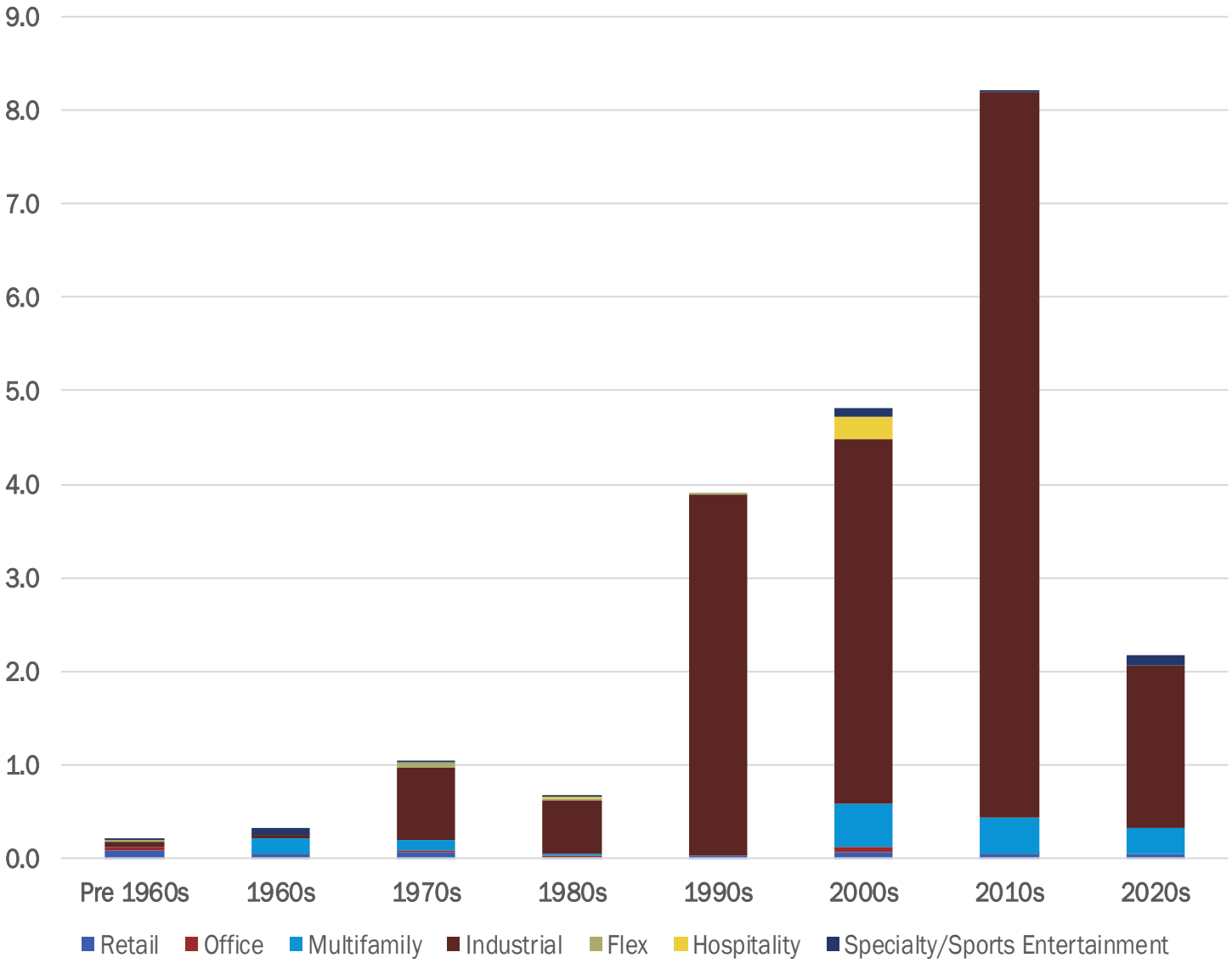
	Fairburn	Fulton County
Retail		
Existing Square Feet (SF)	571,071	75,903,691
Average Rent/SF	$17.32	$26.22
Average Occupancy	95.1%	96.4%
Office		
Existing Square Feet (SF)	140,472	173,094,007
Average Rent/SF	$20.70	$33.17
Average Occupancy	100%	80.9%
Industrial/Flex		
Existing Square Feet (SF)	19,056,394	184,340,635
Average Rent/SF	$7.47	$10.69
Average Occupancy	97.2%	94%
Multifamily		
Existing Units	1,353	200,867
Average Effective Rent/Unit	$1,495	$1,648
Average Occupancy	92.4%	88.1%
Hospitality		
Existing Rooms	437	44,733
Average Daily Room Rate*	$108	$158
Average Occupancy*	72.2%	65.5%

*Metrics are submarket averages and are inclusive of all hospitality types
Source: KB Advisory with data from CoStar

Fairburn's commercial development growth began in the 1990s especially in industrial space. Industrial space has continued to represent the bulk of new commercial space within the city, with approximately 40% of the existing industrial space within Fairburn delivering between 2010 and 2019.

Since the 2000s, Fairburn has also seen consistent deliveries in new multifamily units.

Commercial Development by Decade (in Millions of SF)



Source: KB Advisory with data from CoStar

Over half of Fairburn's inventory in industrial and multi-family are Class A product. These properties typically are the most updated, have multiple amenities, and are positioned in the most desirable locations. The city's hospitality, office, and retail inventory is primarily Class B and C, which is typical of older stock.

Class A Property Examples



Smuckers Distribution Center

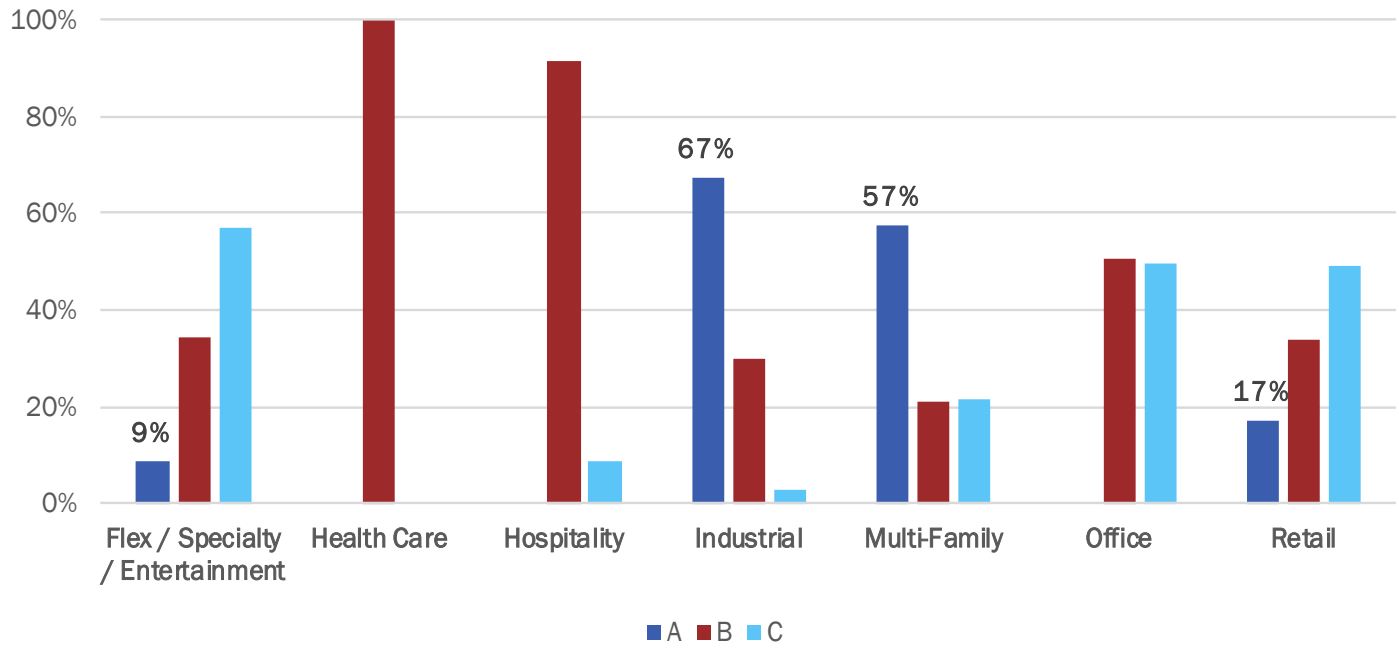
Image Source: CoStar



The Dylan at Fairburn

Image Source: CoStar

Share of Fairburn Inventory by Type and Class, 2023



Source: KB Advisory with data from CoStar

Community Vision

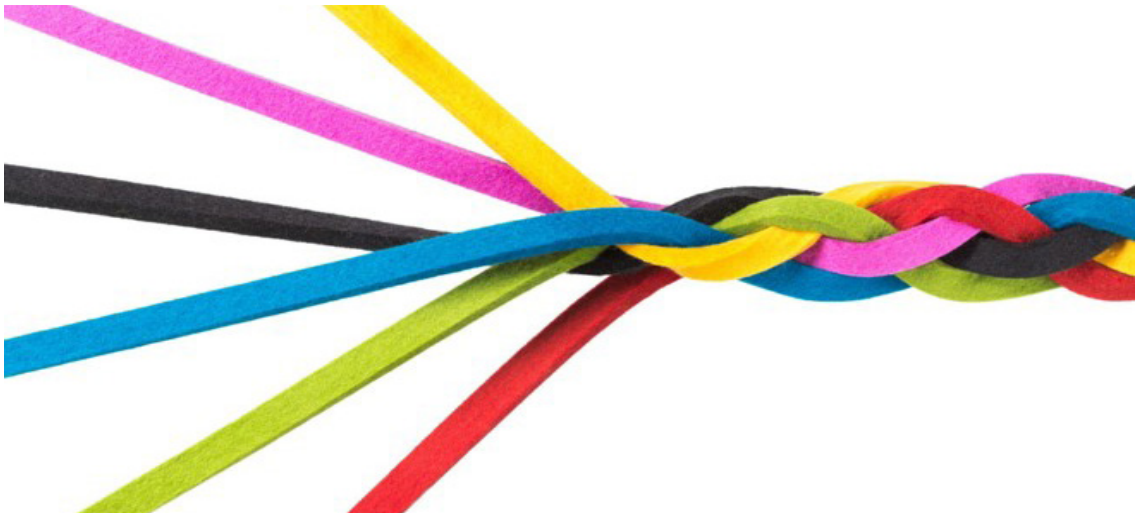
Overview

The economic vision for this plan was helped shaped by Fairburn residents, stakeholders, and the business community. From in-person conversations to online surveys, economic strengths, weaknesses, opportunities, and threats were identified. Recurring themes from this public input included:

- Community and Family Ties
- Economic and Business Growth
- Infrastructure and Accessibility
- Safety and Quality of Life
- Downtown Revitalization and Local Business Support
- Education and Workforce Development
- Environmental and Green Spaces

Community Vision

Led by Urban Pulse Community Solutions, the EDSP team hosted two stakeholder meetings, including a business luncheon and a community meeting in efforts to gain a **comprehensive evaluation of its economic landscape**. The business luncheon, which was held on March 21, 2024, between 12:00 pm and 2:00 pm, gathered input from local business owners and industry representatives, while the community meeting, held March 26, 2024, 6:00 pm-7:00pm, allowed for broader public engagement. Both meetings were also live streamed to engage additional stakeholders and featured live poll activities designed to engage stakeholders actively and identify themes of critical importance to each group. This interactive approach ensured focused discussions and comprehensive feedback. These sessions were **designed to capture a wide range of perspectives and insights**, forming the foundation for this SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. The stakeholder engagement sessions have also been supplemented by a business stakeholder survey, community stakeholder survey, and a series of one-on-one interviews with elected officials, city administrators, and other key stakeholders. The findings from these engagements are instrumental in shaping the Economic Development Strategic Plan, ensuring that it **reflects the real needs and opportunities within the community.**



Business Community

The business luncheon provided a platform for Fairburn's key business stakeholders to voice their insights and concerns about the city's economic environment. Engaging in detailed discussions and live polling, participants identified several critical strengths and weaknesses affecting local businesses. This feedback is essential for understanding the current business climate in Fairburn and forms the basis of the following detailed breakdown. Items bolded were recurring themes that garnered strong consensus among stakeholders, indicating key areas of focus for future initiatives and improvements.





During the live polling, the business community identified a growing and diverse customer base, a strong sense of community, and the availability of affordable commercial real estate as the top strengths of Fairburn. These areas received significant attention, with 29%, 24%, and 16% of the votes respectively, highlighting their critical role in shaping the city's economic landscape.

Business stakeholders noted that having a broadened demographic spectrum offers diverse business opportunities while having an accessible real estate encourages business setups and expansions. Stakeholders also noted that Fairburn's welcoming atmosphere contributes to a strong sense of community and safety. Additionally, business stakeholders noted that having access to the airport enhances Fairburn's connectivity and accessibility and facilitates business operations and attracts enterprises that rely on air transport.

Fairburn's strengths are...

- **Availability of Affordable Commercial Real Estate**
- Available Area to Accommodate Growth
- Existing Network of Suppliers
- Greenspaces
- **Growing and Diverse Customer Base**
- Proximity to Hartsfield-Jackson Atlanta International Airport
- Proximity to Major Commuting and Transportation Routes
- Sense of Safety
- **Small Town Feel and Sense of Community**

Throughout the live polling, business stakeholders identified the following as the top weaknesses of Fairburn: Limited Retail Options (24%), Limited Visibility or Foot Traffic (17%), Seasonal Fluctuations in Business Activity (17%), and Rising Operational Costs (15%). While a growing and diverse customer base was realized as a strength, a scarcity of diverse retail and dining options was noted as a weakness as it limits local spending opportunities and leads to low pedestrian activity, a weakness also highlighted by stakeholders. Additionally, business stakeholders emphasized that Fairburn is frequently overlooked by visitors and commuters heading to other destinations and seasonal business cycles affect stability and planning.



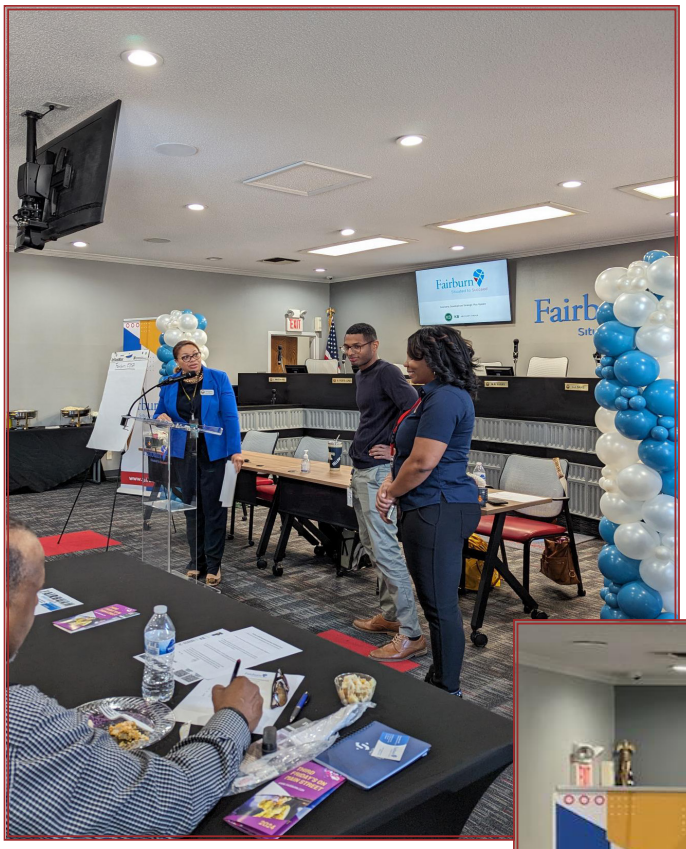
Business stakeholders noted that Fairburn has opportunities to increase business engagement through hosting networking events with local businesses, having a business-friendly environment that reduces barriers and fosters enterprise, and facilitating access to funding and financial incentives to stimulate business growth and expansion. Stakeholders also highlighted the opportunity to enhance visibility through marketing support and promotional assistance, crucial for small and medium enterprises. Additionally, stakeholders indicated that there were opportunities to sponsor mentoring among businesses as well as bring speakers for business training sessions. Providing avenues for businesses to give feedback and have a more significant voice in community planning could also strengthen the connection between the city and the business community.

Fairburn's opportunities are...

- Host Networking Events
- Direct Information for New Businesses
- Monthly Business Sentiment Survey
- Mentoring and Training
- Regular Informative Meetings
- Feedback and Voice in the Community
- Community Events for Business Promotion
- Marketing and Promotional Assistance
- Access to Funding or Financial Incentives
- Infrastructure Improvements
- Supportive Local Government

Fairburn Residents

The community stakeholder meeting offered a valuable perspective from Fairburn's residents, highlighting different aspects of the city's livability and development challenges. This session, enhanced by live polling and active participation, helped capture the community's views on strengths and weaknesses that impact their daily lives and the overall health of the city. These insights are crucial for aligning the city's strategic plans with the needs of its residents, as detailed in the subsequent analysis.





Community stakeholders overwhelming, at 67% vote on the live poll, indicated that the **availability of open green spaces** is a strength of Fairburn. Stakeholders indicated that having extensive parks and recreational facilities boosts the city's attractiveness and livability. Another strength community stakeholders noted was Fairburn's **strategic location and accessibility** (33%). Easy access via major routes enhances Fairburn's appeal to residents and businesses alike.



Availability of Open Green Space



Strategic Location and Accessibility

Community stakeholders also noted a few weaknesses from a communal perspective, with **concentrated growth** in certain commercial areas and **outdated buildings** needing repairs. It was noted that economic activity is heavily localized, limiting broader city development. Additionally, empty buildings detract from the city's appeal and utility. Traffic concerns was also weakness that was brought to the top several times during the session. Stakeholders indicated that traffic, especially near the expressway, poses challenges to mobility and quality of life. A threat identified during this session was the lack of housing that is both affordable for current residents and appealing to newcomers.



Concentrated Growth in Certain Commercial Areas



Outdated Buildings Needing Repairs

Recurring Themes

Several common themes emerged between Fairburn's community and business input, both in-person and virtual. Survey results for specific questions can be found in the Appendix.

Both groups emphasized the importance of **community and family ties**, with stakeholders noting the significance of community connections, family settlement, and local support. **Economic and business growth** was also a shared priority, focusing on development opportunities, business expansion, and the growth potential of Fairburn.

Infrastructure and accessibility were identified as critical areas, with a mutual need for improved transportation, better traffic management, and enhanced accessibility to key locations such as the airport and major highways. Additionally, both community members and business owners stressed the value of **safety and quality of life**, with each stakeholder group advocating for safe neighborhoods, green spaces, and a clean, welcoming environment.

There was a strong emphasis on **downtown revitalization and local business support**, with stakeholders calling for more retail and dining experiences, better downtown development, and community events to boost local businesses. **Education and workforce development** were also highlighted as important, with both groups recognizing the need for educational opportunities and workforce development initiatives.

Lastly, the desire for **environmental and green spaces** was evident, with a shared interest in creating parks, trails, and environmentally friendly development to enhance the community's livability and attractiveness.

Through informed data and by addressing these common themes, Fairburn can effectively meet the needs and aspirations of both community and business stakeholders within the growing community.


Community and Family Ties
Economic and Business Growth
Infrastructure and Accessibility
Safety and Quality of Life
Downtown Revitalization and Local Business Support
Education and Workforce Development
Environmental and Green Spaces

Target Industries

Overview

Through a combination of feedback from the community and stakeholders, industry growth trends since the last EDSP, and relative industry concentration compared to the larger Atlanta region, strategic target industries were identified. These industries serve as guides for economic development recruitment and retention efforts over the next five years and either are or have the potential to generate economic momentum in Fairburn. These industries are meant to serve as focus areas for business development efforts and are not recommended to be the only industries that city staff and partners recruit for.



Development Infrastructure and Manufacturing



Distribution Logistics



Entertainment and Leisure

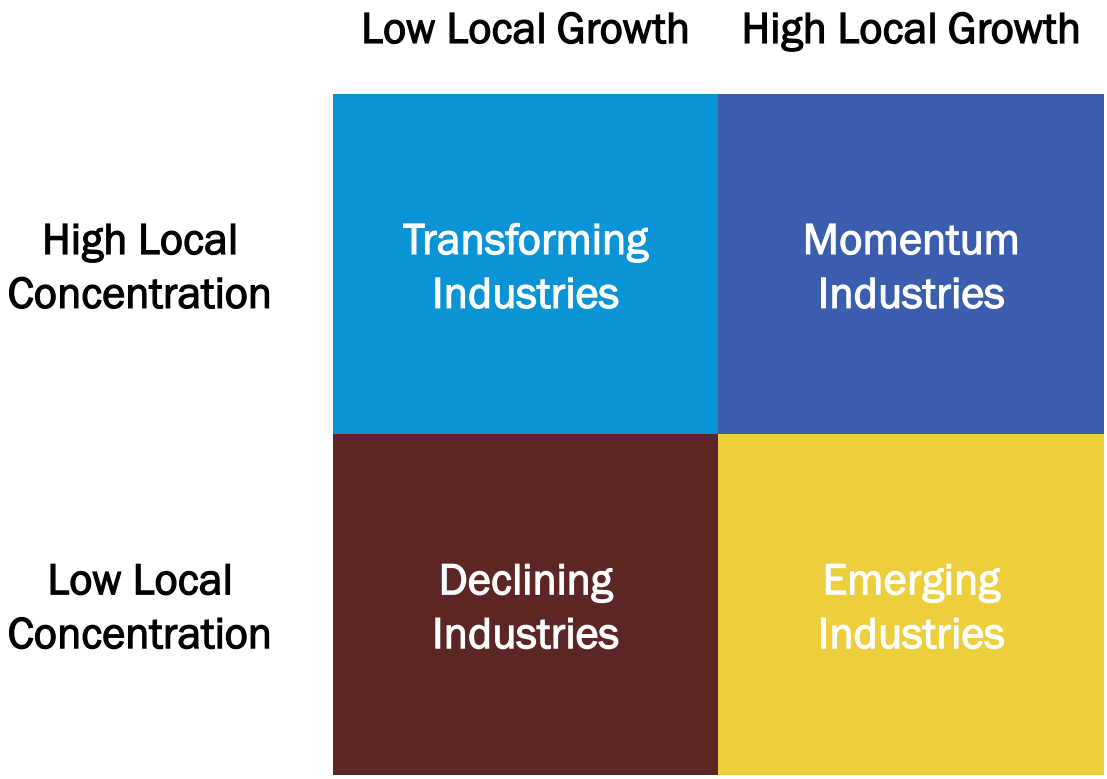
Industry Assessment

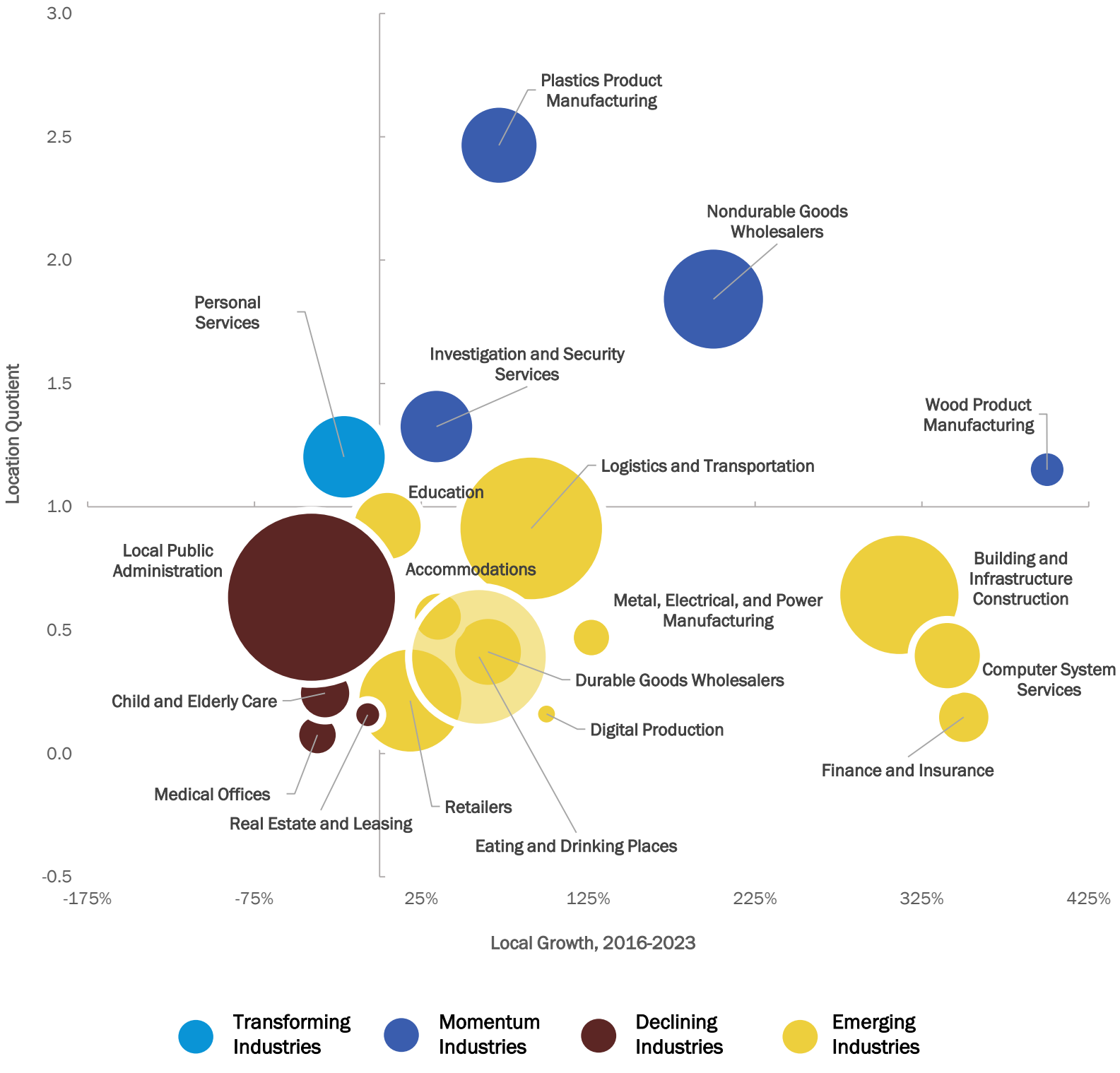
To assist in determining which industries Fairburn should target over the next five years, an industry cluster assessment was conducted. Since industry clustering is not confined to municipal boundaries, the city's main zip-code (30213) was used for this detailed analysis. The economic and industry trends in this larger area are similar to those within Fairburn's city limits.

