SUPPORTING GREATNESS.
DEVELOPING OPPORTUNITIES.
ECG

ECG is a joint action organization representing the 52 electric utility communities of Georgia. Our members provide electricity to over 300,000 customers, representing more than 2,000 megawatts of electricity sold each year. Our goal is to bring growth to our members as well as Georgia, be it expansion, relocation or new business. Your needs are paramount and we support your efforts to find solutions.

ECG Office of Economic & Community Development

ECG’s Office of Economic Development is at the forefront of the evolving practice of economic and community development. We differentiate ourselves by being an extension of each member community, and we offer more than a common approach. Our commitment to you is clear: provide inclusive economic growth opportunities that support your long-term financial success.

Business Recruitment | Project Management | Community Development

The ECG statewide economic development team partners fully with the Office of the Governor, the Georgia Department of Economic Development (GDEcD) and the Georgia Allies* to market Georgia and grow existing industries and recruit new business to the state of Georgia. As a founding member of the Georgia Allies, ECG has helped shape the economic environment of the state through successful business recruitment endeavors resulting in billions of dollars of capital investments in Georgia by domestic and international companies.

ECG’s Project Managers partner with multiple stakeholders on a local, state and international level to provide the highest level of management to each economic development project we work. We specialize in industrial, commercial and retail site location. Our team members provide management services for projects of any size and industry type. We have successfully paired hundreds of high-growth domestic and international organizations with successful communities throughout Georgia.

ECG’s statewide Economic & Community Development Program works in concert with your team as an extension of your local economic and community development efforts at the state level. This local and state partnership maximizes your community’s business recruitment efforts through a local and global sales model.

Georgia Allies

To help drive economic development marketing efforts, the State of Georgia relies on a public-private marketing collaboration known as the Georgia Allies. Formed in 1997 as a partnership between the state government and private corporations, Georgia Allies leverages corporate relationships to provide targeted marketing programs that aggressively promote and align with the Department of Economic Development’s targeted industry sectors. ECG is a founding member and active participant of the Georgia Allies.
The ECG Industrial Economic Development team assists prospective companies interested in opening new facilities or expanding existing operations in Georgia. From lead genesis to location announcement, our project managers work in tandem with GDEcD project managers to assist companies with all aspects of the site selection process for manufacturing, distribution, office, and headquarters projects.

Our team partners with GDEcD to match specific project parameters with suitable communities and properties, organize site visits, and facilitate meetings between company representatives and state and local officials.

ECG maintains a network comprised of top site selection consultants, developers, real estate brokers, and engineering and construction firms to source business development opportunities that serve both the prospect and our communities’ economic interests.

ECG boasts a database of nearly 6,000 properties across Georgia and utilizes the latest in research and geospatial analytics to ensure a thoughtful, modern, and thorough approach to the site selection process.

**RECENT INDUSTRIAL PROJECT ANNOUNCEMENTS**

- Freshly
- Attis Innovations
- Pure Flavour
- SELIT
- Taurus
- GE
- Linde Group
- Schweid & Sons
- Aviagen
- Sandler
- UPS
- Chick-fil-A
Our team understands the value of relationships and making an informed and comprehensive location decision for retail business operations. Whether a retailer, brokerage representative, or developer our project management team serves as a single point of contact to local decision-maker relationships and a vast network of real estate professionals throughout Georgia and the Southeast. Combined with our local market knowledge and intelligence, ECG utilizes innovative resources to communicate the multi-layered, contextual, and consumer-driven variables and actionable insights to drive retail location investments. Creativity, confidentiality, and strong local relationships play an important role in our process to ensure a viable, efficient and successful project.

As an extension of member communities, ECG’s team serves as the point of contact for each city manager, utility director, economic developer, and planning department. These relationships provide our team immediate access to local knowledge, incentives, infrastructure, and local decision-makers.

ECG integrates a variety of data metrics through geospatial analytical platforms to visually illustrate your community’s investment potential to entrepreneurs, retail brokers, and commercial developers.

RECENT RETAIL-COMMERCIAL PROJECT ANNOUNCEMENTS

- Starbucks Coffee
- Captain D's Seafood Kitchen
- ALDI
- Taco Bell
- Publix
- Krispy Kreme Doughnuts
- Bojangles' Famous Chicken & Biscuits
- AT&T
- fiVe BeLoW
- Burlington
- Tractor Supply Co
- Hibbett Sports
Community Development - Creating an Environment for Investment

Our team of experts provides consultation and assistance to help support community development efforts in our member communities. More than ever, residents and businesses alike have a quality of life in mind when deciding where they would like to take root. The most successful communities follow a holistic strategic plan that includes a vision for the future and concrete steps for how to reach that goal. ECG assists communities with the research and guidance they need to create a vision and execute a strategic plan.

COMMUNITY DEVELOPMENT

Listen
The ECG team listens to the community and helps identify their needs.

Identify
Work together to identify a plan of action with deliverables and timelines.

Research
ECG conducts research and analysis in support of the initiative.

Market
ECG supports the project with marketing design and expertise.

Guide
ECG team provides collaboration, guidance, and facilitation.

Connect
ECG provides continued support through completion and next steps.
Data Sources

The ECG Economic & Community Development team employs a wide variety of data sources in its analytical products. In addition to definitive government data sources such as the U.S. Census Bureau, U.S. Bureau of Labor Statistics, U.S. Federal Reserve, Georgia Department of Revenue, and Georgia Department of Labor, ECG utilizes several data sources and platforms that are held in high regard and are considered the industry standard.

Esri Business Analyst

Esri Business Analyst combines powerful GIS capabilities and wide-ranging data to provide answers to questions related to demographic and consumer profiling, market potential, sales forecasting, and suitability analysis. Combined with our GIS capabilities, Esri Business Analyst data allows us to create static or dynamic maps and infographics built to customer specifications.

esri.com

Chmura JobsEQ

JobsEQ offers labor market data with a focus on data governance and credibility. Prepared by expert economists and data scientists, JobsEQ provides information about the regional workforce, skills, demographics, education, and wages down to the zip code level.

chmura.com

D&B Hoovers

D&B Hoovers is backed by the Dun & Bradstreet commercial database, the world's largest. D&B Hoovers provides real-time business intelligence, predictive indicators to help identify company prospects, and detailed information about company performance and reputation.

dnb.com
Data Sources

CoStar

As the largest commercial real estate information and analytics provider, CoStar provides timely, verified, and reliable real estate data for over 6 million properties across the world.

costar.com

Implan

IMPLAN is the leading provider of economic data and analytical software. The platform pairs classic input-output analysis with regional social accounting matrices (SAMs) to create economic models using data collected for a defined region.

implan.com

SketchUp

3D Modeling - the most intuitive way to design, document, and communicate your ideas. SketchUp is a premier 3D design software for a wide range of drawing applications including architectural, interior design, and landscape design.

sketchup.com

Tableau

Tableau produces interactive data visualization products focused on business intelligence. Tableau users can produce polished and customized dashboards with interactive, real-time visual analytics, which can be shared via a link, embedded into a webpage, and exported into a variety of formats.

tableau.com

UberMedia

UberMedia provides mobile location data, analytics, and media measurement for businesses of all sizes to better understand and capitalize on the behaviors of their consumers and the performance of their competitors.

ubermedia.com
Facts drive investment and how you tell your story.

Ninety-one percent of the ECG Economic Development members consistently utilize the expertise of our Technical Solutions team for in-depth research and illustrative marketing concepts provided through research, geospatial analytics, and a variety of customized marketing products. Technical Solution services are provided at no additional cost to ECG Economic Development members and are covered through an annual service subscription. The following provides a snapshot of example deliverables.

Example: Norcross Community Market

The City of Norcross approached the ECG team with a request to complete an economic and fiscal impact analysis to determine the impact of Norcross’s community farmer’s market on the City of Norcross and specifically on downtown businesses. We provided additional recommendations regarding marketing to increase foot traffic purchases in downtown businesses and targeted marketing to increase participation by underserved groups in the City.
Example: Pure Flavor

ECG’s Economic & Community Development team completed an economic and fiscal impact analysis to determine the impact of a hot house vegetable grower, Pure Flavor, locating in Fort Valley, Georgia. We aimed to quantify the value of a company locating in one of our member cities.