The assessment observed:

- Industry growth compared to the city's last EDSP (2016)
- "Uniqueness" of an industry to the Fairburn area, measured by the relative concentration of that industry to the area compared to that industry's concentration within the Atlanta MSA (location quotient)

The industry clusters were then grouped based on the quadrant table below.





*Completed list of NAICS codes for each cluster are included in the Appendix
Source: KB Advisory and Urban Pulse with data from Lightcast

Development Infrastructure and Manufacturing

Establishments within this target industry are focused on building and infrastructure construction or the manufacturing of inputs for the construction industry such as wood, metal, and electrical products.

Consisting of the Building and Infrastructure Construction, Wood Product Manufacturing, and Metal, Electrical, and Power Manufacturing clusters, area employment within this industry has more than doubled since 2016. Both the Construction and Manufacturing industries are already established in Fairburn proper – hosting approximately 30% of the city's current jobs.

Collectively, this industry is less concentrated in the Fairburn area compared to the Atlanta region, but its fast growth classifies it as an "emerging" industry. As such, it has the greatest potential to become a hub within the city's economic ecosystem and become a "momentum" industry, or one with self-supporting strength and catalytic nature. Examples of existing Fairburn businesses within this target industry are Strack Inc., Blackjack Paving, and Yancey Wire & Cable.



Subsectors:

Residential and Nonresidential Building Construction



This subsector comprises establishments who perform the **general construction of buildings**. The work performed may include new work, additions, alterations, or maintenance and repairs. The local annual average earnings for this subsector is estimated at $173,6408*.

Utility and Infrastructure Construction



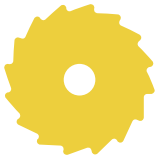
This subsector comprises establishments who perform **heavy and civil engineering construction**. The work performed may include water, sewer line, power, street, and bridge construction. The local annual average earnings for this subsector is estimated at $105,532*.

Site Preparation



These establishments primarily engage in **site preparation activities**, such as excavating and grading, demolition of buildings and other structures, and septic system installation. The local annual average earnings for this subsector is estimated at $89,127*.

Veneer, Plywood, and Engineered Wood Manufacturing



These manufacturing establishments perform all or some the following tasks: **sawing, planing, shaping, laminating, or assembling wood products**. The local annual average earnings for this subsector is estimated at $156,355*.

Architectural and Electrical Equipment Manufacturing



These manufacturers **construct final or input products related to structural metal, power transformers, electric motors, generators, or industrial controls**. Regional average annual earnings for this subsector is estimated at $105,453. According to BLS industry projections, this subsector is estimated to host over half a million jobs nationwide by 2032.

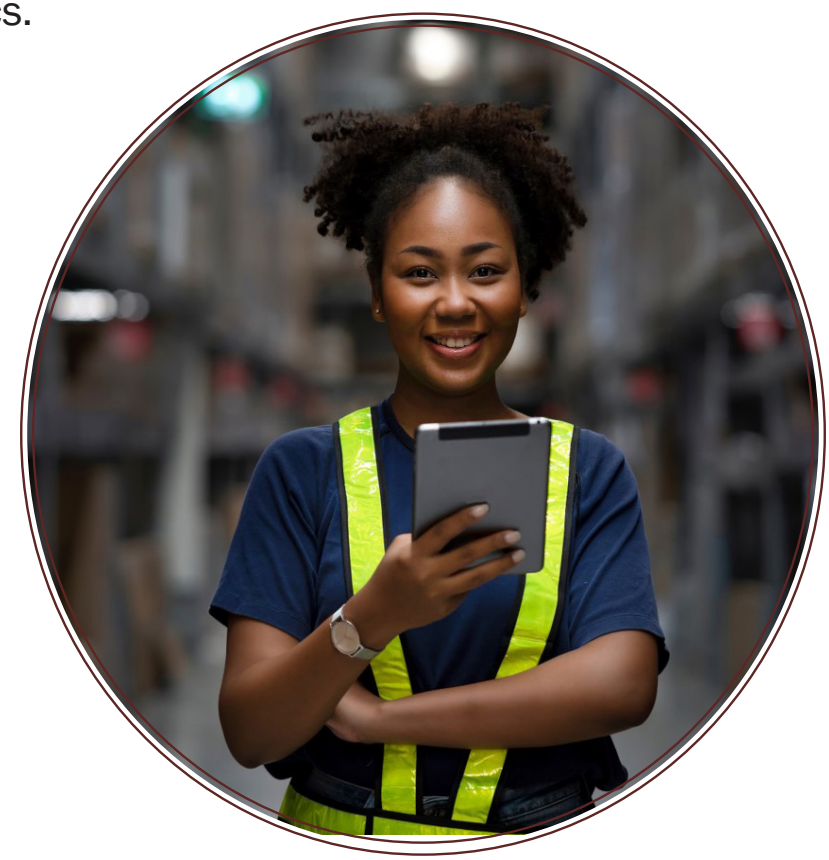
*Fairburn's main zip-code (30213)
Source: KB Advisory and Urban Pulse with data from Lightcast, U.S. Census, BLS

Distribution Logistics

Establishments within this target industry are focused on the various steps within the distribution of merchandise. This includes the transportation and storage of goods, multi-modal support services, and the wholesaling process (B2B).

Consisting of the Logistics and Transportation as well as both Durable and Nondurable Goods Wholesalers clusters, area employment within this industry has grown by approximately 82% since 2016. Wholesale Trade is the second largest industry within Fairburn and, combined with Transportation, accounts for over 20% of the city's current jobs.

While relatively more concentrated in the Fairburn area than the Development Infrastructure and Manufacturing target industry, it is less concentrated compared to the Atlanta region. Its fast growth, however, also classifies it as an "emerging" industry with catalytic potential. Examples of existing Fairburn businesses within this target industry are Enviro Recyclers, Sysco Corporation, and XPO Logistics.



Subsectors:

Recyclable Material Merchant Wholesalers



These wholesalers engage in the **wholesale distribution of recyclable materials** such as electronics, paper, plastic, textiles, and metal. The local annual average earnings for this subsector is estimated at $139,532*.

Grocery and Related Product Wholesalers



These wholesalers engage in the **wholesale distribution of meats, produce, desserts, and frozen foods**. The Fairburn area has a high concentration of this subsector, indicating that this area serves as a regional hub. The regional annual average earnings for this subsector is estimated at $77,636.

Lumber and Other Construction Material Wholesalers



These wholesalers engage in the **merchant wholesale distribution of construction materials** such as lumber, plywood, brick, stone, roofing, and insulation. The local annual average earnings for this subsector is estimated at $100,846*.

Freight Transportation and Support Services



These establishments **manage the freight distribution of goods**. Examples include freight forwarders and customs brokers. The local annual average earnings for this subsector is estimated at $110,737*.

Couriers and Delivery Services



This subsector comprises establishments primarily engaged in **providing air, surface, or combined mode courier and express delivery services**. The local annual average earnings for this subsector is estimated at $70,696*. According to BLS industry projections, this subsector is estimated to have one the largest and fastest employment growth nationally by 2032.

*Fairburn's main zip-code (30213)

Source: KB Advisory and Urban Pulse with data from Lightcast, U.S. Census, BLS

Entertainment and Leisure

This target industry encompasses establishments that would help attract and support entertainment options for Fairburn residents and drive regional tourism.

Encompassing the Digital Production (film), Accommodations, and Eating and Drinking Places clusters, area employment within this industry has grown by approximately 60% since 2016.

Several factors posit Fairburn as uniquely situated to leverage multiple of its assets such as: having its own Art Advisory Council, being a “Film Ready” city, historic population growth, existing music and entertainment programming, and being the annual site of the Renaissance Festival. This target industry would serve to help Fairburn create a sense of place that brings both people and creatives together and provides residents and visitors with a “one stop shop” for all their dining, entertainment, and overnight stay needs.



Establishments related to:

Full-Service Restaurants



These restaurants include both regional or national franchises as well as mom-and-pop **eateries where patrons are seated and served by waitstaff**. Local employment within these restaurants has grown by 40% since 2016.

Visitor Accommodations



These establishments primarily engage in **providing short-term lodging in facilities**, such as hotels and bed-and-breakfast inns. In addition to lodging, these establishments may provide a range of other services to their guests. Local employment within these establishments has grown by 35% since 2016.

Film and Digital Design



This subsector comprises establishments primarily engaged in **producing, or producing and distributing motion pictures, videos, television programs, or television commercials as well as those that focus on graphic design and editing**. The regional annual average earnings for this subsector is estimated at $104,530.

Sound Recording and Production



This subsector comprises establishments primarily engaged in **producing and distributing musical recordings, publishing music, or providing sound recording and related services**. These services may be conducted for standalone sound projects or for film or other media. Regional annual average earnings for this subsector is estimated at $99,668.

Custom Manufacturing



These manufacturers primarily engage in the **manufacturing of personalized ornamental and architectural metal work and non-upholstered wood furniture**. These crafts lend themselves to movie, commercial, and theatre set design. The regional annual average earnings for this subsector is estimated at $80,071.

Source: KB Advisory and Urban Pulse with data from Lightcast, U.S. Census

Action Plan

Goals

Determining the economic development goals in a community requires strategic thinking about all the interconnected pieces in Fairburn: residents and workforce, local economy, and built environment. The previous EDSP manifested these pieces into broad overarching goals with objectives to assist the city's Economic Development team with creating a base for a short-term strategy. Each of the original goals pertained to central pillars of economic development: business attraction and retention, public infrastructure, placemaking, workforce, and quality of life. The city wanted to preserve these goals and update the action plan to become the "next stage" of objectives and action items to help carry on the original implementation strategy.

The goals for this Economic Development Strategic Plan are:



Action Plan

Goal 1: Promote and support the growth in Fairburn's business community

A strong business ecosystem is the center of local economic growth and opportunity. Fairburn has several economic assets that it can leverage to recruit new businesses to join its ecosystem and grow its business community. More businesses will generate more job opportunities for local residents as well as create more products and services for local consumers and firms. With its strategic location within the region and supportive local community, Fairburn has already become home to many different businesses. Providing assistance, resources, and programming helps keep these businesses in Fairburn and positions the city as a great place to do business. The following are the objectives for Goal 1:

1. *Develop a **marketing and recruitment** strategy for Fairburn to attract new businesses and investment*
2. *Develop a robust **connection** with members of Fairburn's business community*
3. *Develop scheduled, recurring **programming** for local businesses led by the Economic Development Department*
4. *Update and activate key sites for **development** potential*

The table on the following page lists the action items for each objective, potential partners, and implementation start years.

	Goal 1: Promote and support the growth in Fairburn's business community		
	Action Item	**Implementation Timeframe**	**Potential Partner**
Marketing & Recruitment	**1A:** Create a Fairburn 'Pitch Kit' to help market and promote the city to external stakeholders and potential new businesses		
	1B: Create an Economic Development Incentive Ordinance tied to the city's target industries		
	1C: Collaborate with regional and local partners for local and regional promotional efforts such as bus tours and site visits		AACIDs; SF; SFCC; SFCID
	1D: Create a 'Welcome to Fairburn' pamphlet for new businesses that contains key contact information and city resources		
	1E: Prioritize the recruitment of businesses that offer jobs at different levels		
Connection	**2A:** Explore hiring a Business Coordinator/Business Development Manager whose responsibility is to conduct monthly site visits with local businesses to discuss needs and city resources and manage programming		
	2B: Develop internal metrics to track and monitor business contacts and retention efforts using software such as Salesforce and Monday		
	2C: Establish a point of contact and relationship with Fairburn's largest employers		
	2D: Conduct an annual survey of businesses to assess the city's business climate		FMA; FMS
Programming	**3A:** Host quarterly or semi-annual business Lunch & Learns with rotating topics and industry/partner speakers		AACIDs; ARC; SF; SFCC; SFCID; WF
	3B: Establish a mentorship program that connects start-up entrepreneurs in Fairburn with existing businesses in the community		FYC; FMA
	3C: Utilize the new City Center for both incubation space and networking events for the business community		
	3D: Create a rotating monthly spotlight on the city's marketing channels on different Fairburn businesses		
Development	**4A:** Update the city's catalytic sites and host an interactive map of the sites on the city's website		ECG, DA
	4B: Identify and prioritize properties to be acquired by the city		DA
	4C: Begin to activate identified types of development/redevelopment from adopted Fairburn plans and studies		DA
	4D: Continue to pursue public/private partnerships as a means to achieve desired development and redevelopment activity		AAA; SFCID

KEY

Implementation Timeframe

- Short-Term (0-2 Years)
- Medium-Term (3-5 Years)
- Long-Term (5+ Years)

AAA = Aerotropolis Atlanta Alliance
AACIDs = ATL Airport CIDs
ARC = Atlanta Regional Commission
DA = Fairburn Development Authorities
ECG = Electric Cities of Georgia
FMA = Fairburn Merchants Association
FMS = Fairburn Main Street
FYC = Fairburn Youth Council
SF = Select Fulton
SFCC = South Fulton Chamber of Commerce
SFCID = South Fulton CID (in overlapping areas with city limits)
WF = Worksource Fulton

Existing Plan Connection

Fairburn 2016 Economic Development Strategic Plan

Goal 2: Promote the growth and expansion of existing businesses

- **Strategy 2.2.1:** Conduct monthly or quarterly site visits with local businesses to discuss their needs, challenges & opportunities
- **Strategy 2.2.3:** Conduct an annual survey of businesses to assess the City's business climate
- **Strategy 2.4.1:** Establish a program for existing business owners to mentor start-up entrepreneurs

Goal 3: Acquire real estate for business attraction & development opportunities

- **Strategy 3.1.1:** Identify & prioritize properties to be acquired
- **Strategy 3.1.4:** Create sites for development & redevelopment activity
- **Strategy 3.1.5:** Pursue public/private partnerships as a means to achieve desired development & redevelopment activity

Goal 5: Develop a talented & qualified workforce

- **Strategy 5.1.2:** Contact major employers to determine their employment needs and required job skills

Existing Plan Connection

Fairburn 2020 Comprehensive Plan

Economic Development Goals

1B. Improve the City's image by engaging consulting firm for City marketing and branding study

2F. Create an Economic Development Strategic Plan that will consider the use of economic development incentives

Short Term Work Program: Economic Development Goals

- Develop a Small Business Incubator Program for Startups and recently opened businesses
- Establish a catalytic site to help stimulate downtown development
- Update inventory of available properties for development and redevelopment
- Identify property available for commercial and industrial development. Focus on infill and redevelopment opportunities
- Identify desirable industries and develop a recruitment program to attract identified industries to locate in Fairburn
- Identify incentives to encourage identified businesses and industries to locate in Fairburn
- Develop business incentive package and financial resources to attract new businesses, and to promote businesses offering residential services (e.g. salon, grocery store, coffee shop, dining)
- Evaluate Zoning Ordinance and identify possible text amendments to attract businesses to locate in Fairburn
- Coordinate efforts with local chambers and alliances (i.e., South Fulton Chamber, Aero Atl)

Fairburn 2021 LCI Downtown Master Plan

Economic Development Strategies

ED1. Host annuals Developer Days - Invite realtors, developers, and property owners to tour Fairburn and learn about available properties and future development opportunities

Goal 2: Invest in Fairburn's public infrastructure and placemaking

Adequate public infrastructure plays a large role in economic development. Accessible and reliable utility connections is a determining factor in where new businesses choose locate as well as if a business can remain operating in its current space. While the Economic Development team does not manage or have direct control of public works and capital improvements, it can still serve as an important supporter and advocate on moving these projects a long. They can assist in identifying outside grants that would make financing these projects more feasible and stay in contact with partners who focus on infrastructure and connectivity. The following are the objectives for Goal 2:

1. *Continue to monitor the **infrastructure needs** of new and existing businesses and development projects*
2. *Support citywide studies and efforts that improve **capacity and connectivity***
3. *Develop continued **partnerships** that can aid Fairburn in identifying public infrastructure constraints or funding investment projects*
4. *Support internal efforts to create a cohesive, citywide **placemaking** identity*

The table on the following page lists the action items for each objective, potential partners, and implementation start years.

	Goal 2: Invest in Fairburn's public infrastructure and placemaking		
	Action Item	**Implementation Timeframe**	**Potential Partner**
Infrastructure Needs	**1A:** Conduct routine inventory capacity checks for water, sewer, and electric utility capacity in potential development areas		
	1B: Monitor and support routine assessments of road networks to determine repair or improvement priority		GDOT; MARTA; SFCID
Capacity & Connectivity	**2A:** Support the Fairburn Utilities Department in exploring state and federal funding programs to update sewer and water capacity (ex. WIFIA)		ARC; FUD
	2B: Assist the Fairburn Parks and Recreation Department in considering a Trails Study or Plan		FPRD
	2C: Work with the Fairburn's Street Department to identify key intersections at commercial nodes that are in need of updated stoplights		FSD
Partnerships	**3A:** Continue to engage and work with the Middle Chattahoochee Regional Water and Sewer Authority to improve capacity in south Fulton County		MCRWSA
	3B: Continue to partner with the South Fulton CID to improve roadway and landscaping improvements in Fairburn		SFCID
	3C: Continue to utilize ECG as a resource for identifying business needs and utility improvement opportunities		ECG
Placemaking	**4A:** Explore drafting a citywide placemaking plan that identifies projects that would help establish a physical sense of place within Fairburn		FMA; FPRD;
	4B: Collaborate with partners to implement beautification efforts along all of Fairburn's major corridors to create a citywide "look and feel"		GDOT; FMS; SFCID;
	4C: Continue to support the creative community within Fairburn by promoting and integrating public art into citywide placemaking initiatives		AAA; CFGA; FA; FAAC; FMS

KEY

Implementation Timeframe

Short-Term (0-2 Years)
Medium-Term (3-5 Years)
Long-Term (5+ Years)

AAA = Aerotropolis Atlanta Alliance
ARC = Atlanta Regional Commission
CFGA = Community Foundation of Greater Atlanta
ECG = Electric Cities of Georgia
FA = Fulton Arts
FAAC = Fairburn Art Advisory Council
FMA = Fairburn Merchants Association
FMS = Fairburn Main Street
FPRD = Fairburn Parks and Recreation Department
FSD = Fairburn Street Department
FUD = Fairburn Utilities Department
GDOT = Georgia Department of Transportation
MCRWSA = Middle Chattahoochee Regional Water and Sewer Authority
SFCID = South Fulton CID (in overlapping areas with city limits)

Existing Plan Connection

Fairburn 2016 Economic Development Strategic Plan

Goal 4: Develop public infrastructure

- **Strategy 4.1.1:** Conduct inventory of water, sewer and electric utility capacity as relates to potential development areas
- **Strategy 4.1.2:** Inventory & assess condition of local bridges & road network to determine repair or improvement priority

Fairburn 2020 Comprehensive Plan

Transportation Goals

1E: Improve vehicular and pedestrian safety at SR 92 and SR 138

Short Term Work Program: Parks, Recreation, and Greenspace Goals

- Community connections through trails/paths, etc. This plan should be developed in coordination with the Greenspace Plan

Short Term Work Program: Economic Development Goals

- Assess utility infrastructure needs and availability to properties listed in inventory
- Coordinate efforts with local chambers and alliances (i.e., South Fulton Chamber, Aero Atl)
- Implement a marketing campaign to promote Fairburn to new residents and tourists. Include branding, image, marketing, incentives, etc.

Short Term Work Program: Transportation Goals

- Encourage connectivity between neighborhoods and roads in new development and redevelopment

Existing Plan Connection

Short Term Work Program: Land Use Goals

- Implement the recommendations from the Creative Placemaking Strategy (i.e. public art projects such as murals, painted utility boxes, painted crosswalks, Municipal Court Alley)

Fairburn 2021 LCI Downtown Master Plan

Creative Placemaking Strategies

CP1: Joining the ATL Airport District, which currently include Union City, East Point, Hapeville, and College Park, in order to reap the promotional, marketing and economic development benefits

CP3: Coordinate with nearby cities in promotion of murals and art installations

CP6: Assess locations for and implementation strategies for adding public art projects, including creative sidewalks, transmission tower art, and signal box murals, throughout the City

Goal 3: Invest in and grow Fairburn's workforce

Workforce development not only serves an investment directly into community members themselves but also assists in BRE efforts. Whether its through upskilling or ensuring there are training opportunities for the workforce of tomorrow, these initiatives prepare residents within Fairburn for the jobs in need today and in the future. They also are investments in making community members more resilient to economic cycles, as they would have the skills to more quickly find new work or be able to quickly acquire them. A well-trained and skilled workforce simultaneously attracts employers large and small, which can lead to more businesses and residents moving to and remaining in Fairburn. The following are the objectives for Goal 3:

1. *Collaborate with local high schools and local businesses to establish better local **industry knowledge** and workforce opportunities*
2. *Establish more connections with **technical education** institutions and utilizing the former Education Campus for workforce development*
3. *Market existing workforce development programs and establish connections with organization that can bring workforce **training** to Fairburn*

The table on the following page lists the action items for each objective, potential partners, and implementation start years.

	Goal 3: Invest in and grow Fairburn's workforce		
	Action Item	**Implementation Timeframe**	**Potential Partner**
Industry Knowledge	**1A:** Coordinate with local businesses in Fairburn across multiple industries to take part in industry tours for local students, teachers, and parents		AAA; CHS; GIA; LCA; SCHS; WF
	1B: Develop a relationship with Global Impact Academy leadership and serve as a liasion between the Academy and businesses in Fairburn		
	1C: Work with local businesses to determine work-based learning and apprenticeship opportunities that can be marketed to local High School students and recent graduates		WF
Technical Educattion	**2A:** Work towards recruiting another technical school to City Center or the surrounding area		AAA
	2B: Utilize city-owned buildings at the new City Center space to host local networking nights, local and regional workforce training events, and/or incubation space		AAA; GMC; WF
	2C: Consider funding an "Upskilling" program that provides stipends for Fairburn residents that complete programs at GMC or certifications with other institutions/organizations that aligns with the target industries		GMC; WF
Training	**3A:** Market Georgia QuickStart and Worksource Georgia to both local residents and businesses		
	3B: Work with local and regional businesses and partners to establish a Junior Achievement Center in Fairburn focusing on entrepreneurship and work readiness		AAA; JAC; WF

KEY

Implementation Timeframe

Short-Term (0-2 Years)
Medium-Term (3-5 Years)
Long-Term (5+ Years)

AAA = Aerotropolis Atlanta Alliance
CHS = Creekside HS
GIA = Global Impact Academy
GMC = Georgia Military College
JAC = Junior Achievement Center
LCA = Landmark Christian Academy
SCHS = Sandy Creek HS
WF = Worksource Fulton

Existing Plan Connection

Fairburn 2016 Economic Development Strategic Plan

Goal 5: Develop a talented & qualified workforce

- **Strategy 5.1.1:** Collaborate with County & state workforce development resources to provide relevant training & job skills for local residents
- **Strategy 5.1.3:** Collaborate with area educational institutions to develop job training programs
- **Strategy 5.2.1:** Assist local businesses looking to hire
- **Strategy 5.2.3:** Encourage local businesses to create internships & apprenticeships for high school & college students

Fairburn 2020 Comprehensive Plan

Short Term Work Program: Economic Development Goals

- Continue to identify higher educational institutions/technical colleges that could establish a satellite campus/facility in Fairburn
- Coordinate with local industrial and business leaders so that technical education and local industry can benefit each other
- Partner with educational institution for workforce development in the film industry
- Identify higher educational institutions that could establish a satellite campus/facility in Fairburn

Goal 4: Support and leverage initiatives and assets that improve Fairburn's quality of life

The quality of life within a community is just as important to economic development as a successful BRE strategy. A community with a well-perceived quality of life attracts both residents and businesses, therefore contributing to a city's economic growth and resiliency. Additionally, support and investment into these aspects of economic development helps ensure that Fairburn remains a community that existing residents can thrive in. Indicators of a good quality of life include creative placemaking and public art, greenspace, recreational opportunities and activity centers, well-connected educational institutions, and attainable housing options. The following are the objectives for Goal 4:

1. ***Leverage the Renaissance Festival to spur economic activity throughout the rest of Fairburn***

2. ***Continue to support the development of and investment into Downtown Fairburn***

3. ***Ensure that future developments take place equitably across Fairburn so that quality of life amenities are not concentrated in one area or corridor***

The table on the following page lists the action items for each objective, potential partners, and implementation start years.