We were able to quantify the new employees hired as a result of Pure Flavor’s operations - not just direct hires by the company but also indirect hires in related industries and services that were created by the influx of new workers in the area. Similarly, we estimated the new direct and indirect labor income, value-added, and economic output as a result of the new operations in Fort Valley. We also estimated the fiscal (tax base) impact and the impact on utility revenues.
Federal Opportunity Zones - Norcross, GA

The City of Norcross requested assistance producing a marketing package for several properties within Federal Opportunity Zones. The ultimate audience for the marketing package is developers interested in investing in commercial properties in Metro Atlanta communities.

The ECG team met with city representatives to assess their needs and determine a plan of action to deliver the marketing package within a short timeframe. ECG provided key information about the city, produced several maps with the property locations, created aerial images of the properties, created original marketing photos of the properties, and presented graphics with demographic research about the residents and workforce of the area.

ECG provides custom marketing materials to our communities in a variety of forms including both static and interactive online packages, maps, infographics, and research.
Property Package - West Point, GA

The City of West Point contacted ECG for strategic assistance in finding, purchasing, and developing prime commercial and retail properties. The purpose of acquiring these assets was to lead the community through its time of revitalization and implement their vision.

The three properties considered the most desirable were those that fit the city’s plans and realistic business prospects. The first property, Riverside Village, is located on Second Avenue with immediate access to the Chattahoochee River. This property boasts a favorable choice for high-density development and acting as West Point’s “Welcome Mat” with the adjacent riverside amenities.

Tenth Street Village, a second option, is positioned in a desirable location close to Downtown West Point. Two separate sites makeup Tenth Street Village, both available with infrastructure, and add up to 6.4 acres.

Lastly, West Point Village, a large 65-acre site, runs adjacent to I-85, with ease of access and high traffic counts. Since West Point is a full-service utility, this large-scale option rounds out the city’s offerings.

Working with the ECG Project Managers and the city’s Economic Development Dept., ECG’s Technical Solutions team provided a variety of market data and demographic reports and analysis that aided in the assessment and evaluation of West Point’s trade area.

ECG added additional value by providing a customer profiling report known as Tapestry Segmentation. This type of reporting was well received by West Point and contributed to a better understanding of their residents’ lifestyle choices and how they spend their money and free time.

Following data analysis, the Technical Solutions team designed and illustrated site plans, conceptualizing the potential of the property. The Riverside Village site included plans with park and landscapes, 3D models, and 2D animation overlays on drone video. These visualization tools and techniques are paramount in providing details to development plans that wouldn’t be otherwise considered.

All of these items have been delivered to West Point by way of flyers, reports, binders, and an interactive story map. This online experience can be shared through the city’s website, social media, or other online platforms to generate interest with potential developers.

View the interactive West Point Commercial Marketing Package at https://arcg.is/104eDm
The Washington Downtown Development Authority (DDA) and the Main Street Program have been a driving force for over 30 years, using principles of design, promotion, and organization developed by the National Trust for Historic Preservation.

The DDA recently initiated a significant goal to identify an anchor redevelopment opportunity to encourage and promote revitalization in adjacent areas along the main street. With ECG’s guidance and resources, Project Managers identified an ideal opportunity and proposed a visualization concept.

The proposed mixed-use project is composed of four retail storefronts, three work/live loft units, and one three-story restaurant and bar. The restaurant and bar offer rooftop leisure seating and second-level balcony dining. The project includes a new, rear parking lot and updated streetscapes along N. Jefferson Street and E. Robert Toombs Avenue. The rendering stays true to the period architecture and incorporates links to the city’s heritage by preserving a wall mural depicting an active hunting scene, a nod to the city’s ties to the recreational activity.

This concept helps provide current owners and potential investors with ideas and notions to market the area and draw inspiration for potential businesses.
ECG assisted the City of Sylvester and Worth County Economic Development Authority by completing a study for target industry sector recommendations. Target industry sectors were identified by looking at industry location quotients to find concentrated industry clusters in the state of Georgia. ECG looked at Sylvester and Worth County holistically in terms of demographics, workforce, strengths, opportunities, and cultural fit to identify several key target industries to focus on when recruiting business to the community. Industries identified include certain advanced manufacturing industries, food processing, specialized agriculture and agritourism, and regional warehousing and distribution.