	Goal 4: Support and leverage initiatives and assets that improve Fairburn's quality of life		
	Action Item	**Implementation Timeframe**	**Potential Partner**
Renaissance Festival	**1A:** Collaborate with operators of the Renaissance Festival to circulate marketing leading up to the events and on-site for other areas and businesses of Fairburn		RS
	1B: Work with local businesses and vendors to host a themed market or service pop-ups in Downtown concurrent with Festival weekends or on off-weekends so visitors can extend their experience off-site		FCACD; FMA; RS
	1C: Collaborate with the operators of the Renaissance Festival to sponsor performances and events at the Southside Theatre Guild		FAAC; RS; STC
Downtown Fairburn	**2A:** Continue to work with property owners Downtown to invest in buildings and recruit businesses to occupy vacant space		
	2B: Consider implementing a vacancy tax or fee for speculative commercial space that has remained inactive or vacant past a certain grace period		
	2C: Work with Code Enforcement and other departments to ensure existing commercial spaces are suitable for businesses		FPD
	2D: Inventory existing publicly-owned land in and around Downtown that could be used for catalytic development/redevelopment		FPD
Future Development	**3A:** Consider drafting a Master Plan for Fairburn's Highway 74 Corridor that would help prioritize developments that created more amenities such as pocket parks, sit-down restaurants, and diverse retail options		FCDD; FPD; FPRD
	3B: Explore the feasibility of reinvesting in recreational youth sports facilities		FCDD; FPD; FPRD
	3C: Communicate with the Fairburn Planning Department to inform workforce housing needs		CFGA; FPD; HATL
	3D: Work alongside other Fairburn departments to create more live-work-play developments within the city		FCDD; FPD

KEY

Implementation Timeframe

Short-Term (0-2 Years)
Medium-Term (3-5 Years)
Long-Term (5+ Years)

FAAC = Fairburn Art Advisory Council
FCACD = Fulton County Arts & Culture Division
FCDD = Fairburn Community Development Department
FMA = Fairburn Merchants Association
FPD = Fairburn Planning Department
FPRD = Fairburn Parks and Recreation Department
HATL = House ATL
RS = Renaissance Festival
STC = Southside Theatre Guild

Existing Plan Connection

Fairburn 2016 Economic Development Strategic Plan

Goal 6: Improve city living - community development

- **Strategy 6.1.3:** Collaborate with the Georgia Renaissance Festival to plan City events around this annual affair

Fairburn 2020 Comprehensive Plan

Land Use Goals

- **1B:** Recruit businesses to locate Downtown, especially around the colleges
- **1C:** Have more activities and events Downtown
- **2B:** Create redevelopment incentives for underperforming properties

Housing Goals

- **1C:** Audit the Zoning Ordinance to ensure all needed housing types are allowed in the City of Fairburn

Economic Development Goals

- **3B:** Have more activities and events Downtown
- **4C:** Add entertainment options throughout City, particularly downtown

Short Term Work Program: Economic Development Goals

- Incentivize and recruit more local small businesses for the downtown area
- Use of Pop-up shops to occupy existing vacancies in the downtown area
- Downtown Living: Explore options to address blighted buildings, purchase vacant lots and/or buildings in the downtown area to return to a positive economic asset
- Work with development community to provide future housing through infill development and redevelopment

Existing Plan Connection

Fairburn 2021 LCI Downtown Master Plan

Economic Development Strategies

- **ED4:** Continue to support the Main Street Association by identifying key impediments to attracting or retaining businesses to downtown and partner with other organizations to identify possible solutions
- **ED7:** Identify and Leverage PPPs to facilitate development, redevelopment, and rehabilitation projects in Downtown

Creative Placemaking Strategies

- **CP7:** Pursue Public Private Partnership for the establishment of a downtown performing arts festival and/or film festival

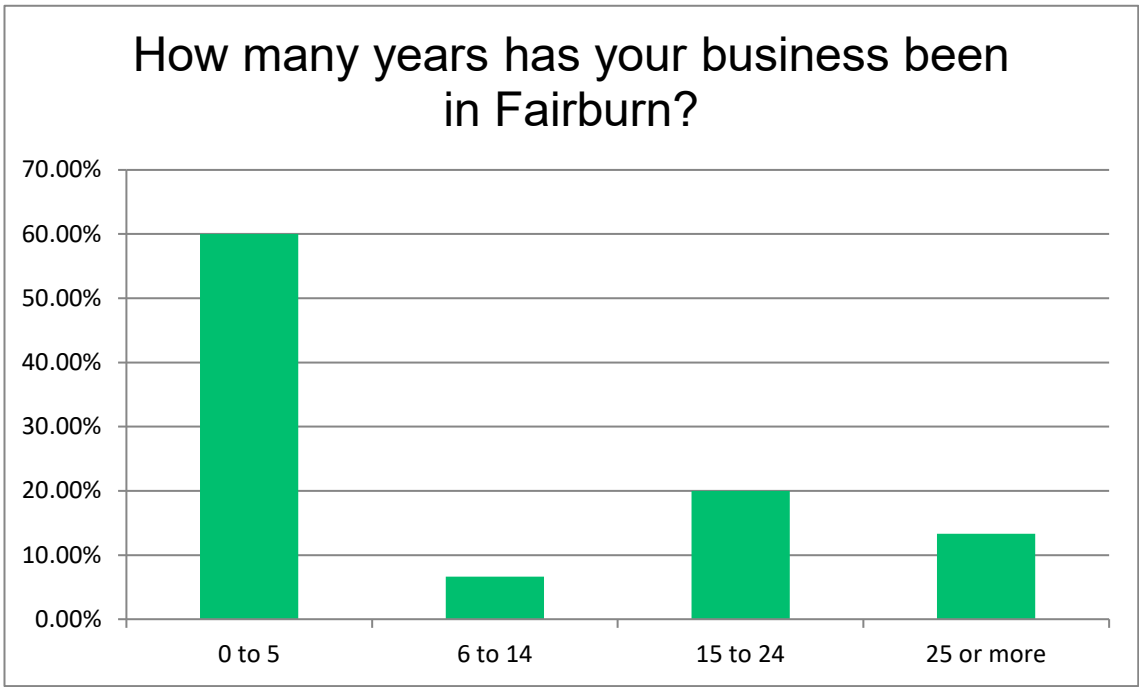
Appendix

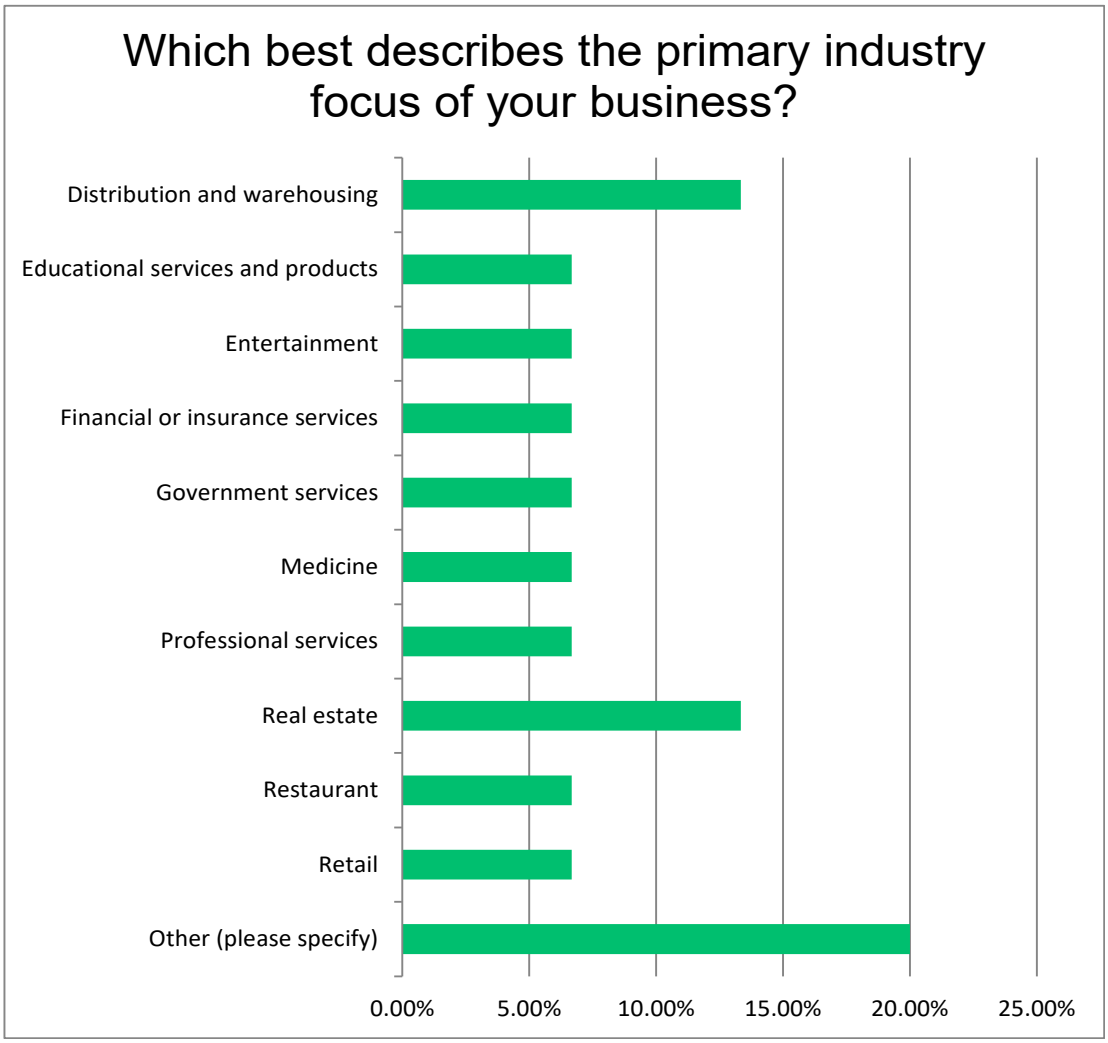
Business Survey Responses

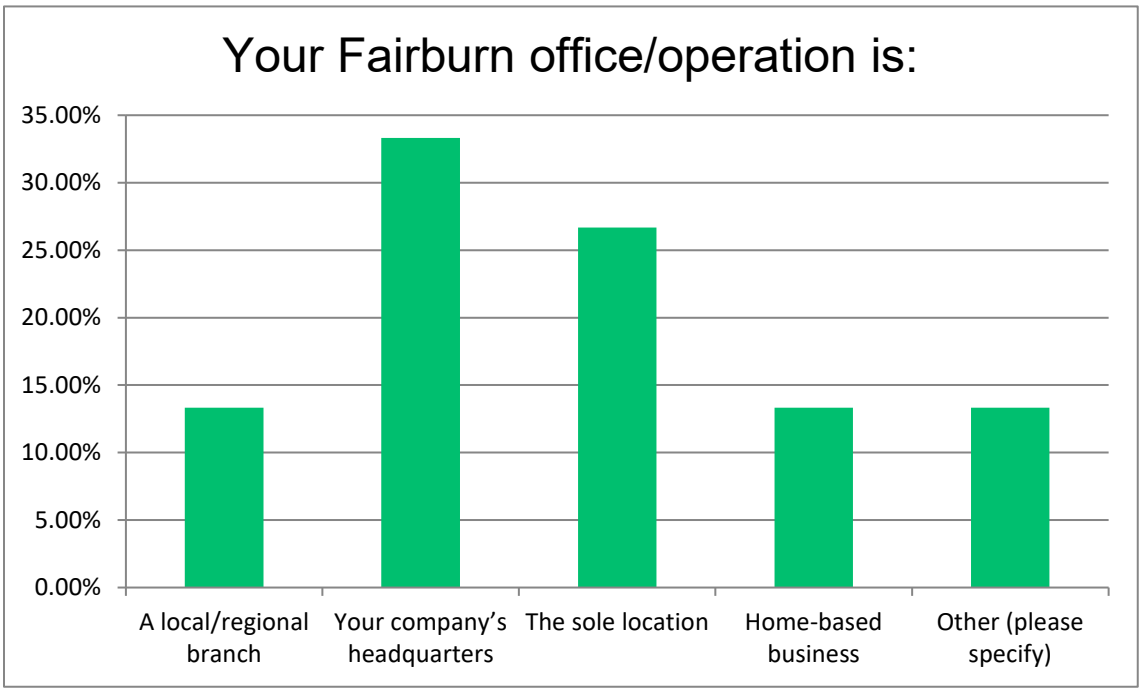
Total Responses: 15





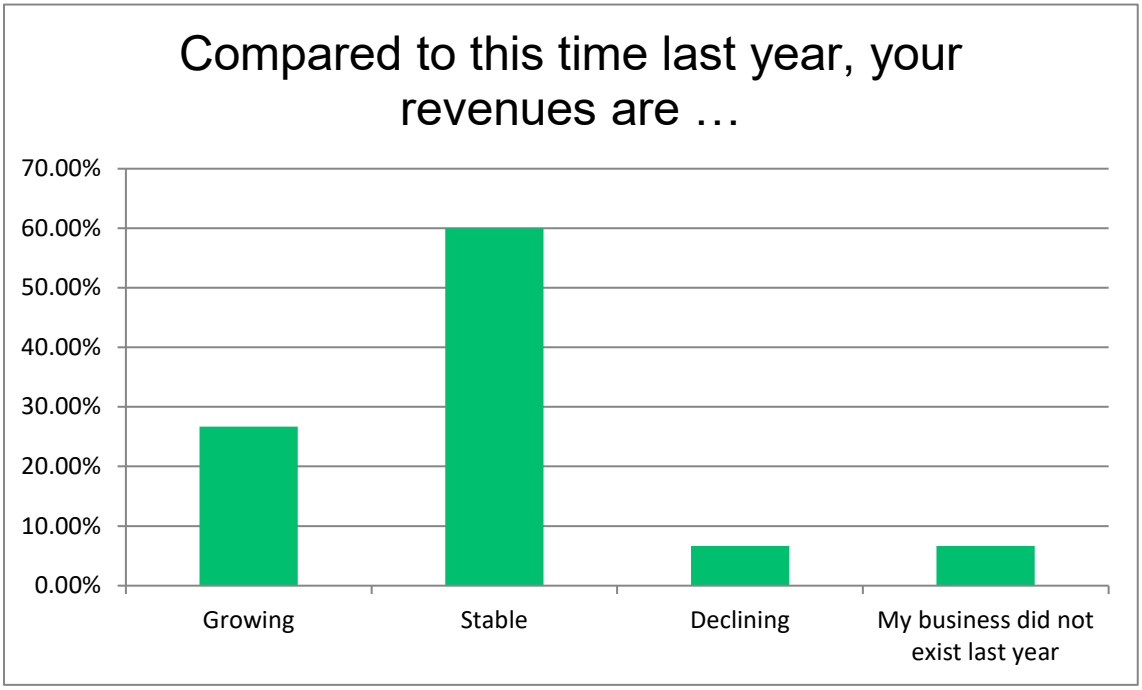

How many years has your business been in Fairburn?
70.00%
60.00%
50.00%
40.00%
30.00%
20.00%
10.00%
0.00%
0 to 5
6 to 14
15 to 24
25 or more

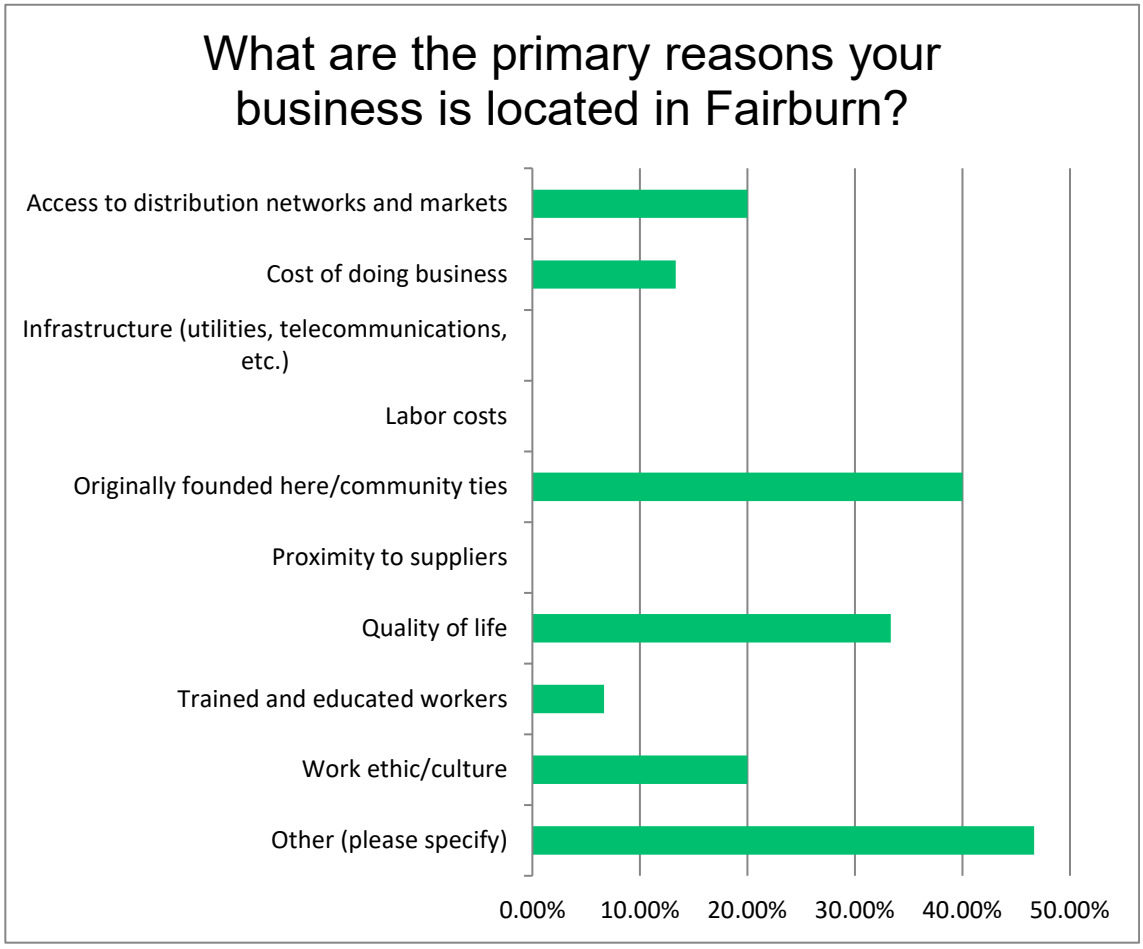

Which best describes the primary industry focus of your business?
Distribution and warehousing
Educational services and products
Entertainment
Financial or insurance services
Government services
Medicine
Professional services
Real estate
Restaurant
Retail
Other (please specify)
0.00%
5.00%
10.00%
15.00%
20.00%
25.00%



Other:

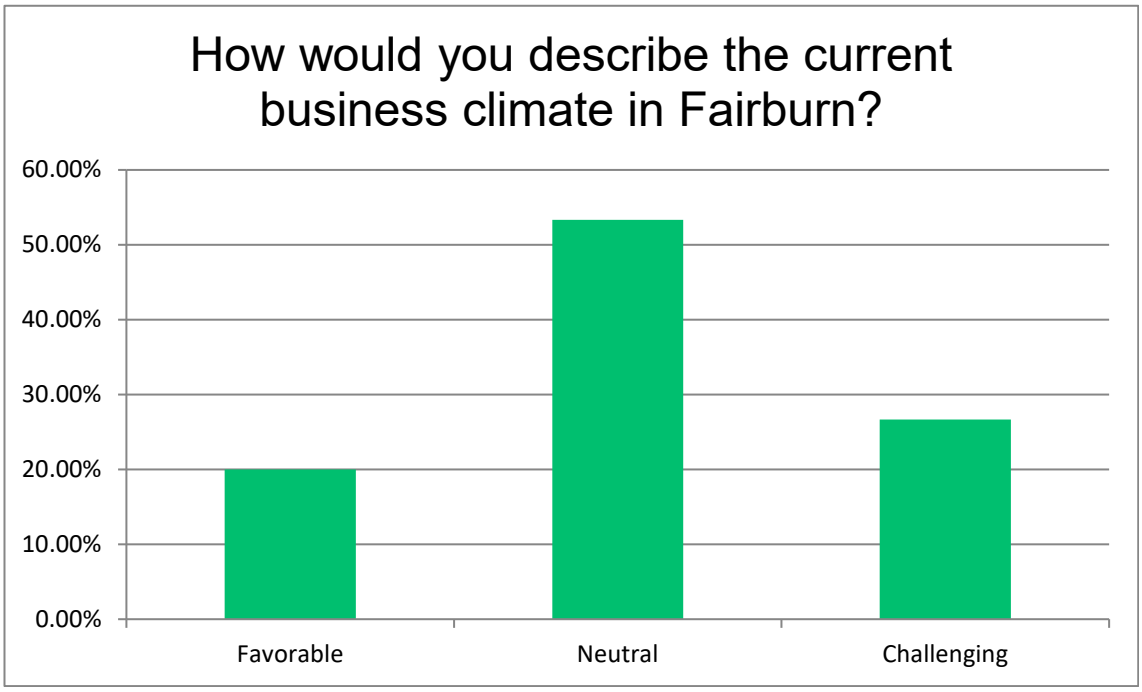
- Affordable subsidized housing
- Coin operated laundromat

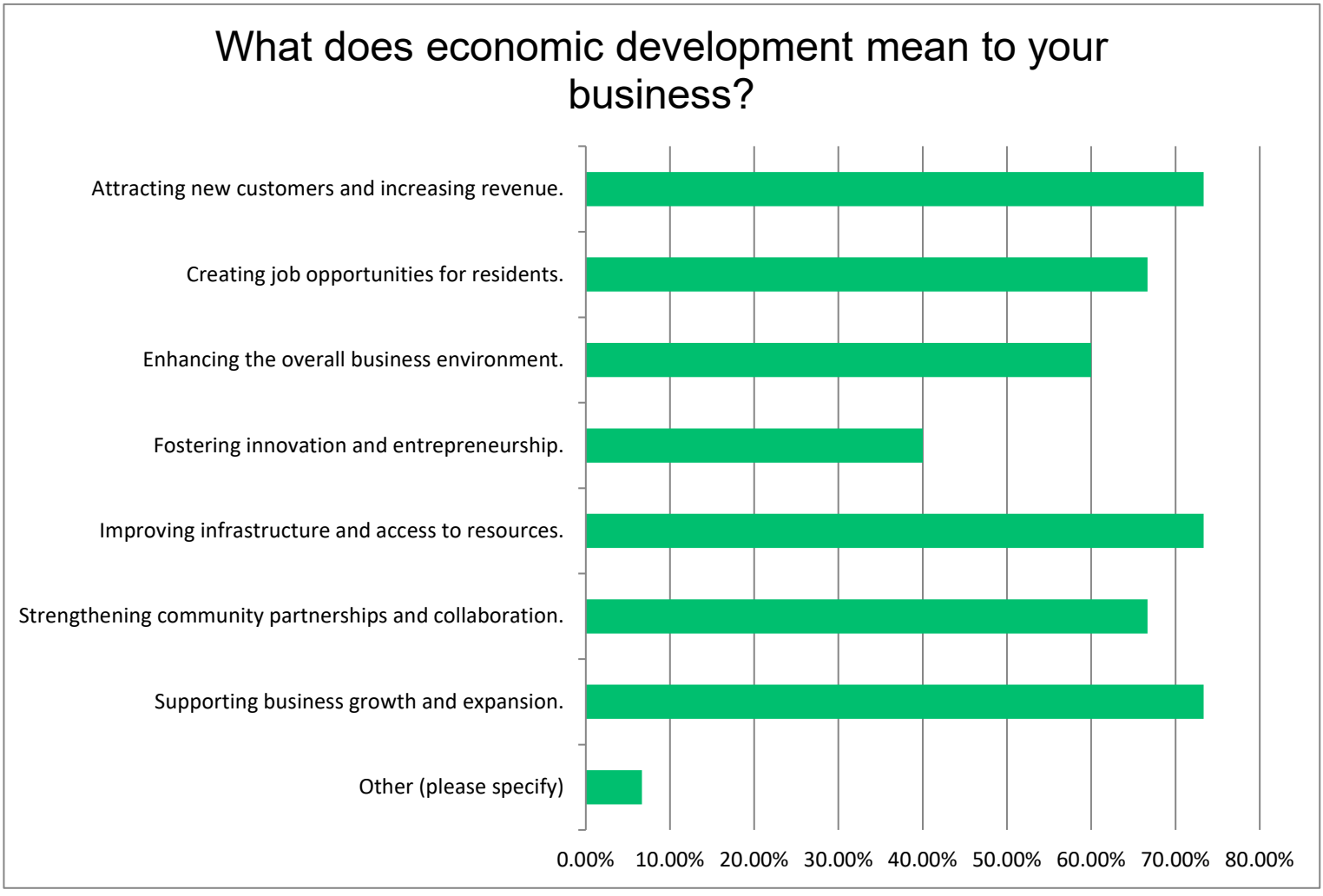


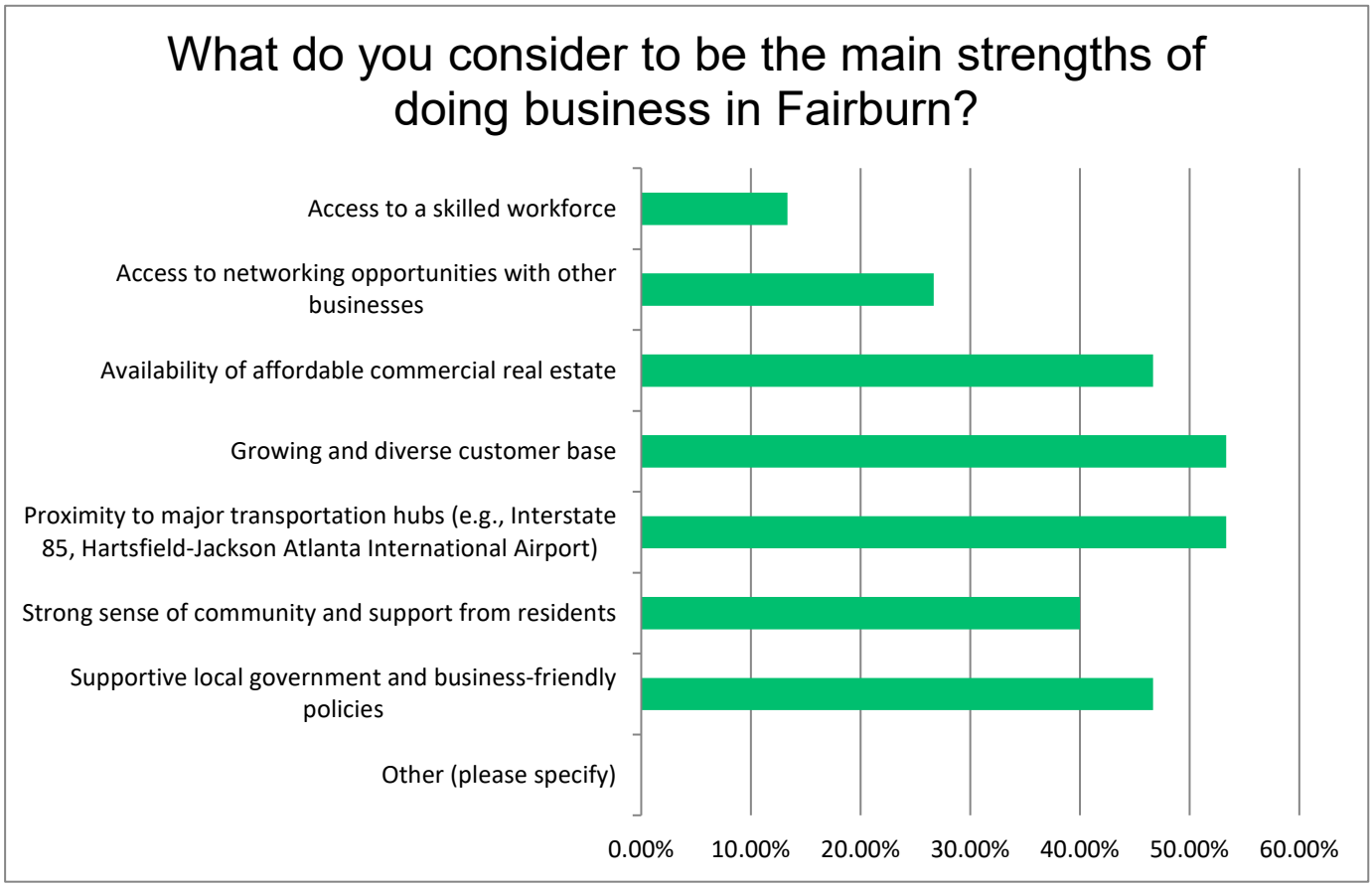


Other:

- New to the area. Bringing complimentary financial education to the community. Online or in-person classes available.
- Needed a larger facility
- Proximity to home & small town feel
- available real estate
- I live here.
- Need for community to provide state-of-the-art laundry facilities
- We had an opportunity to purchase a commercial building near home.

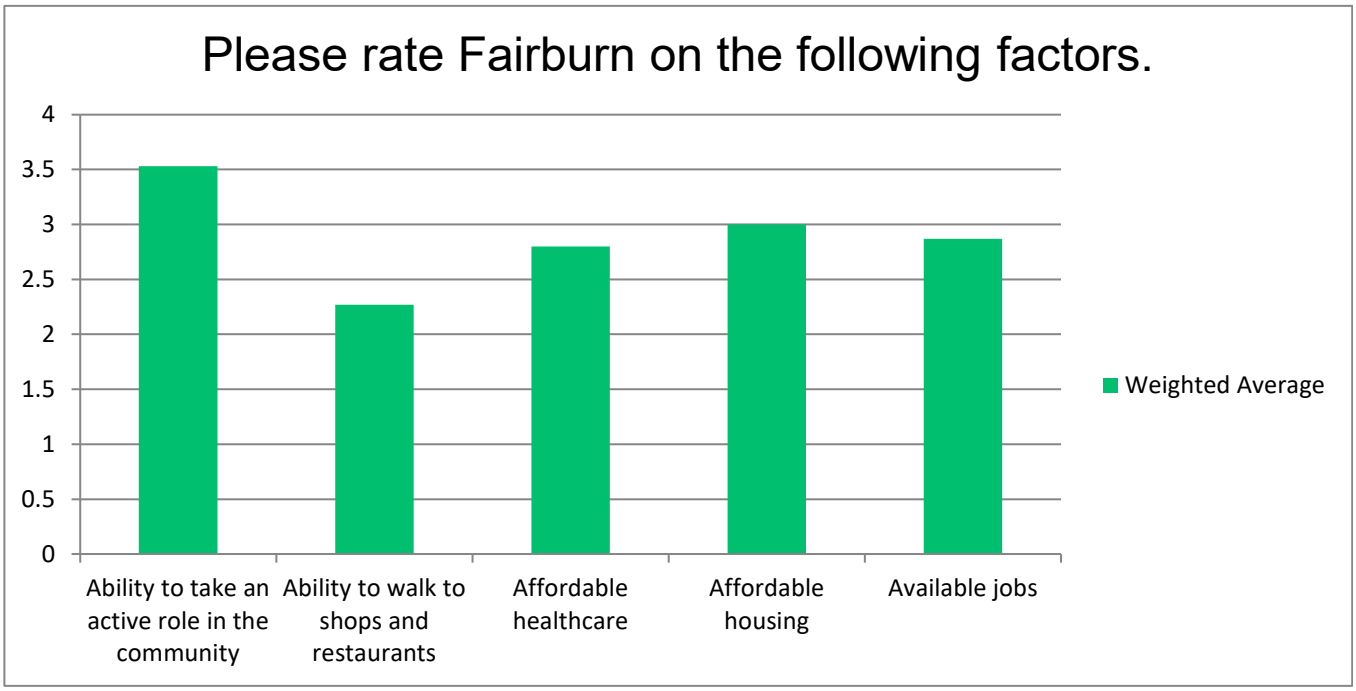

How would you describe the current business climate in Fairburn?
60.00%
50.00%
40.00%
30.00%
20.00%
10.00%
0.00%
Favorable
Neutral
Challenging


What does economic development mean to your business?
Attracting new customers and increasing revenue.
Creating job opportunities for residents.
Enhancing the overall business environment.
Fostering innovation and entrepreneurship.
Improving infrastructure and access to resources.
Strengthening community partnerships and collaboration.
Supporting business growth and expansion.
Other (please specify)
0.00%
10.00%
20.00%
30.00%
40.00%
50.00%
60.00%
70.00%
80.00%

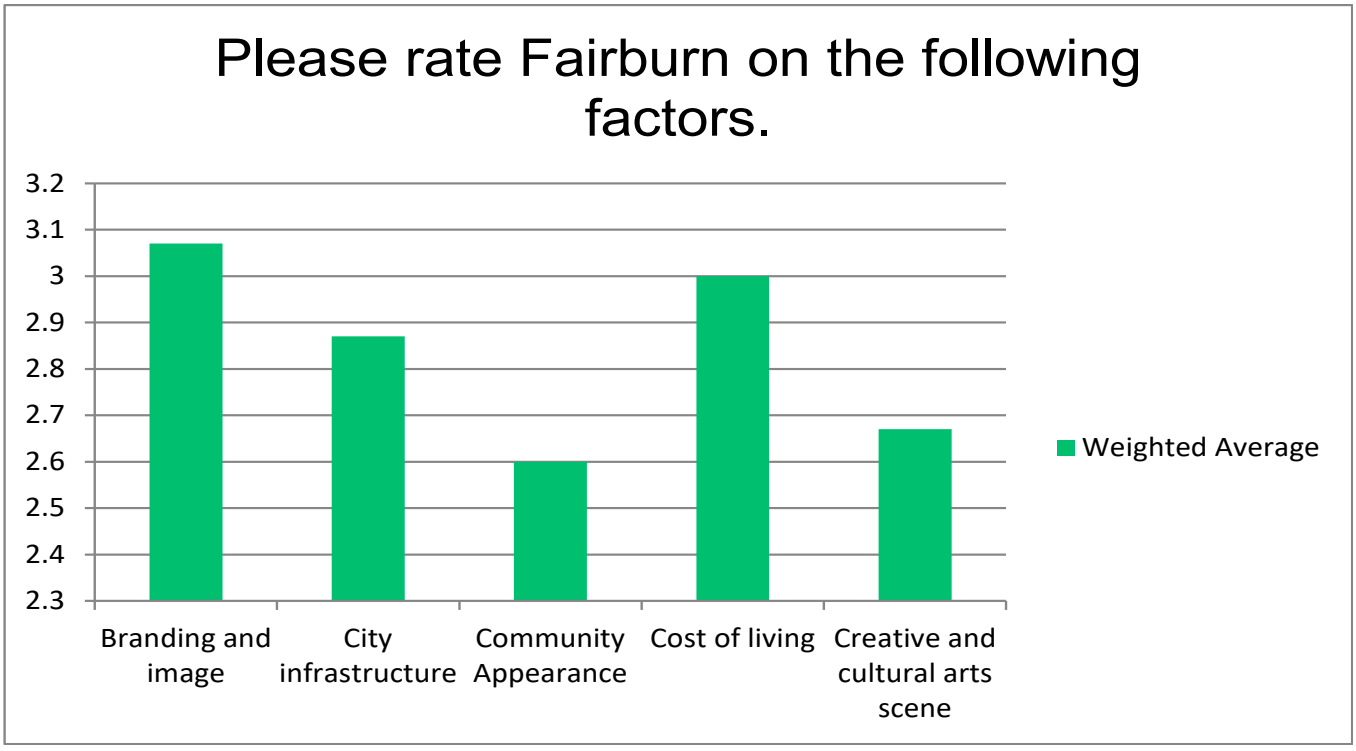


Please identify any specific places within Fairburn you believe currently or have the opportunity to contribute to its economic well-being and sense of place. *(Answers pharaphrased)*

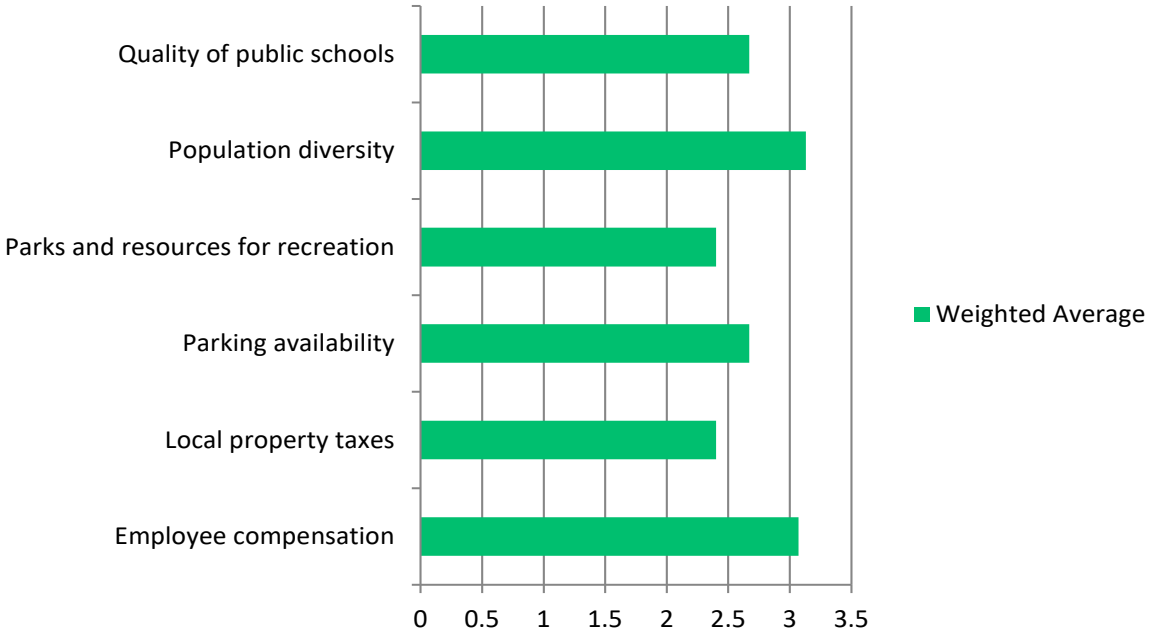
- Harris Rd and Senoia Rd could be developed as a greenspace/park area for community and residents.
- Downtown and its corresponding corridors
- The white victorian next to the church would make a great Heirloom Marketplace (like the one that burnt down in PTC which previously housed artisan goods and more from local merchants), and/or space for women-owned businesses (retail, professional, co-working, small event, + cafe/marketplace open to residents/public).
- Location across the street and next to plaza on Senoia Road can be developed to attract more businesses. This will allow Fairburn residents to have access to different types of places to shop and eat preventing them from having to circulate their money outside of the City of Fairburn.
- Cochran Mill Brewing, Oz pizza, Swing mini golf, The dining experience, Studio cigar lounge, Trucking BBQ



1 - Not Satisfied to 5 - Extremely Satisfied

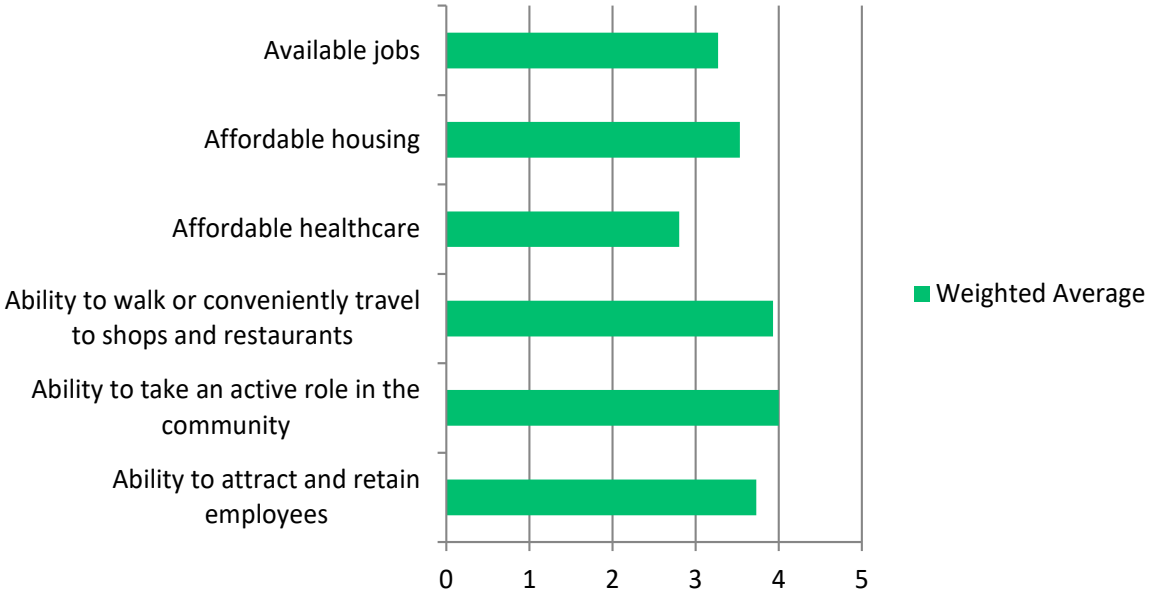


Please rate Fairburn on the following factors.

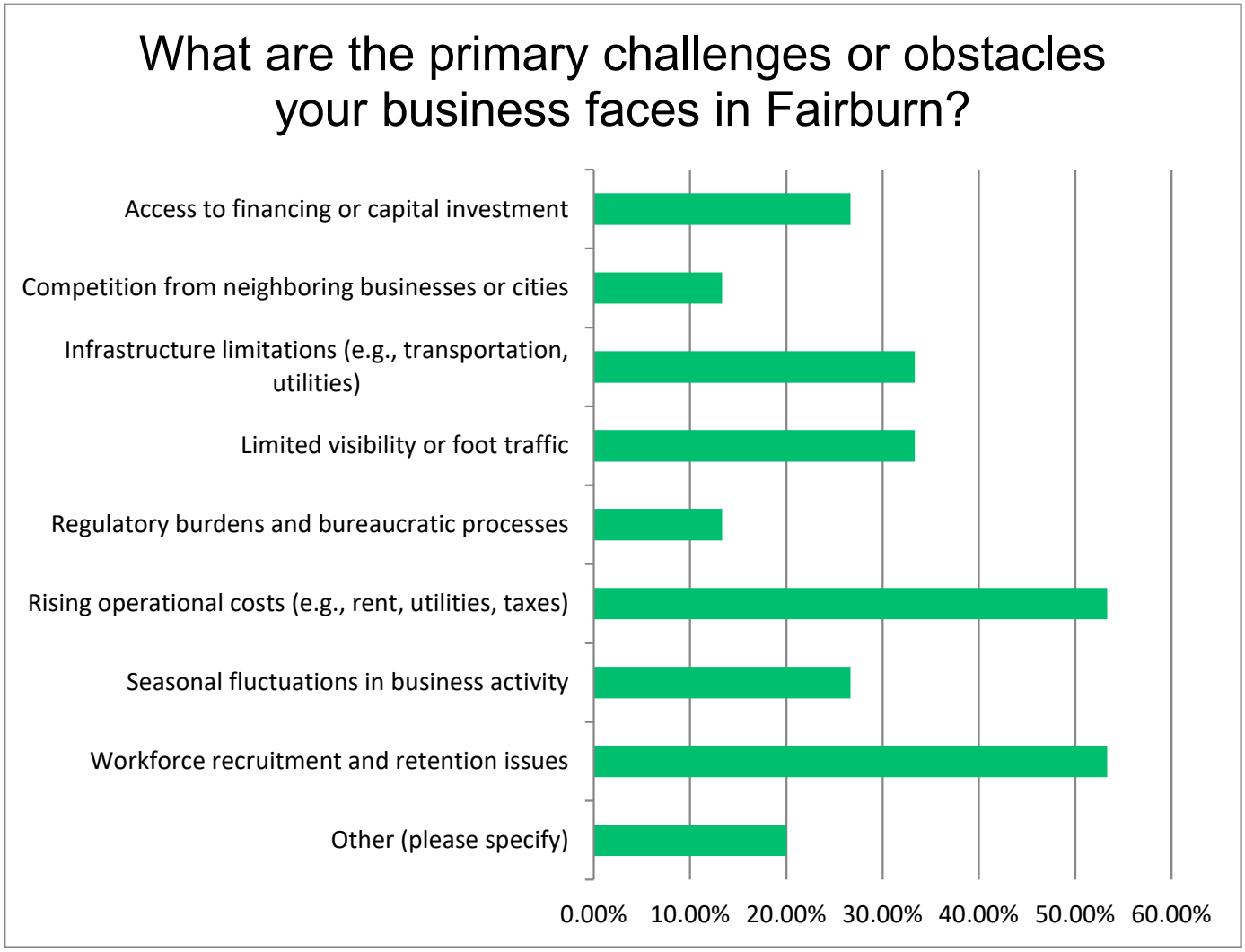


1 - Not Satisfied to 5 - Extremely Satisfied

Based on experience, please rate the IMPORTANCE of each of these factors as it applies to your business success.

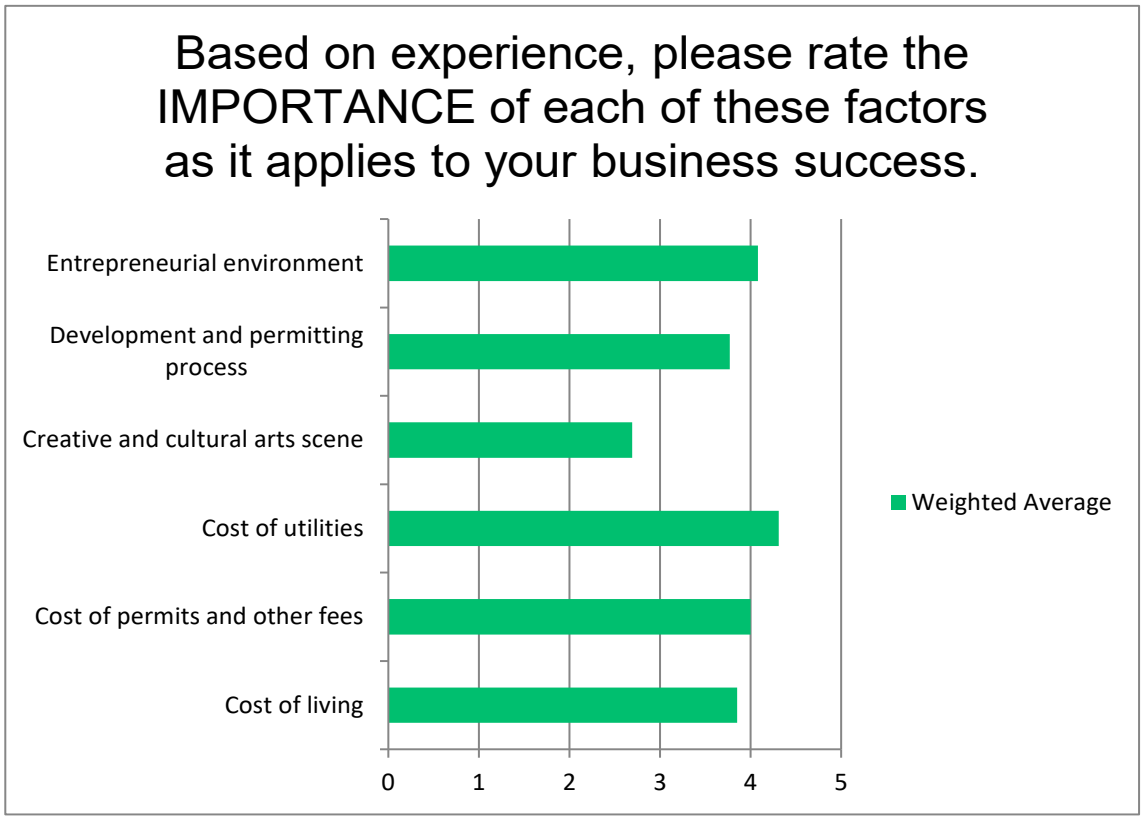


1 - Not Important to 5 - Extremely Important



Other:

- Traffic
- N/A - Would be nice to connect with other business owners via city functions.
- People don't spend their money in Fairburn, the go to PTC, Newnan, college Park, Atlanta