Simultaneously, ECG completed a website review for ChooseWorth.com to assist Worth County Economic Development Authority in effectively marketing quality of life in Sylvester and Worth County, available properties, and workforce. ECG presented Sylvester-Worth specific actionable advice to improve their web presence and designed property flyers to complement the web design and present property information in a concise and informative manner.
Technical Solutions - Project Experience

Industrial Project

GA Wood Industry
Esri Interactive Story Map

Community Assistance

Industrial Site Plan Design
ArcPro | Adobe Illustrator

Community Business Development

Retail Recruitment
ArcDesktop | Adobe Illustrator

Office Project

Location Information - Metro Atlanta
Esri Interactive Story Map

Community Assistance

Industrial Property Identification
Esri Web App

Industrial Project

Manufacturing
Tableau Interactive Dashboard
Since 2002, Daryl and his team at ECG have worked closely with the ECG member communities across a variety of aspects that include business recruitment, best practices in community development, strategic planning, impact studies, market analyses, financial modeling, and community marketing strategies. Daryl’s ability to present highly technical topics clearly and concisely has assisted community leaders across Georgia to formalize targeted and inclusive growth strategies that result in capital investments supporting demand for community enterprise systems.

At ECG, Daryl is responsible for high-level oversight, planning, and formulation for ECG External Affairs initiatives. He maximizes the organization’s objectives and well-being through external relations and advocacies that positively impact ECG communities.

He serves as the primary liaison with state and local leaders including the governor and administration, legislators, regulators, and agency officials related to the organization’s legislative, regulatory, and economic development efforts.

Daryl is responsible for the organization of the economic and community development strategy for the recruitment of new businesses to ECG communities and the State of Georgia. He actively works closely with the Georgia Allies, the state of Georgia’s marketing arm, in business recruitment and lead generation.

Business Affiliations
- Board of Directors, Georgia Academy of Economic Development
- Board of Directors Advisor, Georgia Department of Economic Development
- Executive Committee, Treasurer, Georgia Allies Corporation
- Board of Directors, Georgia Wildlife Federation

As a six-generation native of Georgia, Daryl has actively been involved in Georgia’s utility industry since 1982. Prior to his employment with ECG, Daryl served as the Managing Director of Economic Development and Major Accounts for MEAG Power. Prior to MEAG Power, Daryl served as Electric Director at the City of Cartersville. His responsibilities included the direction and financial oversight of the municipality’s 90MW electrical distribution system and OC12 SONET fiber optic system.
Grant Cagle
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Grant is the Manager of Industrial Project Management with ECG’s Office of Economic & Community Development. Grant assists companies in matching their project needs with Georgia properties and communities, organizing site visits, and facilitating meetings between company executives and state/local representatives.

Grant’s project management experiences include a diverse mix of industry sectors in manufacturing and distribution to include: automotive, foods, plastics, white goods, biochemical, agricultural, metal fabrication, and office-headquarters. Grant is passionate about his home state of Georgia and equally passionate about meeting his clients’ unexpressed needs.

Prior to joining ECG, Grant served as Marketing & Communications Assistant at the Georgia Department of Community Affairs. Originally from Gainesville, Georgia, Grant earned his Bachelor of Arts in Religious Studies from Georgia State University.

He enjoys playing golf, hunting, and spending time with his wife Meghan and children Wimberly and Harrison.

Colin Chance
Project Manager
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Colin is an Industrial Project Manager with ECG’s Office of Economic & Community Development. Colin provides guidance and coordination to ECG members in identifying and effectively promoting industrial growth opportunities with a shared goal of bringing industrial development to the state.

Prior to joining ECG, Colin served as the Director of Sales and Brand Growth for Chick-fil-A restaurants in Suwanee and Duluth, Georgia. He received a Bachelor of Science degree in Philosophy, Politics, and Economics from Boyce College.

Colin spends his free time reading, playing basketball and golf with friends, and learning his way around the kitchen.
Michael Cahill
Project Manager
Retail - Commercial

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Michael joined ECG in 2018 as the Retail-Commercial Project Manager. Michael is responsible for recruiting retail and commercial businesses to ECG communities. His knowledge of the ECG communities and relationships with developers and brokers provides him with a unique framework to bring capital investment projects to our enterprise systems throughout Georgia.

In his role, Michael works closely with the ECG members and their stakeholders to assist them in identifying community retail demands utilizing market research, community input, and site evaluation assistance with a mutual goal of bringing retail development to ECG member communities. He has built relationships with developers and brokers who continually provide support to retail trends and development opportunities.