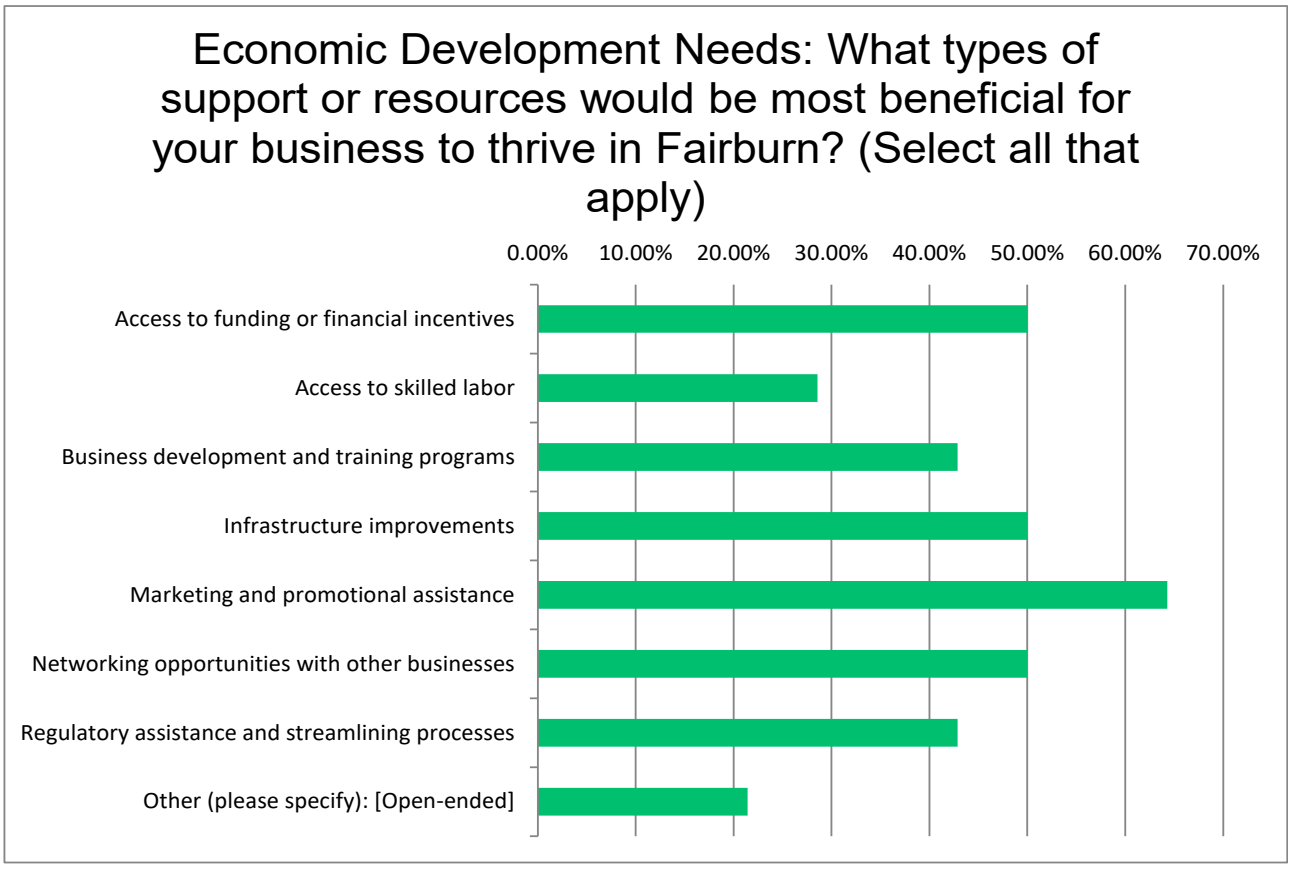


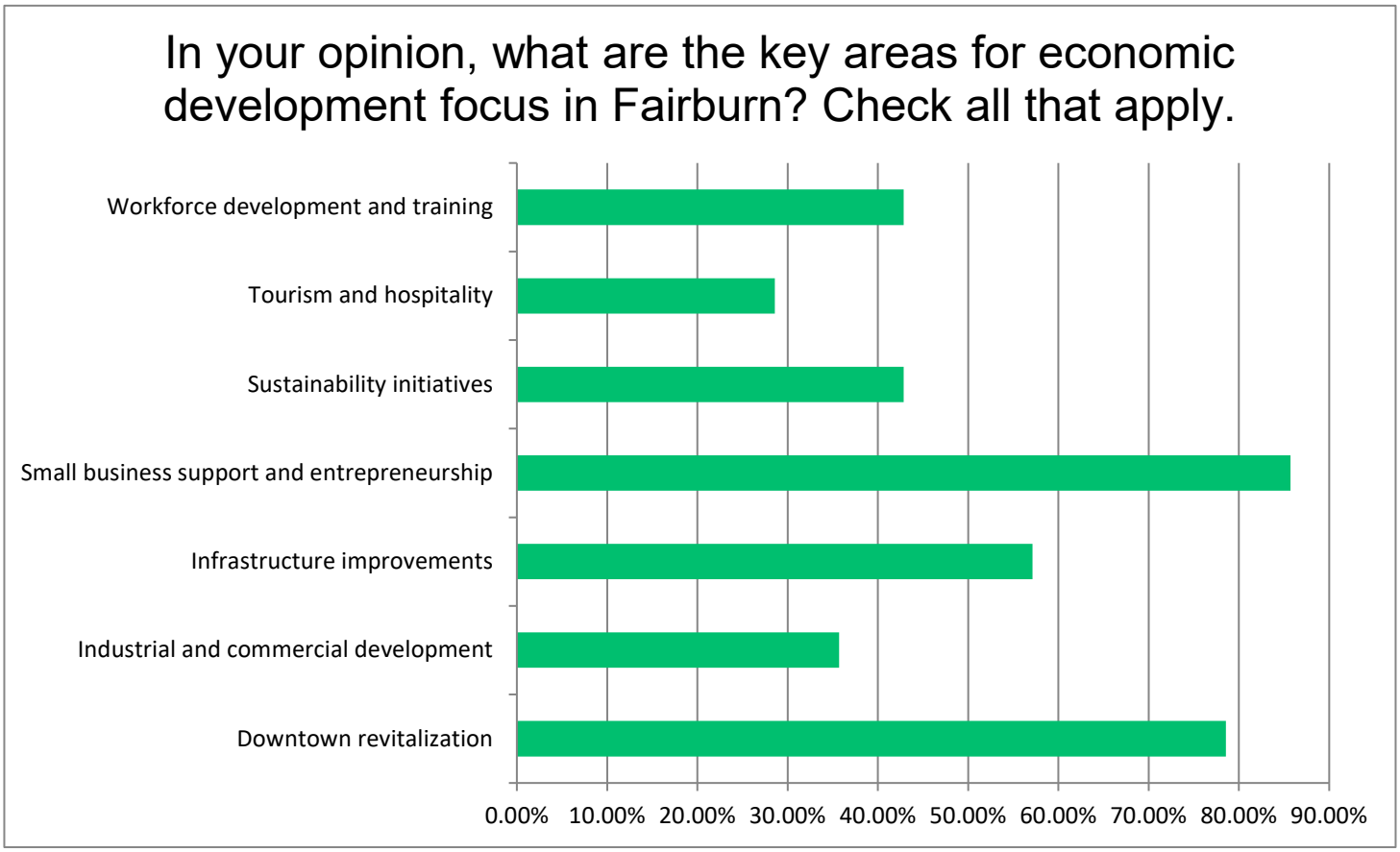


1 - Not Important to 5 - Extremely Important



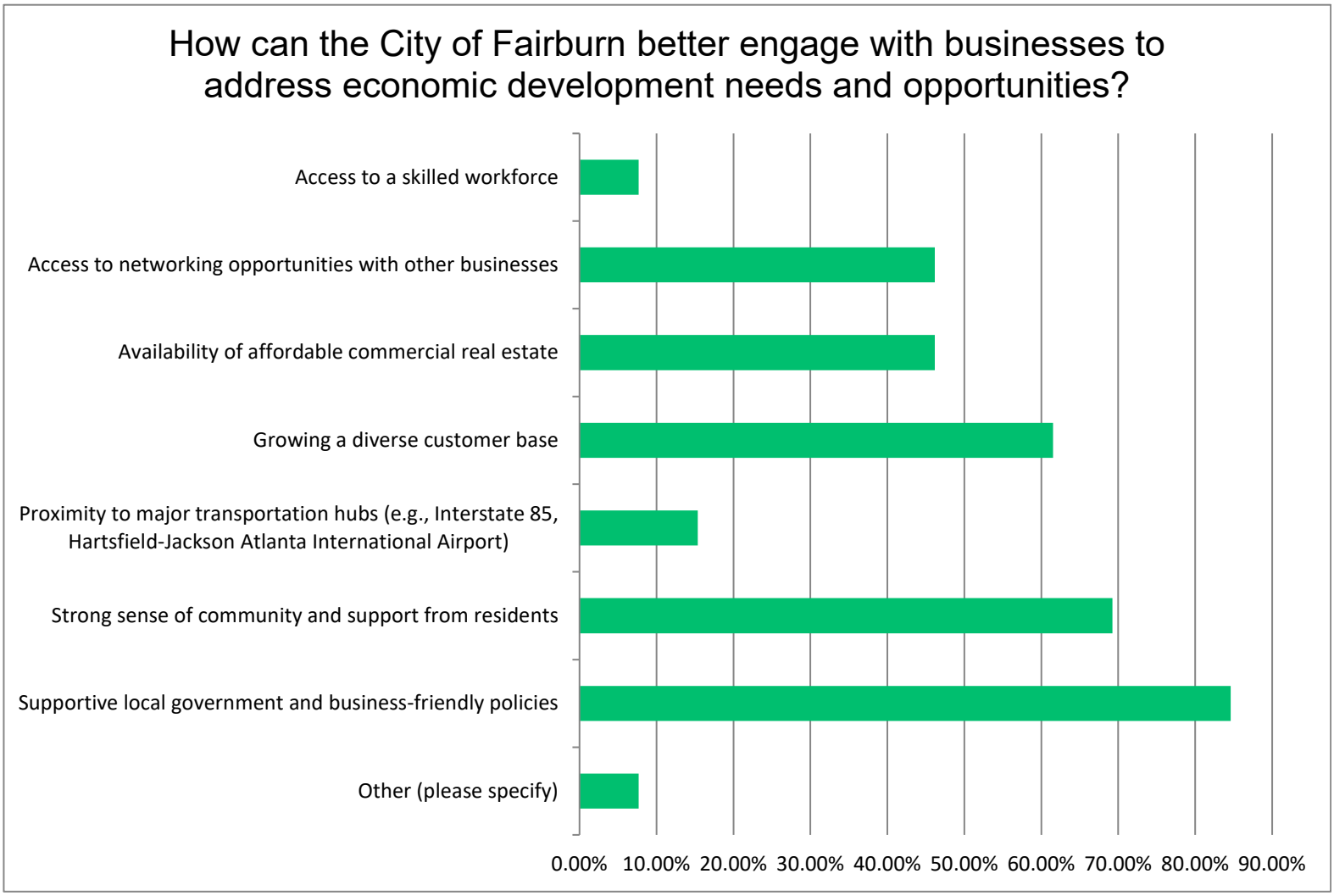
1 - Not Important to 5 - Extremely Important



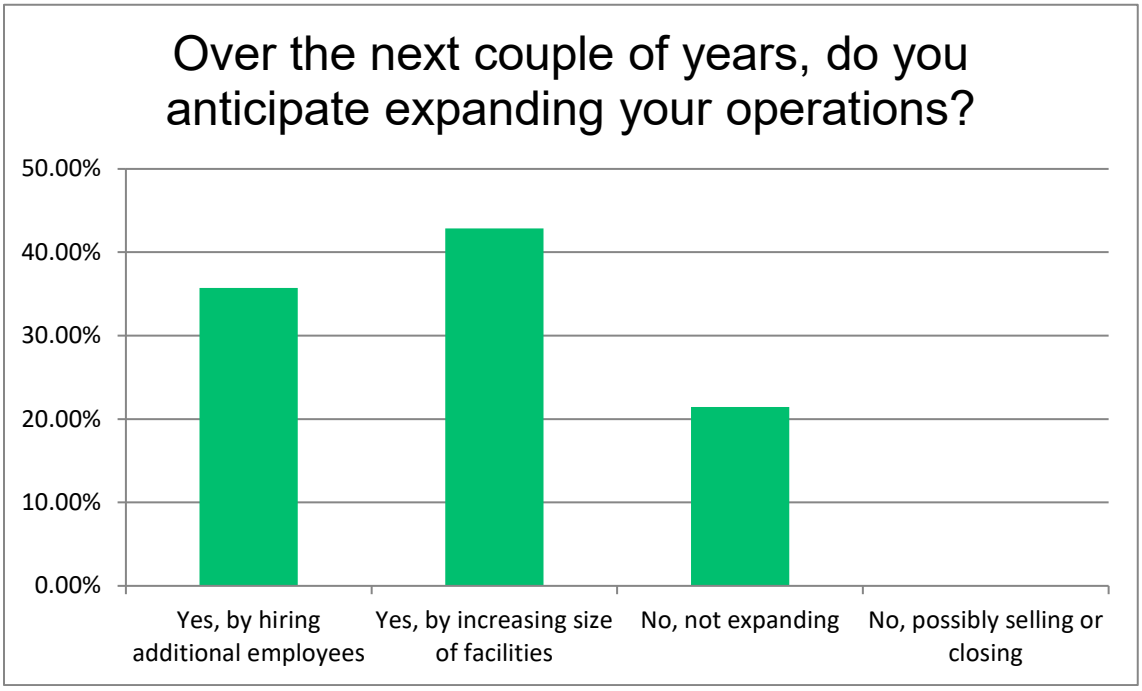


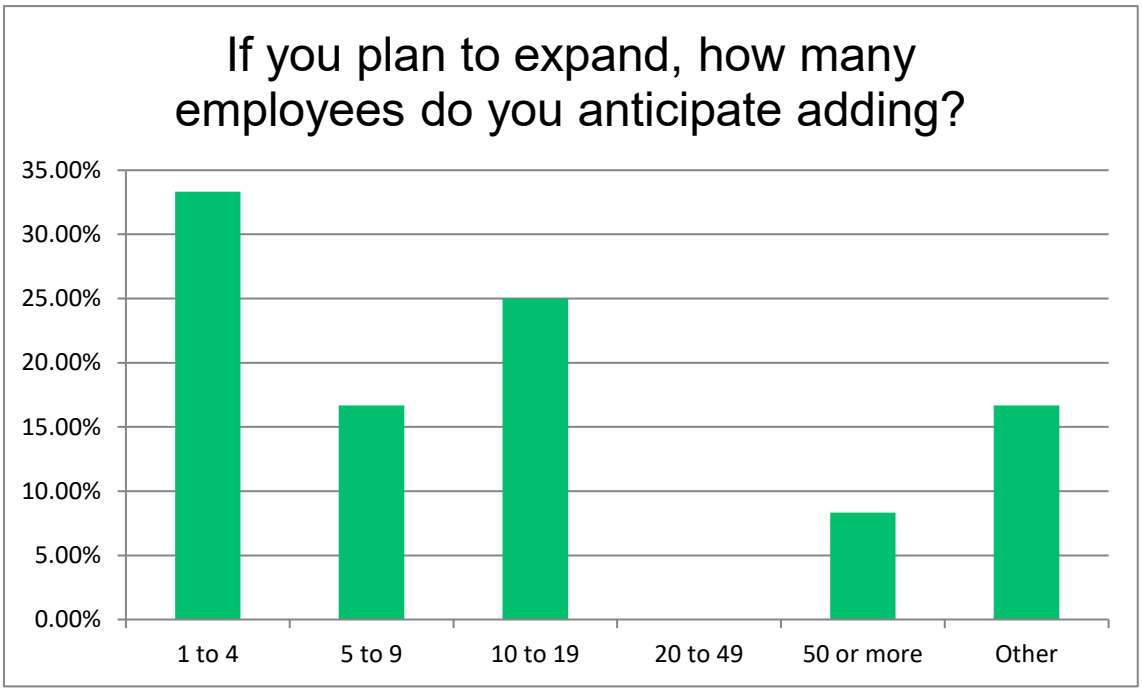
Future Outlook: Where do you see your business in Fairburn five years from now?

- Entreprenuership offered to at least 50 or more business partners who are spreading the message of financial literacy and helping individuals and business owners protect their lives and income.
- Still here
- We see our business being stable and adjusting to the change year after year. Continue to look at what to keep our business efficient while keeping our customers 1st.
- Providing services to the residents of Fairburn and surrounding areas.
- Unknown
- Expanded into real estate development
- Still here, with more employees
- Free standing shop
- 15 - 20% growth
- Several live/work/play spaces for women business owners. To have been instrumental in bringing the Delmar Loop to Fairburn.
- Expanding to include another site with equal amenities
- The community experts on all things Real Estate
- A community and cultural hub, with a presence to keep bringing in people from surrounding communities into Fairburn.



Other: Bringing is quality small businesses that are owner operated with owners that want to be apart of the community. Share ideas and look to advance their business with proper business management and mindset.


Over the next couple of years, do you anticipate expanding your operations?
50.00%
40.00%
30.00%
20.00%
10.00%
0.00%
Yes, by hiring additional employees
Yes, by increasing size of facilities
No, not expanding
No, possibly selling or closing


If you plan to expand, how many employees do you anticipate adding?
35.00%
30.00%
25.00%
20.00%
15.00%
10.00%
5.00%
0.00%
1 to 4
5 to 9
10 to 19
20 to 49
50 or more
Other

Please list any challenges preventing you from expanding your business.

- Having the community influencers support and partnerships to help families within the community gain access to free financial literacy education.
- High prices for Real estate/land
- No need to expand. Expanding in this new business climate doesn't mean success. Focus on your current business and maximize what you currently have. Once you have done that, the business climate will change again and you must adjust again.
- Increase property taxes, unreliable infrastructure and no support for local owned business
- Available qualified employees
- Creating an active flow of in-store customers, increasing walking street traffic and becoming more visible to the driving street traffic
- Inflation, community views regarding development
- Access to capital
- Economic climate, lack supporting small businesses, the decision to put giant warehouses on the same road as our downtown, lack of other developments in the downtown area. Lack quality business to attract people to downtown.

Are you likely to stay in Fairburn for the next five years? Why or why not?

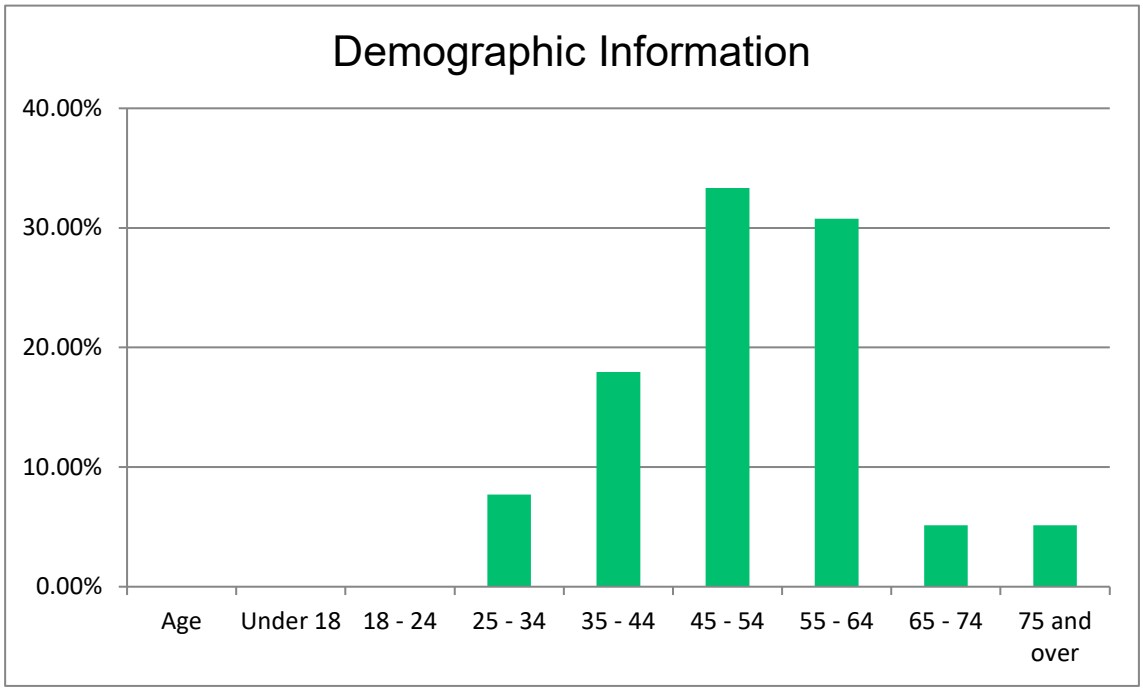
Yes:

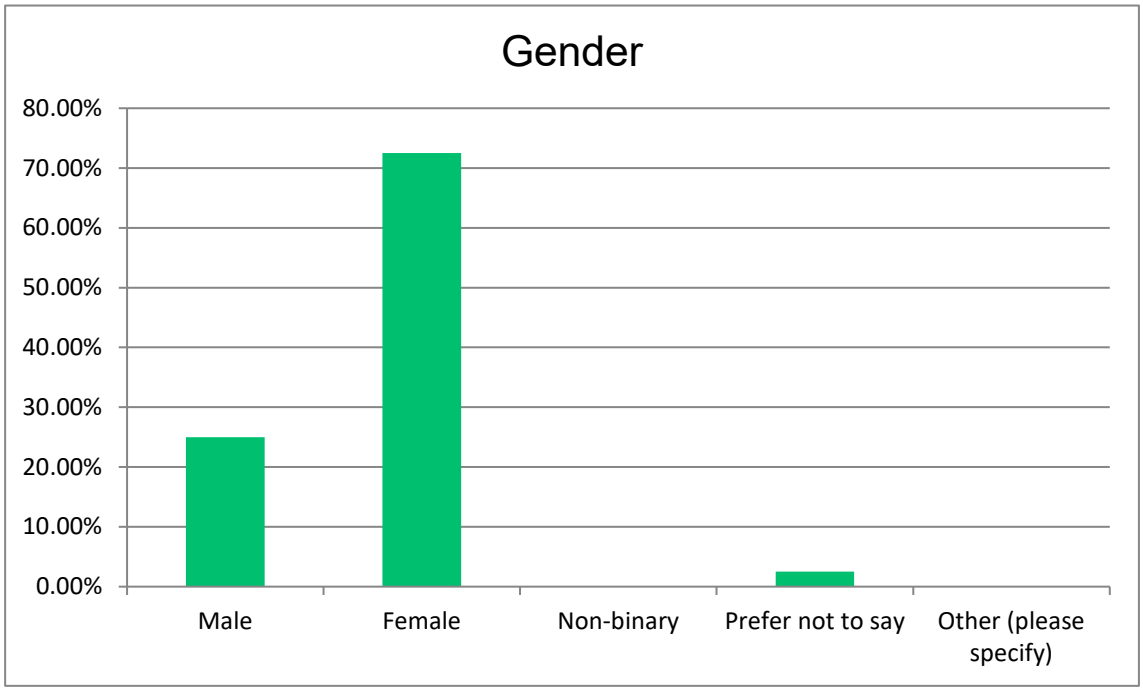
- My family is settled in this area.
- Love the community, and we were established here
- We invested in Fairburn because we are happy in Fairburn.
- Our flagship facility is here.
- Large facility, tied to a lease
- Close to home, convenient and like the small town, feels safe, welcoming and different
- Most definitely! I love it here. It's safe, has green spaces, affordable housing, friendly people, unique shops & eateries, great community & events, values its historic area, & ripe with potential. I'm looking forward to seeing how it grows & the economic powerhouse it can become.
- I provide an essential need for my customers.
- I live here.
- We are building a brand, and identity to be a community hub in Fairburn, and want to continue to do so. We also have a favorable lease compared to most places.

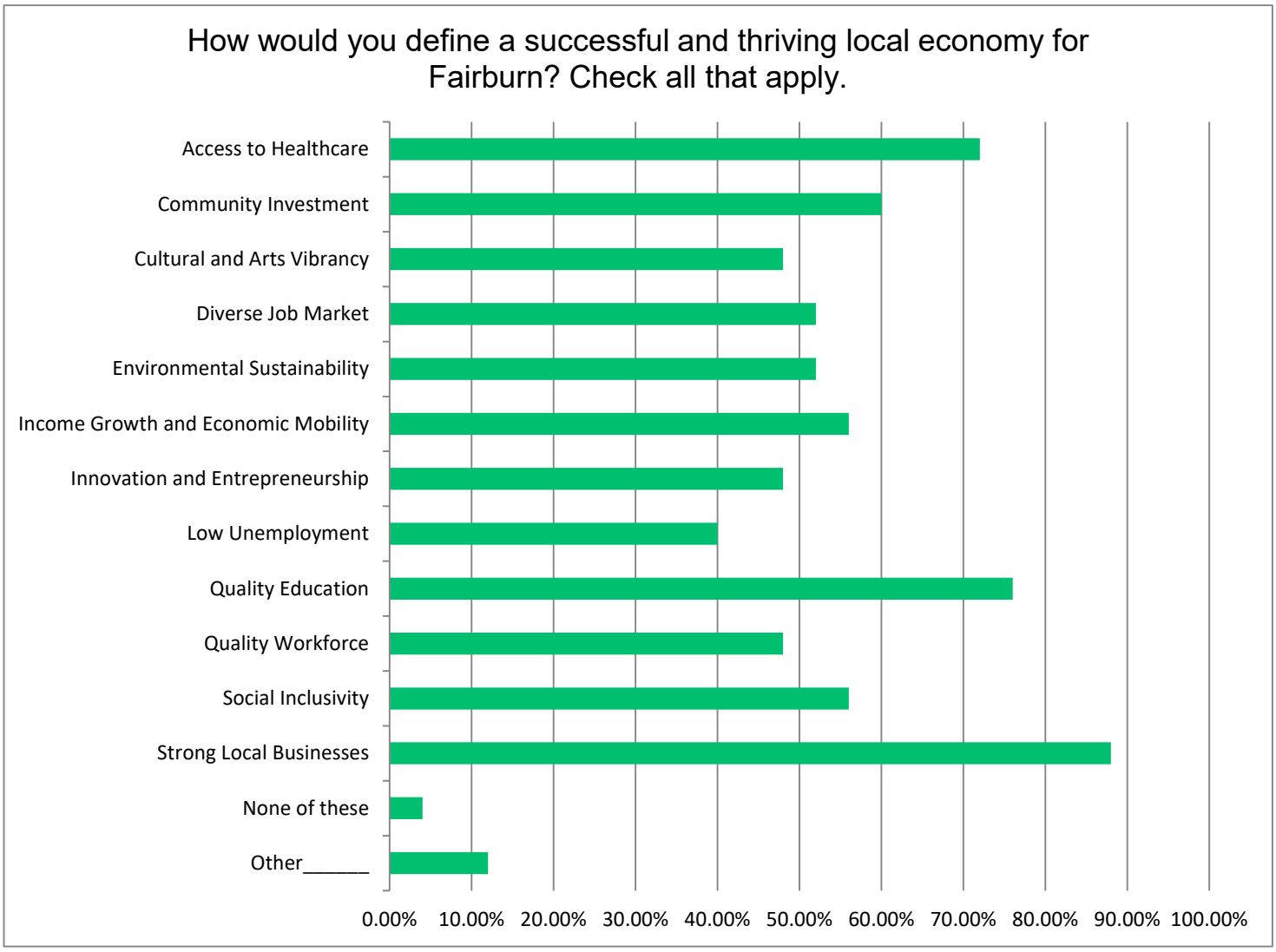
No: Cost for what is being provided

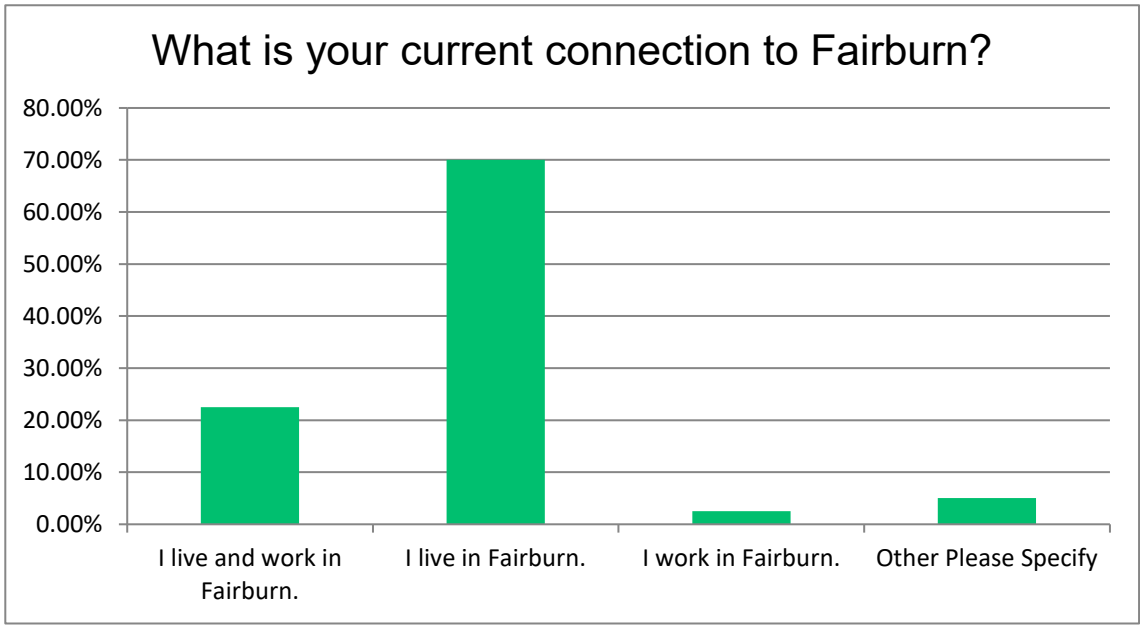
Community Survey Responses

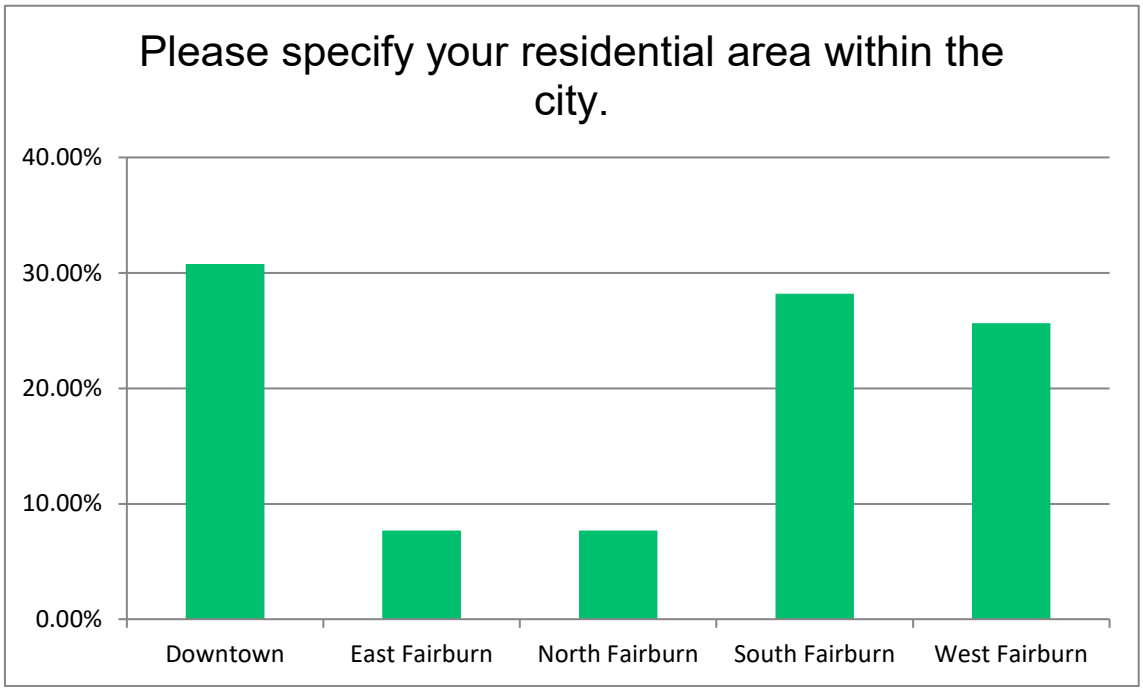
Total Responses: 40

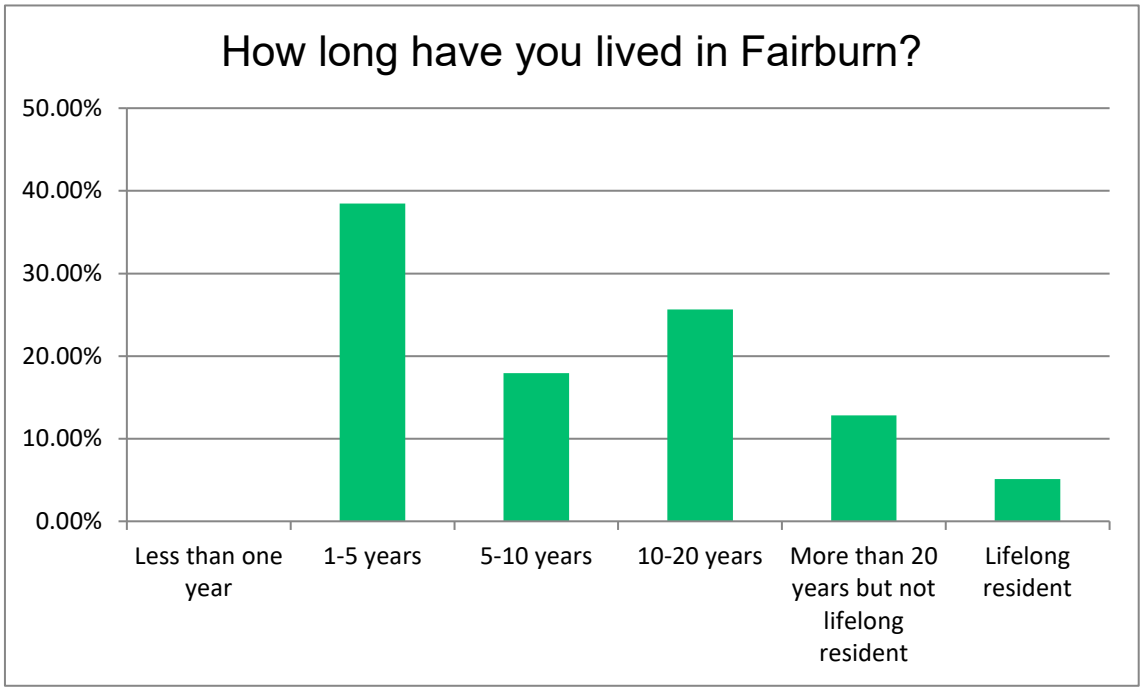





How would you define a successful and thriving local economy for Fairburn? Check all that apply.
Access to Healthcare
Community Investment
Cultural and Arts Vibrancy
Diverse Job Market
Environmental Sustainability
Income Growth and Economic Mobility
Innovation and Entrepreneurship
Low Unemployment
Quality Education
Quality Workforce
Social Inclusivity
Strong Local Businesses
None of these
Other_____
0.00% 10.00% 20.00% 30.00% 40.00% 50.00% 60.00% 70.00% 80.00% 90.00% 100.00%


What is your current connection to Fairburn?
80.00%
70.00%
60.00%
50.00%
40.00%
30.00%
20.00%
10.00%
0.00%
I live and work in Fairburn.
I live in Fairburn.
I work in Fairburn.
Other Please Specify

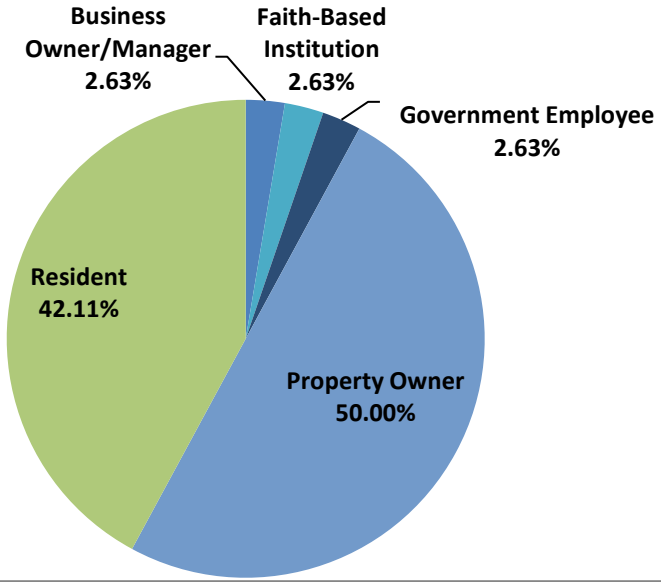

Please specify your residential area within the city.
40.00%
30.00%
20.00%
10.00%
0.00%
Downtown
East Fairburn
North Fairburn
South Fairburn
West Fairburn


How long have you lived in Fairburn?
50.00%
40.00%
30.00%
20.00%
10.00%
0.00%
Less than one year
1-5 years
5-10 years
10-20 years
More than 20 years but not lifelong resident
Lifelong resident

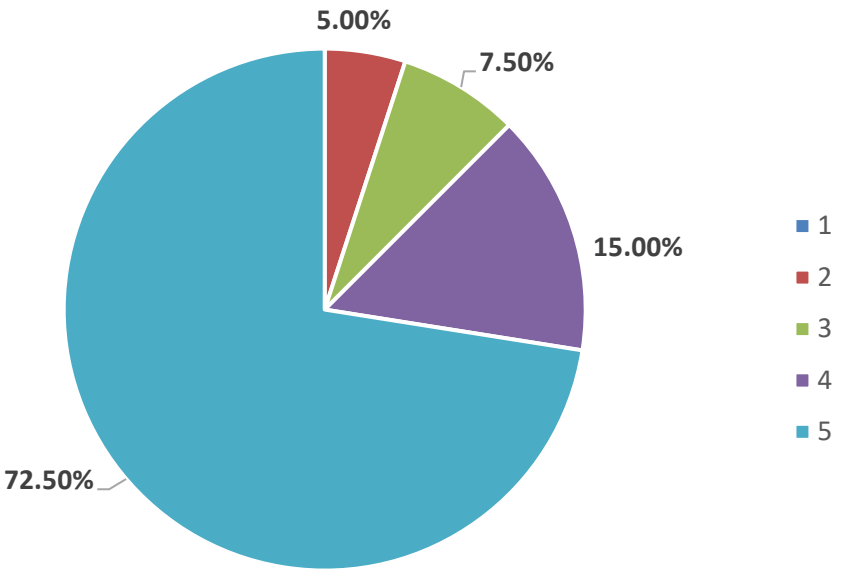
What are the primary reasons you have chosen to move to or stay in Fairburn?

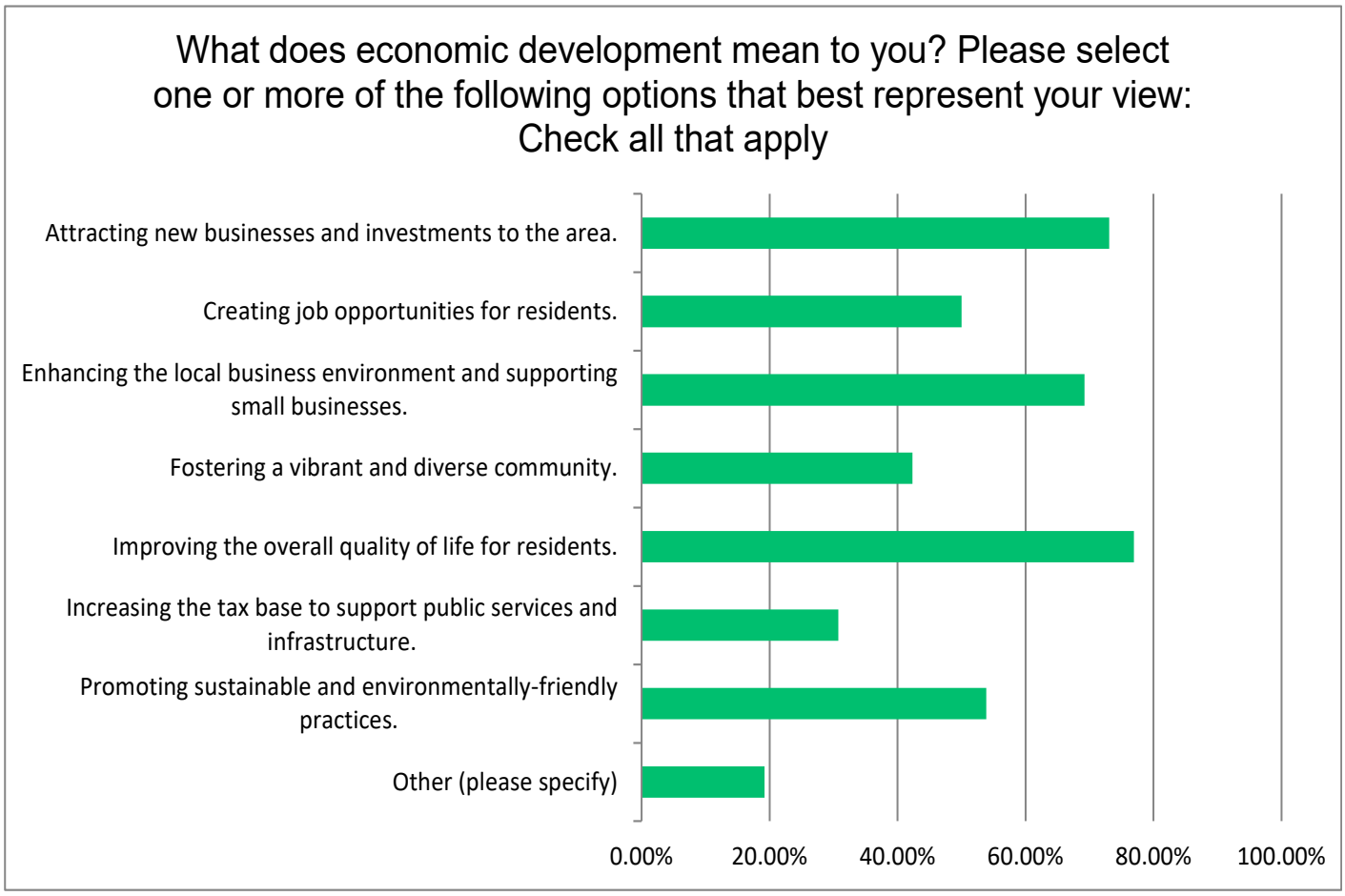
- Room for growth
- Grew up here and it's closer to midtown for my commute.
- Location to the airport and Atlanta
- Small town feel, elderly community, Landmark Christian School, accessibly to Airport
- Own home here , haven't found any other area I would move to
- A quiet and growing city. Full of diversity and finanical grow.th.
- I was born in Fairburn 62 years ago and now serve as a community leader
- I chose to live in Fairburn because of its close-knit communities and its quaintness. Also, I have family that live in Fairburn and the surrounding cities (Union City and Palmetto).
- Feel safe in my neighborhood, convenient to rural and urban areas
- Own a home here in an HOA
- It is affordable here with me purchasing a home. It is close to the airport as I travel a lot for personal reasons.
- Interstate
- The convenicence to shopping, major highways
- Moved here initially because of the suburban feel and access to I-85. Staying because the price of real estate is too high elsewhere.
- Great City
- My neighborhood is quiet, nice restaurants, the city is well kept and always clean. I am also extremely grateful for the law enforcement and for the police continually patrolling my subdivision.
- The limited subdivisions in my neighborhood.
- I initially chose Fairburn for the small town feel. Now I am reconsidering staying in Fairburn
- Fairburn has a "homey," heart-warming feel and friendly people. It's size is not too big and not too small.
- Small town atmosphere, cost of living, convenience to airport, proximity to city and surrounding areas for shopping and cultural events
- I grew up here.
- Healthy mix of the historic that should be appreciated & maintained,and modern.
- Calm, safe, and clean.
- House prices , crime rates, peacefulness
- Less traffic, near the airport, my husband works in AL and it's less traffic going backroads to 20, it's a great location, and nice price on my home for square footage.
- Proximity to downtown ATL and other surrounding cities - Fayetteville, Peachtree City, quietness, small suburban vibes, not too retail
- Accessibility to the airport and Atlanta. We see potential in the city growing and are hopeful to see that develop soon.
- Cultural make up of the city. We wanted to be in an area with successful black people but not in the heart of the city. We also needed to be central to the airport with easy highway access.

Which of the following best describes your stakeholder category in Fairburn? Please select one option that best represents your role or affiliation.



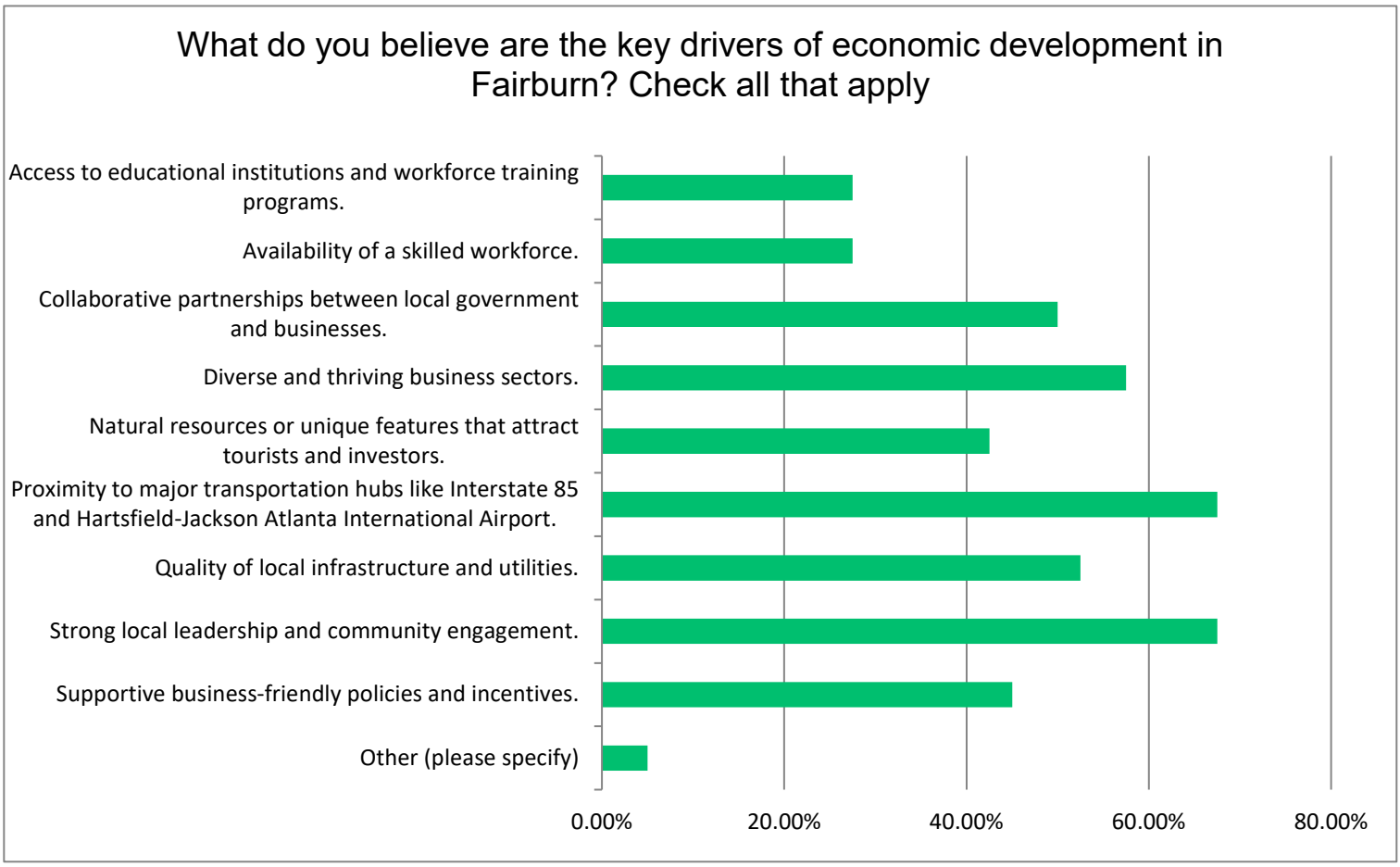
On a scale of 1 to 5, with 1 being "Not Important" and 5 being "Very Important," please rate the importance of economic development in Fairburn.





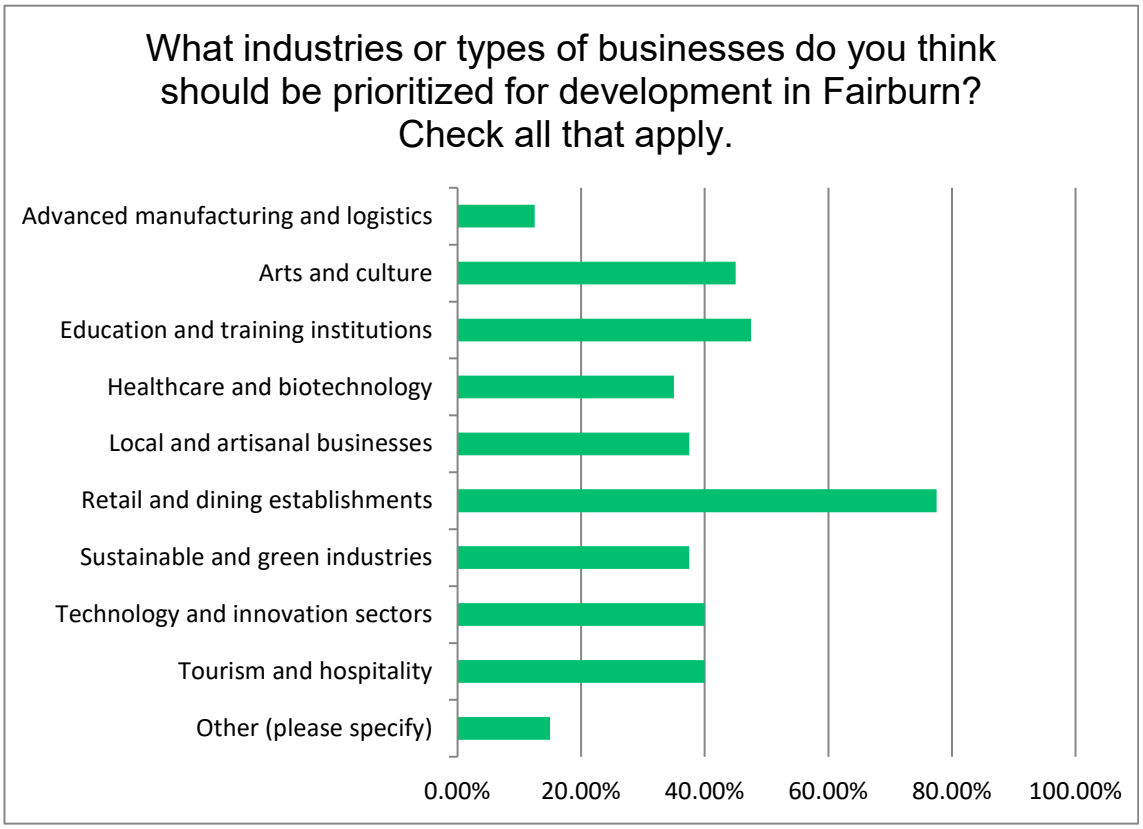
Other:

- Attracting QUALITY businesses and investments to the area; partnering with nearby communities such as Union City; a Fairburn city identity
- Improving the roads and traffic patterns
- Being able to get assistance when ask for it.
- Entertainment/restaurants
- Better grocery and restaurant choices



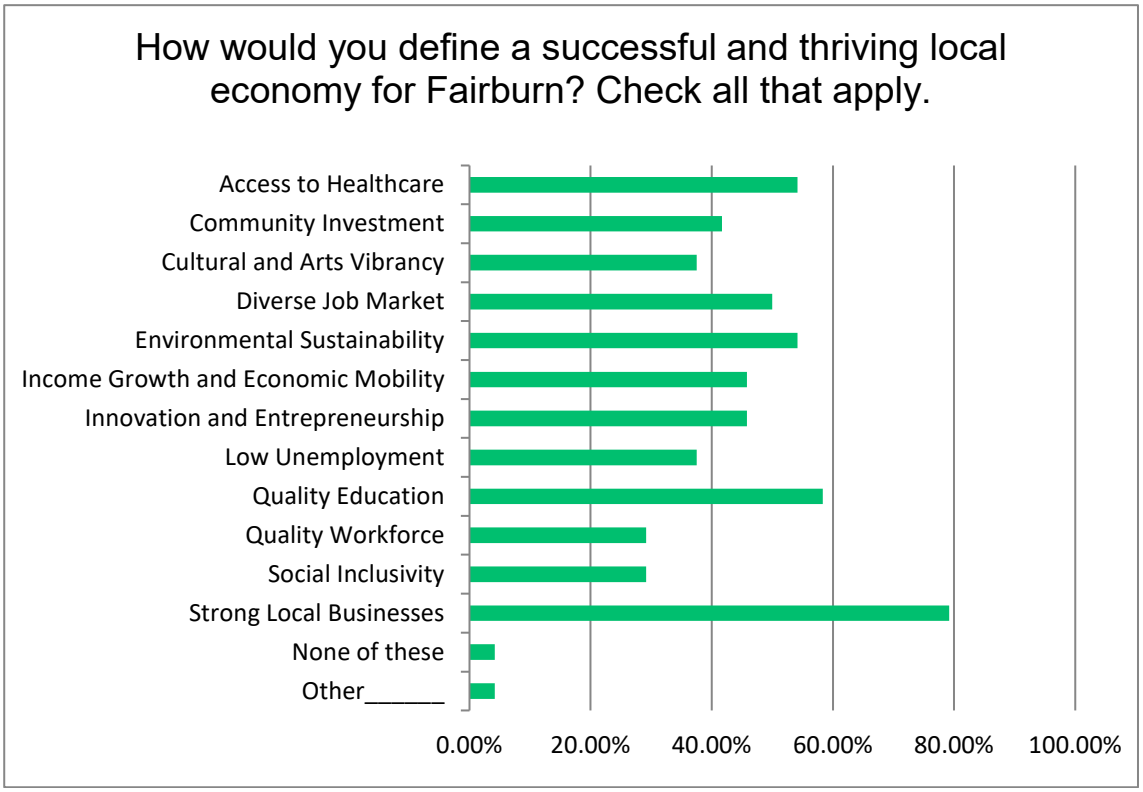
Other:

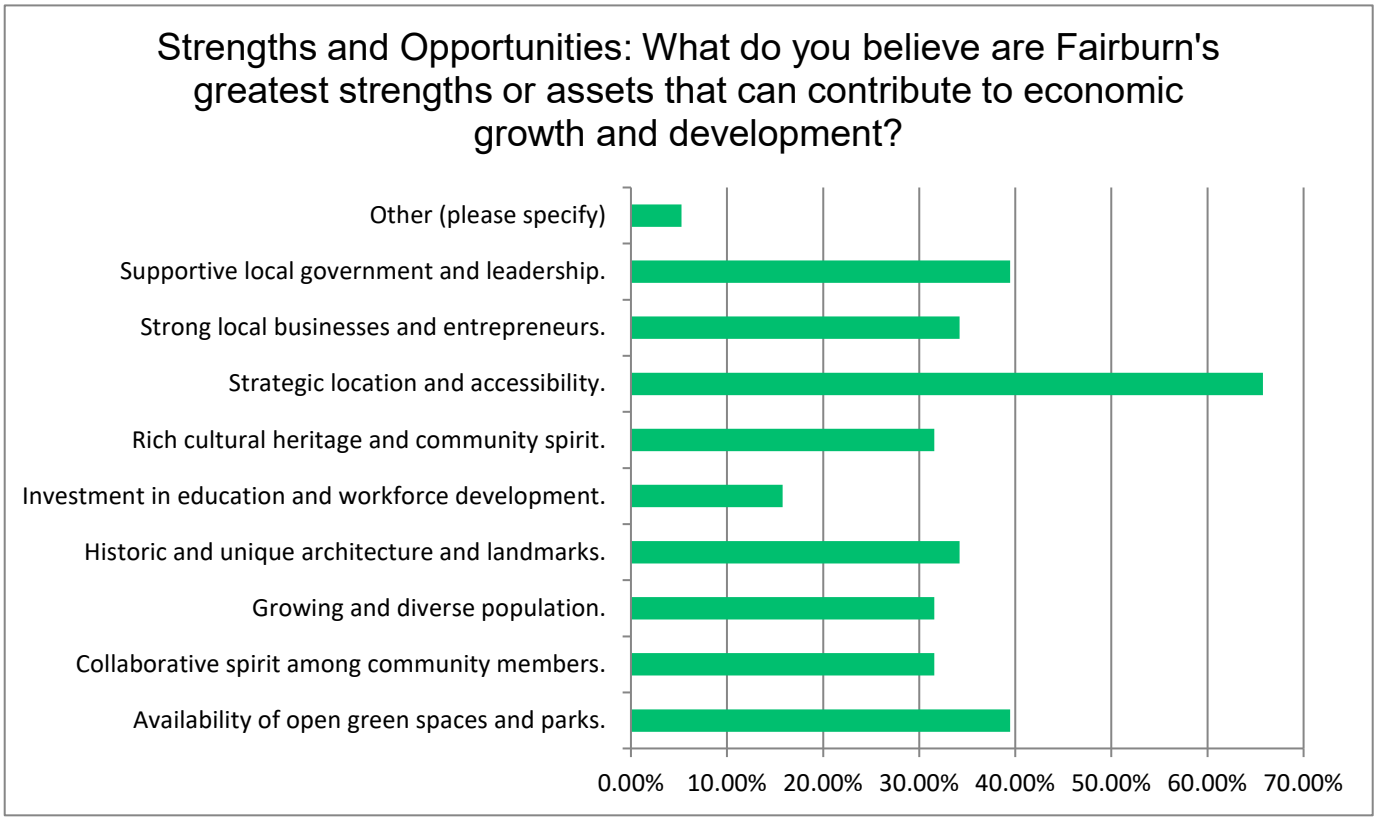
- Walkable green space
- Changing ordinance to stop property/store owners from holding the city economic hostage by using storefronts for storage space, especially on main streets.



Other:

- Make Main Street a place people want to visit for fun shopping and restaurants.
- Outdoor tourism through public park & trail improvements
- Healthy Supermarket -Sprouts or Trader Joes
- Nature preserves instead of cutting down every tree in town.
- Stores people want to shop at.
- Independent book stores, tea room/coffee shop, co-working space, bakery
- Walkable green space
- Changing ordinance to stop property/store owners from holding the city economic hostage by using storefronts for storage space, especially on main streets.


How would you define a successful and thriving local economy for Fairburn? Check all that apply.
Access to Healthcare
Community Investment
Cultural and Arts Vibrancy
Diverse Job Market
Environmental Sustainability
Income Growth and Economic Mobility
Innovation and Entrepreneurship
Low Unemployment
Quality Education
Quality Workforce
Social Inclusivity
Strong Local Businesses
None of these
Other_____
0.00%
20.00%
40.00%
60.00%
80.00%
100.00%


Strengths and Opportunities: What do you believe are Fairburn's greatest strengths or assets that can contribute to economic growth and development?
Other (please specify)
Supportive local government and leadership.
Strong local businesses and entrepreneurs.
Strategic location and accessibility.
Rich cultural heritage and community spirit.
Investment in education and workforce development.
Historic and unique architecture and landmarks.
Growing and diverse population.
Collaborative spirit among community members.
Availability of open green spaces and parks.
0.00%
10.00%
20.00%
30.00%
40.00%
50.00%
60.00%
70.00%

Vision for Fairburn.

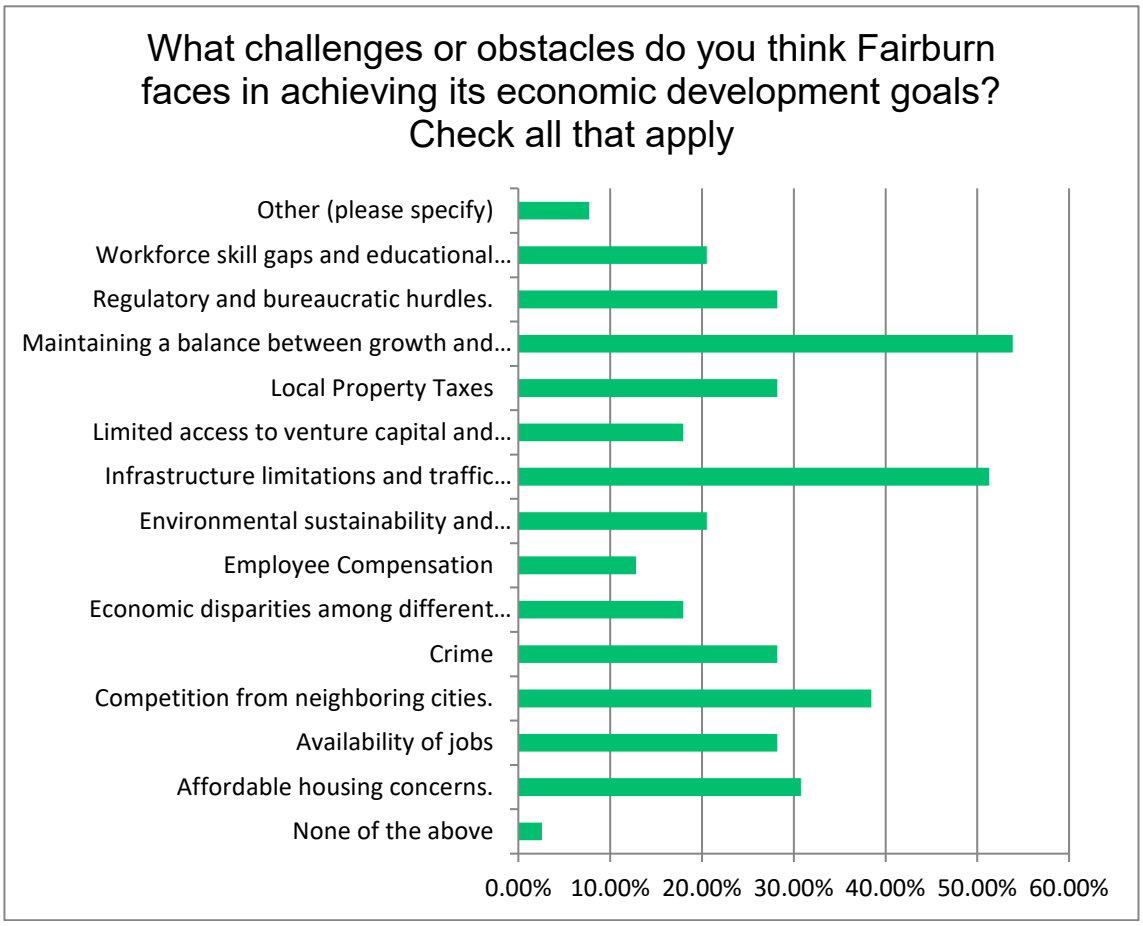
- Thriving downtown with access to amenities and focus on local businesses
- Renovate downtown and draw investors into vibrant small businesses to make Fairburn a place people want to visit. Also, MUST restore the OCC Courthouse! Come up with a profit center to host art exhibits, etc. to draw people to our town.
- More retail and dining experiences and a quality grocery store
- Not just situated to succeed, because that means we're not succeeding due to our own fault—we're situated otherwise, after all. Rather, succeeding through equally engaged Black, Latino, and White community members. No more loss of wooded K. Improvement of existing public outdoor spaces. Affordable, independent, quality constructed housing.
- Reliable infrastructure, better outdoor activities, sidewalks, underground utilities, focus on local business.
- That it becomes just as much of a thriving community as they have up North. We need green walking space vibrant parks, a vibrant downtown, small dining establishments not fast food chain restaurants. It would be nice if this could even be a technology hub or biotech hub in Georgia. We have the space we just have to be mindful the businesses are sustainable and environmentally friendly. Fairburn has so much potential. I would like to see it look like a Sandy Spring or downtown Decatur. Or an area like the Trililth area in Fayetteville.
- Having more resources for residents
- All inclusive suburban community that offers retail and sustainable industry. Moratorium on fast food eateries and restaurants.
- Continuing to develop a growing economy. Make a collaborative effort to move the dumpsite.
- An enclave that illustrates global and futuristic prosperity for all citizens
- To become a destination city with smart growth principles.
- Stable and diverse community with controlled growth and businesses supported by our residents.
- Fairburn already has enough large Businesses. There is only one Park and no Nature Preserve whatsoever. The roads here will not handle the Traffic they already have. We need our Roads and the Traffic Pattern improved very badly!
- Being more open to assisting its residence as opposed to turning a blind eye when things are promised and they to pull through.
- Retail/ dine in restaurants and parks and trails
- Smart growth. Attracting profitable new businesses while maintaining a livable environment for residents.
- Less subdivisions more community neighborhoods
- Constant improvement
- Quality in all areas equivalent to neighboring cities
- Creat more affordable housing for the middle class families. Create more green space and walking paths. Improve traffic on Senioa Rd and Attract better quality restaurants and grocery stores. Improve the look of Downtown Fairburn.

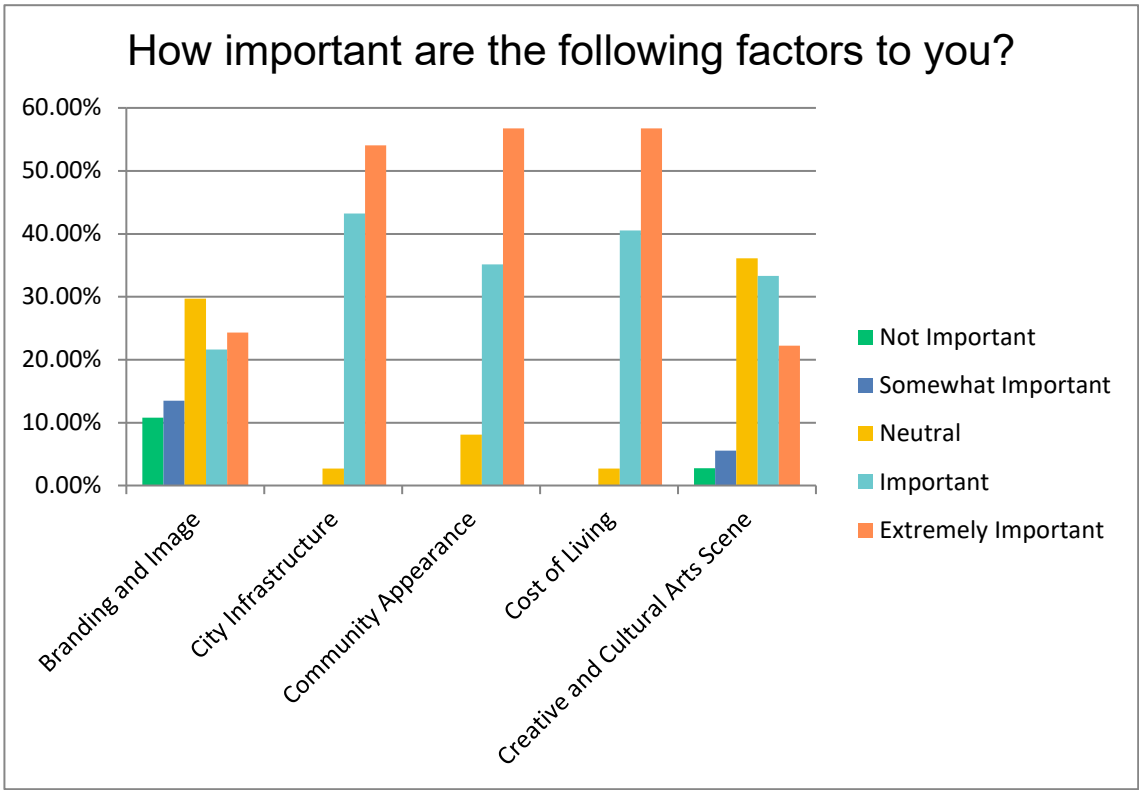
Please identify any specific places within Fairburn you believe currently or have the opportunity to contribute to its economic well-being and sense of place.
(Answers pharaphrased)

- Downtown - We need coffee shops and antique stores and restaurants.
- We need a vibrant Main Street and utilize the beautiful historic properties in our town, including the Courthouse.
- Senoia road can have quality dining and downtown Fairburn has the opportunity to bring quality restaurants
- Affordable locally-owned restaurants (with a consistent schedule) in the train depots. Public parks & trails. The old Campbell County courthouse.
- Improve outdoor recreation including walking and biking ways. Always increases demand for housing and attracts active healthy families. Which usually have professional jobs and resources
- Youth Center
- Local restaurants and businesses.
- Hwy 74, HWY 92, and downtown corridor
- We property Owners feel there are too many large businesses already. We need more Parks and Green Spaces for all the residents.
- Landmark Christian Academy, the downtown Fairburn area, and the Housing Authority
- The stage and grass area in downtown Fairburn
- The entire stretch of Broad Street/ Roosevelt. Any property owners using storefronts for storage instead of retail. Business spaces being utilized as residential. Amounts to holding the city's economy hostage. Intersection corners of South Fulton Pkwy and Campbellton-Fairburn (Hwy 92??) should be utilized for retail not warehouse. Would be perfect for an outdoor mall similar to The Avenue in PTC.
- John Rivers Rd

What opportunities or untapped potential do you see for Fairburn's economic development? *(Answers pharaphrased)*

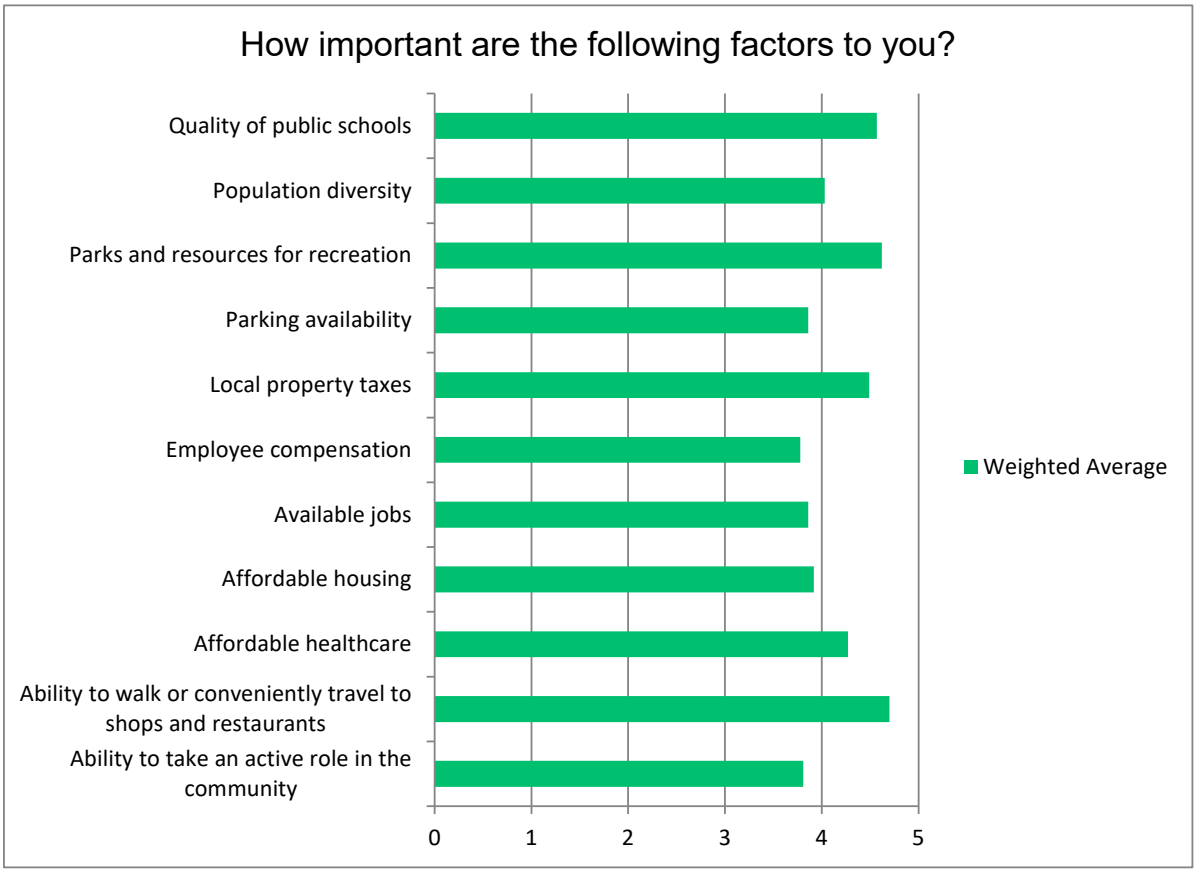
- Downtown
- Parks with walking trails & Grocery Store & Better Access to Healthcare
- Restore Main Street! Attract small business owners to come to Fairburn for a day of shopping, dining, and entertainment. Host craft fairs like Newnan. The Courthouse could also be used for that. Bring life to the city like it was in the 1970s and 1980s when I grew up here.
- Too many warehouses, not enough retail, restaurants, entertainment for residents
- "FAIRBURN POWER" stickers, tshirts, hoodies, like on the metal disks on the power lines. Old Campbell County courthouse. Connection to Marta.
- Growing and supporting local businesses. Attaching young professionals and families. By creating active friendly development and public right aways
- Constructing a greenway walking bike path.
- our location in proximity to airport and Atlanta
- All inclusive community that offers an anchor retail plaza and grocery store.
- There are more subdivisions coming up which is rising the population.
- Generational prosperity
- Scouting Fortune 500 businesses & taking full advantage of its natural resources with state driven incentives
- Bringing events to the community.
- Sit down restaurants and walking/biking trails
- Ensuring that the zoning is consistent with the city's vision.
- Connections with industrial businesses to support/assist smaller businesses.
- Added green space, biking and walking trails for families. Shopping centers with healthy grocery store options and restaurants.
- More local "mom & pop" and boutique businesses and restaurants
- It has the potential to be a powerful economic driver like Delmar Loop (https://visittheloop.com). Cottage communities would also be advantageous providing affordable housing and mid-term rental revenue opportunities for corporate housing and/or newly relocated famillies.
- By fostering an environment for tech innovation including coworking spaces for folks who work from home would be ideal.
- There is a lots of land to build more restaurants, hospital, shops, shops, and high end family homes.
- Downtowns such as Senoia, College Park, East Point and even Woodstock would be communities I would pull inspiration from.
- Invest in industries besides manufacturing. We don't need another factory. We need table cloth restaurants. Mixed use real estate and more drivers to downtown. A viable grocery store without outdated products and rats would help also.

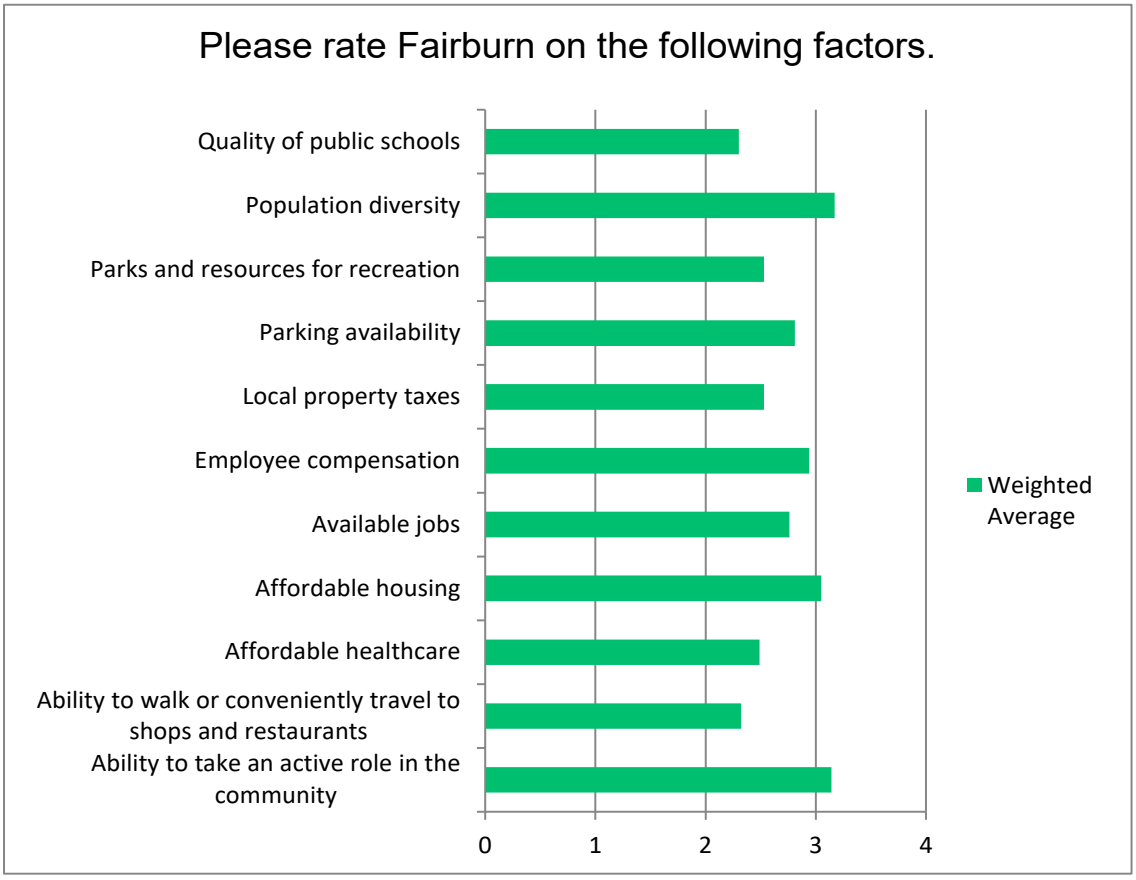

What challenges or obstacles do you think Fairburn faces in achieving its economic development goals? Check all that apply
Other (please specify)
Workforce skill gaps and educational...
Regulatory and bureaucratic hurdles.
Maintaining a balance between growth and...
Local Property Taxes
Limited access to venture capital and...
Infrastructure limitations and traffic...
Environmental sustainability and...
Employee Compensation
Economic disparities among different...
Crime
Competition from neighboring cities.
Availability of jobs
Affordable housing concerns.
None of the above
0.00% 10.00% 20.00% 30.00% 40.00% 50.00% 60.00%


How important are the following factors to you?
60.00%
50.00%
40.00%
30.00%
20.00%
10.00%
0.00%
Branding and Image
City Infrastructure
Community Appearance
Cost of Living
Creative and Cultural Arts Scene
Not Important
Somewhat Important
Neutral
Important
Extremely Important

Are there any concerns related to economic development that you would like to share? *(Answers pharaphrased)*

- Storefronts are terrible. Until business get started, the fronts need restoration.
- Rapid loss of wooded spaces due to haphazard planning and zoning; a longterm strategic plan is needed for planning & zoning. Lack of downtown/local ice cream & coffee shop.
- We must improve the parks and healthy lifestyle accessibility.
- Only concern is that there is infrastructure put in place to support the growth as well as education as a concern could be with the growth we will have overcrowded classroom so they'll be plans to add more schools
- Too much industrial and ware houses.
- I suggest that Fairburn engage every citizen to buy-in for the sake of legacy
- Development of HWY 74 into a highly populated fast-food outlet. Not a wise usage of raw land. Land should have been developed into a major commercial/retail/ office node with small & moderate sized businesses along with white tablecloth restaurants.
- Please limit high-density housing, at least on the west side of town.
- Factories/large Companies that have been built so close to our Homes
- No updated grocery store within the city or upscale places to eat
- My concern is whether we can grow in a way that will attract the type of businesses and families that will contribute positively to the development of Fairburn.
- I would like to see customer service classes and certifications established in Fairburn. The community can be known for having excellent customer service in all new businesses and establishments.
- Quality of life
- The city is growing faster than the infrastructure. All the apartments being built are going to cause congestion. There are no decent food options so people are going to continue to spend their money in surrounding cities.
- The city is generally a stagnant bedroom community of Atlanta. Although there has been some development, it is on a small scale lacking quality and sophistication to attract higher income families or major dining and entertainment experiences/ businesses. Schools are low achieving, and there is little here for young people to do for optimum development of interests, talents, and skills.
- People moving to Fairburn are coming from areas where driving fast is the norm.
- The aggressive building in Fairburn without supporting road projects will eventually drive residents away.
- 74 is an example of the worst kind of suburban sprawl. Low quality investment. Don't let downtown languish in favor of easy development on the city's periphery.
- High quality education for my kids.
- Our property taxes increase with very little to show for it for Fairburn.


How important are the following factors to you?
Quality of public schools
Population diversity
Parks and resources for recreation
Parking availability
Local property taxes
Employee compensation
Available jobs
Affordable housing
Affordable healthcare
Ability to walk or conveniently travel to shops and restaurants
Ability to take an active role in the community
0
1
2
3
4
5
Weighted Average


Please rate Fairburn on the following factors.
Quality of public schools
Population diversity
Parks and resources for recreation
Parking availability
Local property taxes
Employee compensation
Available jobs
Affordable housing
Affordable healthcare
Ability to walk or conveniently travel to shops and restaurants
Ability to take an active role in the community
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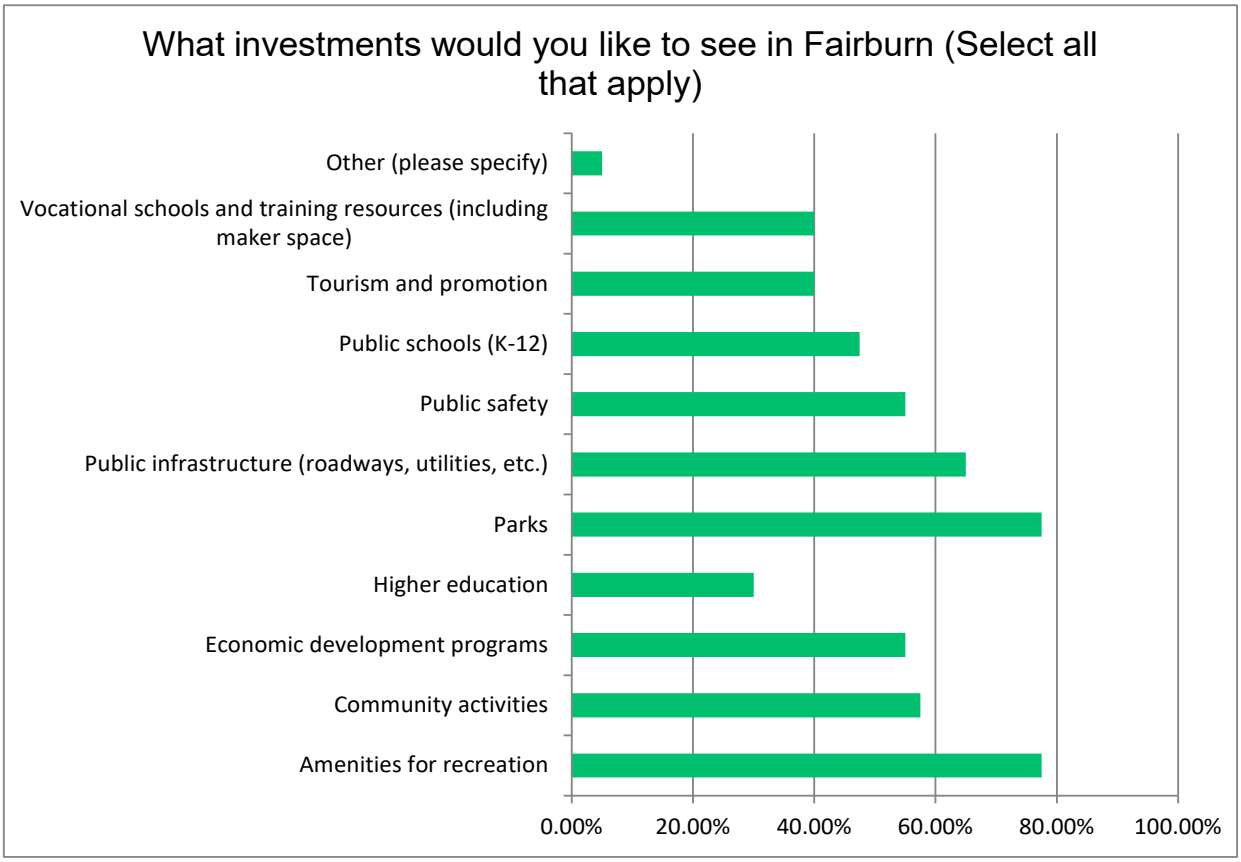
3
4
Weighted Average



Other:

- Animal Preserves and Parks
- A hybrid co-working and tech incubator would attract higher paying jobs locally and remote. It also creates an environment of innovation.

Industry Cluster NAICS Codes

Industry Cluster	Detailed	NAICS
Building and Infrastructure Construction	Residential Building Construction	2361
Building and Infrastructure Construction	Nonresidential Building Construction	2362
Building and Infrastructure Construction	Utility System Construction	2371
Building and Infrastructure Construction	Highway, Street, and Bridge Construction	2373
Building and Infrastructure Construction	Building Equipment Contractors	2382
Building and Infrastructure Construction	Other Specialty Trade Contractors	2389
Food Manufacturing/Processing	Fruit and Vegetable Preserving and Specialty Food Manufacturing	3114
Food Manufacturing/Processing	Beverage Manufacturing	3121
Wood Product Manufacturing	Veneer, Plywood, and Engineered Wood Product Manufacturing	3212
Wood Product Manufacturing	Other Wood Product Manufacturing	3219
Plastics Product Manufacturing	Plastics Product Manufacturing	3261
Metal, Electrical, and Power Manufacturing	Nonferrous Metal (except Aluminum) Production and Processing	3314
Metal, Electrical, and Power Manufacturing	Architectural and Structural Metals Manufacturing	3323
Metal, Electrical, and Power Manufacturing	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	3345
Metal, Electrical, and Power Manufacturing	Electrical Equipment Manufacturing	3353
Durable Goods Wholesalers	Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers	4231
Durable Goods Wholesalers	Furniture and Home Furnishing Merchant Wholesalers	4232
Durable Goods Wholesalers	Lumber and Other Construction Materials Merchant Wholesalers	4233
Durable Goods Wholesalers	Professional and Commercial Equipment and Supplies Merchant Wholesalers	4234
Durable Goods Wholesalers	Household Appliances and Electrical and Electronic Goods Merchant Wholesalers	4236
Durable Goods Wholesalers	Miscellaneous Durable Goods Merchant Wholesalers	4239
Nondurable Goods Wholesalers	Drugs and Druggists' Sundries Merchant Wholesalers	4242
Nondurable Goods Wholesalers	Grocery and Related Product Merchant Wholesalers	4244
Nondurable Goods Wholesalers	Chemical and Allied Products Merchant Wholesalers	4246
Nondurable Goods Wholesalers	Miscellaneous Nondurable Goods Merchant Wholesalers	4249

Industry Cluster	Detailed	NAICS
Retailers	Automobile Dealers	4411
Retailers	Automotive Parts, Accessories, and Tire Retailers	4413
Retailers	Building Material and Supplies Dealers	4441
Retailers	Grocery and Convenience Retailers	4451
Retailers	Electronics and Appliance Retailers	4492
Retailers	Department Stores	4551
Retailers	Warehouse Clubs, Supercenters, and Other General Merchandise Retailers	4552
Retailers	Health and Personal Care Retailers	4561
Retailers	Gasoline Stations	4571
Retailers	Clothing and Clothing Accessories Retailers	4581
Retailers	Used Merchandise Retailers	4595
Logistics and Transportation	Rail transportation	4821
Logistics and Transportation	Other Transit and Ground Passenger Transportation	4859
Logistics and Transportation	Air Traffic Control	4881
Logistics and Transportation	Freight Transportation Arrangement	4885
Logistics and Transportation	Couriers and Express Delivery Services	4921
Logistics and Transportation	General Warehousing and Storage	4931
Digital Production	Motion Picture and Video Industries	5121
Finance and Insurance	Depository Credit Intermediation	5221
Finance and Insurance	Other Financial Investment Activities	5239
Finance and Insurance	Agencies, Brokerages, and Other Insurance Related Activities	5242
Real Estate and Leasing	Lessors of Real Estate	5311
Real Estate and Leasing	Offices of Real Estate Agents and Brokers	5312
Computer System Services	Computer Systems Design and Related Services	5415
Investigation and Security Services	Investigation and Security Services	5616
Education	Elementary and Secondary Schools	6111
Education	Educational Support Services	6117
Medical Offices	Offices of Physicians	6211
Medical Offices	Offices of Dentists	6212
Medical Offices	Offices of Other Health Practitioners	6213
Child and Elderly Care	Home Health Care Services	6216
Child and Elderly Care	Nursing Care Facilities (Skilled Nursing Facilities)	6231
Child and Elderly Care	Child Care Services	6244

Industry Cluster	Detailed	NAICS
Accommodations	Traveler Accommodation	7211
Eating and Drinking Places	Drinking Places (Alcoholic Beverages)	7224
Eating and Drinking Places	Restaurants and Other Eating Places	7225
Personal Services	Personal Care Services	8121
Personal Services	Death Care Services	8122
Personal Services	Drycleaning and Laundry Services	8123
Personal Services	Other Personal Services	8129
Religious and Civic Services	Religious Organizations	8131
Religious and Civic Services	Grantmaking and Giving Services	8132
Religious and Civic Services	Civic and Social Organizations	8134
Religious and Civic Services	Business, Professional, Labor, Political, and Similar Organizations	8139
Local Public Administration	Elementary and Secondary Schools (Local Government)	9036
Local Public Administration	Local Government, Excluding Education and Hospitals	9039

Industry Cluster	Detailed	NAICS
Building and Infrastructure Construction	Residential Building Construction	2361
Building and Infrastructure Construction	Nonresidential Building Construction	2362
Building and Infrastructure Construction	Utility System Construction	2371
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Quick Guide: Georgia Workforce Development Programs

Georgia Quick Start

- Description: Internationally acclaimed provider of workforce training solutions for businesses creating and saving jobs in Georgia.
- Scope: Customized training for various industries, including manufacturing, distribution, headquarters operations, and more.
- Approach: Utilizes the Quick Start Process involving detailed discussions, job analysis, and tailored workforce training.
- Contact: Rodger Brown, Executive Director, Marketing and Strategic Media - rbrown@georgiaquickstart.org | Georgia Quick Start

Intellectual Capital Partnership Program (ICAPP)

- Description: Economic development program of the University System of Georgia.
- Focus: Utilizes resources of Georgia's public colleges and universities to enhance the state's economic development.
- Target: Addresses skills gaps through customized, accelerated education and knowledge for workers in high demand and short supply.
- Contact: Mark F. Lytle, Vice Chancellor for Economic Development - Mark.Lytle@usg.edu

Workforce Investment Act (WIA)

- Description: Business-led boards developing strategic plans using federal workforce development resources.
- Structure: Divided into twenty workforce areas, each with a local board making decisions on supported training.

- Objective: Meet business needs for skilled workers and individual needs for training, education, and employment.
- Contact: Georgia Dept. of Economic Development, Workforce Division - workforce@georgia.gov

Tax Credit for Adult Basic Skills Education

- Description: Encourages businesses to provide or sponsor basic skills education programs for employees.
- Credit Calculation: One-third of education costs per full-time equivalent student or $150 per student, whichever is less for each employee that successfully completed an approved adult basic skills program.
- Eligibility: Employees attending 4 hours/week for 44 weeks. Focus on enhancing reading, writing, or mathematical skills.
- Administration: Managed by the Georgia Technical College System of Georgia.
- Contact: Rachelle Taylor, Administrative Assistant - rtaylor@tcsg.edu | Georgia Education Tax Credit Procedures Guide (tcsg.edu)

Quick Guide: Georgia Department of Economic Development Programs

Description: The state supports entrepreneurs and the growth of small businesses with assistance from many agencies and through the Georgia Department of Economic Development (GDEcD).

Scope: Resources for small businesses, including direct services to small companies, business-to-business opportunities, local community support, and business and community association connections.

Direct Services to Small Companies

- Tax credits for jobs, investment, research and development and tax exemptions.
- One-on-one interaction for resources, connections, incentives and regional expertise. See regional map on following page for contact information.
- Connecting technology-oriented businesses and start-ups with direct access to university and technical college applied research, commercialization, resources, incubation, technology connections, matching grant funds and potential investor networks www.georgia.org/center-of-innovation
- Export assistance provides knowledge and connections to get Georgia products to the world www.georgia.org/international/trade/exporter-services
- Web-based small business resource directory www.georgia.org/smallbusiness

Business-to-Business Opportunities

- Georgia Suppliers: Matches Georgia suppliers with other in-state companies.
- Mentorship Program: Facilitates a mentorship program linking small Georgia companies with larger businesses and global corporations. Georgia Mentor-Protege Connection or Georgia MPC

- Entertainment Industry Directory: Maintains a comprehensive directory of businesses in Georgia's entertainment industry for filmmakers and production companies. Georgia Film

Local Community Support

- Resource Equipping: Provides resources and tools to all Georgia communities, fostering local business growth and sustaining an entrepreneurial environment.
- Best Practices: Shares best practices to support growing businesses and encourage entrepreneurial efforts.
- Professional Development: Offers professional development and community strategic planning. Entrepreneurial Communities

Business and Community Association Connections

- Outreach: Builds relationships and partnerships through broader outreach to businesses and leadership.
- Resource Leveraging: Leverages resources and opportunities to increase jobs and investment.

Contact: Mary Ellen McClanahan, Director, Community & External Alliances
memcclanahan@georgia.org

Quick Guide: Environmental Finance Authority (GEFA)

GEFA assists local governments in constructing and rehabilitating water, sewer, and solid-waste facilities for public and commercial development. Finances land acquisition for permanent conservation status.

Georgia Fund Program

The Georgia Fund Program is the best suited for economic development projects because of its flexibility and turnaround time.

- Eligible Applicants: Cities, counties, water, and sewer authorities.
- Eligible Projects: Water and sewer capital improvements projects (excluding stormwater).
- Loan Conditions: Interest rates fluctuate, visit GEFA for the most up to date information; 1% closing fee; max. 20 years term. Simple interest loan with no prepayment penalties.
- Funds Available: Varies yearly, averages $50 million; max. loan from Georgia Fund per year is $3 million.
- Deadline: Applications accepted anytime; first-come, first-served basis.
- Contact: Arlene Durrah, Georgia Fund Program Manager arlene@gefa.ga.gov

Clean Water State Revolving Fund (SRF)

- Eligible Applicants: Cities, counties, water, and sewer authorities.
- Eligible Projects: Various wastewater and sewer projects; land conservation projects.
- Loan Conditions: Interest rates fluctuate, visit GEFA for the most up to date information; 1% closing fee; max. 20 years term. Simple interest loan with no prepayment penalties. Because funds are federal, the projects must include facility planning, environmental review, public participation, project

inspection, and minority/women's business participation.
- Funds Available: Multiple projects funded; max. loan per year is $25 million.
- Deadline: Applications accepted anytime; pre-application period usually November 1 – December 31.
- Contact: Jason Bodwell, Senior Program Manager jason@gefa.ga.gov

Solid Waste Facilities Loan Program

- Eligible Applicants: Georgia local governments with recycling and solid-waste facilities.
- Eligible Projects: Collection, treatment, recycling, composting, or disposal of solid waste.
- Loan Conditions: Interest rate based on most recent general obligation bond sale; max. 20 years term; 1% closing fee.
- Funds Available: Max. $3 million per loan; priority for recycling and waste management.
- Contact: Arlene Durrah, Georgia Fund Program Manager arlene@gefa.ga.gov

Drinking Water State Revolving Fund (DWSRF)

- Eligible Applicants: Cities, counties, water, and sewer authorities.
- Eligible Projects: Ensure public health and compliance for water systems.
- Loan Conditions: Interest rates fluctuate, visit GEFA for the most up to date information; 1% closing fee; max. 20 years term. Simple interest loan with no prepayment penalties. Because funds are federal, the projects must include facility planning, environmental review, public participation, project inspection, and minority/women's business participation.
- Funds Available: Multiple projects funded; max. loan per year is $25 million.
- Deadline: Applications accepted anytime; pre-application period usually November 1 – December 31.
- Contact: Jason Bodwell, Senior Program Manager jason@gefa.ga.gov

Environmental Emergency Loan Program

- Eligible Applicants: Cities, counties, water, and sewer authorities.
- Eligible Projects: Water or sewer capital improvement for emergencies threatening health or safety.
- Loan Conditions: 2.0% interest rate; max. 10 years term; 1% closing fee.
- Funds Available: Max. $300,000 per year per community.
- Deadline: Applications accepted anytime; first-come, first-served basis.
- Contact: Arlene Durrah, Georgia Fund Program Manager arlene@gefa.ga.gov

Quick Guide: City & Local Economic Development Tools

Downtown Development Authorities (DDAs) in Georgia

- Enactment: O.C.G.A. §36-42-1 et seq (1981)
- Purpose: Develop and promote trade, commerce, industry, and employment opportunities; revitalize central business districts.
- Creation Steps:
  - Pass a resolution declaring the need for a DDA.
  - Designate downtown area boundaries.
  - Appoint seven directors; file resolution copies with authorities.
- Board Composition: Seven directors; at least four with an economic interest in redevelopment; staggered six-year terms.
- Powers:
  - Sue and be sued.
  - Adopt a corporate seal.
  - Make/execute contracts; buy/sell/lease property.
  - Finance projects; issue revenue bonds.
  - Borrow money (with city council permission).
  - Apply for government grants.
  - Receive city tax monies.
  - Employ an executive director.
  - Prepare plans for downtown.
  - Serve as an urban redevelopment agency.

Tax Allocation District (TAD) / Urban Redevelopment Powers Act

- Enactment: O.C.G.A. §36-44-1 et seq
- Purpose: Revitalize blighted areas; use future taxes for infrastructure.
- Implementation:
  - Local legislation authorization.

- Local referendumCreation of redevelopment agency.
- Revenue Set Aside: Up to 10% of local tax base.
- Funds Use: Broad range for development activities.
  - Renovate, construct, preserve, restore expand or demolish buildings for business, commercial, industrial, government, education, public or private housing, social activity, governmental services
  - Historic properties
  - Green spaces
  - Mass transit and pedestrian facilities
  - Telecommunications infrastructure
  - Water and sewer lines; streets; sidewalks; parking facilities; public parks; building construction; building rehabilitation, housing, and land assembly

Land Bank Authorities

- Enactment: O.C.G.A. 48-4-60 et seq (1996)
- Purpose: Acquire tax-delinquent properties; manage, sell, or dispose.
- Creation: Intergovernmental cooperative agreement between cities and county.
- Property Acquisition: Direct purchase or bid at tax sale.
- Composition: Four members; two appointed by mayor, two by county commission.
- Tax Forgiveness: Considered upon sale; focus on low-income housing benefits.

Community Improvement District (CID)

- Enactment: Georgia Constitution Article IX, Section 7
- Purpose: Self-imposed tax for district improvements; leverages state and federal funds.
- Creation Steps: Local act, city/county consent, written consent from property owners.
- Assessment Limit: Cannot exceed 2.5% of assessed property value.
- Debt: Permitted; not an obligation of the State.
- Funds:
  - Street/road construction and maintenance
  - Parks and recreation facilities
  - Storm water and sewage collection and disposal systems
  - Water development, storage, treatment, purification and distribution facilities; public transportation
  - Terminal and dock facilities; and parking facilities
- "Such other services and facilities as may be provided for by general law"

Business Improvement District (BID)

- Enactment: O.C.G.A. §36-43-1 et seq
- Purpose: Taxing property owners for expanded services in designated districts. BIDs are special districts in which property owners agree to be taxed at a higher rate than the rest of the community in order to pay for expanded services that are not already being provided to the city as a whole.
- Creation Steps:
  - Petition with area plan, agreement of 51% taxpayers.
  - Plan must include boundaries, services, millage (1 to 3 mil max), budget, time frame.

- Sunset: 10-year sunset, renewable.
- Funds Use:
  - Advertising
  - Promotion
  - Sanitation
  - Security
  - Business recruitment and retention

Quick Guide: Georgia Department of Community Affairs Programs

Community Development Block Grant (CDBG) Program

- Description: Economic development component focused on expanding opportunities for low- and moderate-income individuals. Funds viable projects that create or retain jobs for low- and moderate-income persons that would not take place without CDBG funds.
- Scope: Eligible applicants include units of general-purpose local government (excluding certain cities and counties).
- Approach: Projects may include real property acquisition, public facilities construction, site improvements, and private business loans. Loans usually below-market rates, with favorable terms. Job creation is a significant competitive factor.
- Contact: Brock Smith, Manager, Office of Economic Development, Community Development and Finance Division, Georgia Department of Community Affairs. Brock.smith@dca.ga.gov

Employment Incentive Program (EIP)

- Description: Capitalized with State CDBG funds for private businesses to carry our economic development projects that focus on employment opportunities for low- and moderate-income individuals.
- Scope: Three eligible activities: public infrastructure, loans to sub-recipient businesses, and assistance to local development entities.
- Approach: Maximum grant or loan amount: $500,000. Each dollar in EIP funds must leverage a minimum of one private dollar.
- Contact: Gabriel Morris (EIP Public Infrastructure) gabriel.morris@dca.ga.gov, Staci Tillman (EIP Loans-to-business projects) staci.tillman@dca.ga.gov

Regional Economic Business Assistance (REBA) Program)

- Description: Specialized economic development tool for significant projects. Targets non-rural counties, supporting local, regional, or statewide initiatives.
- Scope: General-purpose local governments, local-government authorities, regional development centers, and state agencies.
- Approach: Funds can be used for public land acquisition, site development, infrastructure improvements, and publicly owned assets. Assistance amounts vary based on recommendation from Georgia Department of Economic Development.
- Contact: Inna Horuzhik, Incentives Program Manager inna.horuzhik@dca.ga.gov

Downtown Development Revolving Loan Fund (DDRLF)

- Description: Provides below-market-rate financing for capital projects in historic downtown areas to support efforts to revitalize and enhance downtown areas.
- Scope: Targets municipalities and counties with a population less than 100,000 and development authorities. Applicants should demonstrate a clearly identified project.
- Approach: Maximum grant or loan amount: $250,000, typically ten-year repayment period. Funds can be used for real estate acquisition, development, rehabilitation, and purchase of equipment.
- Contact: Kim Carter, EFDP OneGeorgia Program Manager kim.carter@dca.ga.gov

Redevelopment Fund (RDF)

- Description: Provides flexible grants and loans for challenging economic and community development projects. Focus on eliminating slum and blight, supporting public/private partnerships.
- Scope: General-purpose local government (excluding certain cities)
- Approach: Maximum grant or loan amount: $500,000. Loans underwritten with standard commercial procedures, collateralized, interest rates determined case-by-case.
- Contact: Staci Tillman, Economic Development Program Manager staci.tillman@dca.ga.gov

Local Revolving Loan Funds (RLF)

- Description: Aims to create job opportunities for low- and moderate-income persons. Capitalized with CDBG Employment Incentive Program (EIP) grants for new or expanding businesses.
- Scope: For-profit businesses, local development authorities.
- Approach: Local RLF committee reviews applications based on locally adopted policies. Competitive applications emphasize job creation, financial commitments, debt servicing ability, personal guarantees, and collateral.
- Contact: Michael Casper, Compliance Manager michael.casper@dca.ga.gov

Equity Fund

- Description: The Equity Fund is a flexible financing tool providing financial assistance, including grants and loans, to eligible rural communities for economic development. It aims to enhance citizens' health, welfare, safety, and economic security by developing and retaining employment opportunities and improving infrastructure.
- Scope: Eligible recipients include general-purpose local governments, local government authorities, and joint or multi-county development authorities in rural counties with high poverty rates. Sub-recipients may be for-profit or non-profit entities. Grants/Loans range from $500,000 to $1,000,000 per project, depending on regional impact, support from neighboring counties, and local investment.
- Approach: Grant funds require local investment, demonstrating potential return on investment. Business growth loans have a 3% interest rate, 5-7 years for machinery and equipment, and 20 years for real estate. Speculative building loans are interest-free for five years, requiring a marketing plan and local investment.
- Contact: Kim Carter, EFDP OneGeorgia Program Manager kimcarter@dca.ga.gov

Entrepreneur and Small Business Loan Guarantee Fund (ESB)

- Description: The ESB Loan Guarantee Program provides loan guarantees to accredited Georgia financial lenders to encourage gap financing for small business growth in economically stressed counties.
- Scope: Eligible lenders include state or federally chartered banks in Georgia. Businesses must be for-profit, located in eligible rural counties, and meet specific criteria.
- Approach: ESB guarantees up to 50% of private bank loans ($35,000 to

$250,000) with a 10% equity injection by the borrower.
  - Contact: Coleen Gelot, Economic Development Consultant coleen.gelot@dca.ga.govinspection, and minority/women's business participation.
- Funds Available: Multiple projects funded; max. loan per year is $25 million.
- Deadline: Applications accepted anytime; pre-application period usually November 1 – December 31.
- Contact: Jason Bodwell, Senior Program Manager jason@gefa.ga.gov

Economic Development, Growth, & Enterprise (EDGE) Program (OneGeorgia)

- Description: The EDGE Fund is a specialized economic development tool providing "deal-closer" funds for competitive projects in rural counties with high poverty. It aims to attract significant economic development projects to Georgia, creating jobs and generating private investment.
- Scope: Targeted for competitive projects in rural counties. Eligible applicants include general-purpose local governments, local government authorities, and joint or multi-county development authorities. Projects should retain or create jobs in Georgia.
- Approach: Funds are not limited in amount and require recommendations from the Georgia Department of Economic Development. Eligible activities include public land acquisition, site development, infrastructure improvements, and more.
- Contact: OneGeorgia Authority: Dawn Sturbaum, Senior Incentives Program Manager dawn.sturbaum@dca.ga.gov, Inna Horuzhik, Incentives Program Manager inna.horuzhik@dca.ga.gov

State Small Business Credit Initiative (SSBCI)

- Description: SSBCI, created under the Small Business Jobs Act of 2010, allocates funds to Georgia for state-administered programs to increase credit availability for small businesses
- Scope: Designed as a delegated lending model, each program aims to provide capital to small businesses, particularly in underserved markets.
- Approach: Georgia Loan Participation Program (GA LPP), Georgia Small Business Credit Guarantee Program (SBCG), Georgia Funding for CDFIs, Georgia Capital Access Program (GCAP) ranging from $100,000 to $500,00+ in funding.
- Contact: Holly Hunt, Program Manager Community Development and Finance Division holly.hunt@dca.ga.gov

Georgia Downtown Renaissance Fund

- Description: The Georgia Downtown Renaissance Fund supports local governments, authorities, and nonprofit organizations in revitalizing downtown districts through financing and technical assistance.
- Scope: Eligible lenders include state or federally chartered banks in Georgia. Businesses must be for-profit, located in eligible rural counties, and meet specific criteria.
- Approach: ESB guarantees up to 50% of private bank loans ($35,000 to $250,000) with a 10% equity injection by the borrower.
- Contact: Joanie Perry, Division Director Community Finance Division Joanie. perry@dca.ga.gov , Brian Williamson, Deputy Commissioner brian.williamson@dca.ga.gov

Tourism Development Act

- Description: The Georgia Tourism Development Act (GTDA) offers state sales and use tax incentives for tourism projects to create jobs. The incentive allows recovery of a percentage of the project's development costs over a ten-year period.
- Scope: Approved companies and development authorities can apply for the GTDA sales and use tax refund for projects with a minimum investment of over $1 million. Eligible construction of a new tourism attraction or expansion should have the ability to attract at least 25% of more of its visitors from out-of-state after the third year of operation.
- Approach: The Act defines tourism attractions as: a) cultural or historical sites; b) recreation or entertainment facilities; c) a convention hotel and conference center; d) an automobile race track with other tourism amenities; e) a golf course facility with other tourism amenities; f) marinas and water parks with lodging and restaurant facilities; or g) a Georgia crafts and products center.
- Contact: Sally Mrus, Support Services Community Development Finance Division sally.mrus@dca.ga.gov