Prior to joining ECG, Michael served as a Business Recruitment Manager for the Douglas County Economic Development Authority. Michael received a Bachelor of Arts degree in Political Science from the University of Georgia in 2008.

In his spare time, he enjoys outdoor activities such as wakeboarding, hiking, and kayaking.
John joined ECG in 2021 as the Manager of Community Development. He provides expert counsel and solution-based options to ECG community leadership and stakeholders regarding best practices and growth strategies in the areas of community preparation, urban planning, and product development; all to create a local environment that fosters business recruitment, business expansion and retention strategies, quality residential development, and overall enhanced quality of life.

John is approaching 15 years of service in community and economic development at the local and state level. Prior to joining ECG, John was a Regional Representative for the Department of Community Affairs. During his time working with cities, counties, and authorities, John delivered presentations on state & federal programs, facilitated workshops, and participated in strike groups and task forces. Throughout his career, he interacted with local leaders, engineers, and consultants to work through possible grants, loans, and tax credit opportunities. He worked with all parties to ensure that existing projects stayed in compliance with state law.

As a graduate of Georgia College & State University, John earned a master’s degree in Public Administration and a bachelor’s degree in Political Science. He enjoys baseball, reading, and spending time with his wife Jessica and his Old English Sheepdogs, Gatsby and Norma.
Your Team

Michelle Holbrook
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Over the last 19 years, Michelle’s experiences have included work in all aspects of ECG and formerly MEAG Power’s areas of Marketing Services and Economic and Community Development. Michelle brings an inherent knowledge and skillset in listening to the complex needs of communities and bringing to bear plausible and effective solutions that meet their needs.

In recent years, Michelle has created marked success and value for our ECG members through the creation of the Technical Solutions Group, which provides an array of in-depth research and data visualized through state-of-the-art geospatial analytical platforms. This form of information provides valuable support to our member communities and project managers assisting them in making informed decisions and recommendations.

Of particular interest to Michelle is working with communities to better understand their interests, challenges, and goals; so she and her team can materialize effective solutions.

Michelle is a graduate of Northern Kentucky University with a degree in Marketing. She enjoys gardening, home renovation projects, and being outdoors with her husband Doug.

Monica Scott
Sr. Research Analyst
Technical Solutions
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Monica’s role at ECG focuses on using data to uncover economic and community development opportunities. As a part of ECG’s Economic & Community Development team, Monica has completed a wide variety of projects, including economic and fiscal impact analyses, real estate market research, industry and supply chain reports, industry overviews, labor market studies, company intelligence reports, and general market studies. Monica’s expertise and background in academic research and statistics include experience with predictive and descriptive analytics, survey and focus group design, data visualization, and data-driven decision analysis. Monica is passionate about community development that results in positive economic and social impacts.

Monica earned her Master of Science degree in Physics from Georgia State University and a Bachelor of Science degree in Physics and Astronomy from the University of Georgia. She also completed a MicroMasters program in Analytics at Georgia Institute of Technology. Previously, she worked as a graduate researcher and instructor at Georgia State and Georgia Tech, a K-12 school teacher in Memphis, Tennessee, and a bus operator and training specialist at the University of Georgia. Monica enjoys spending time with her husband Andrew and their two children Evelyn and Edwin.
Michael Pichon
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Michael is a GIS Analyst with ECG on their Economic and Community Development Department team. Michael assists in preparing, designing, and implementing digitized maps and related materials to support investment and job creation in Georgia communities. He is responsible for managing, researching, and quality assurance for all mapping products.

Prior to joining ECG, Michael was a GIS Technician at Georgia Power where he worked to design construction prints for line crews to spatially reference utility assets. He worked on projects ranging specifically from roadway lighting LED installations and replacements, to hazardous weather audits, ensuring the database correctly reflected an area after a severe storm. In addition to utility data, Michael has also designed vulnerability maps of the Aegean Sea for Archipelagos – Institute of Marine Conservation, with a focus being to save its rare and diverse biodiversity from human impacts, specifically related to shipping routes throughout.

Michael is a graduate from Colorado State University with a degree in Anthropology and a certificate in Geographic Information Systems from Northeastern University. He enjoys spending time with his girlfriend and two dogs, and enjoys taking long walks around the neighborhood while also exploring this beautiful state as much as he can.

Diana Korir
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Diana Korir is the Administrative Assistant and Digital Media Specialist with ECG’s Office of Economic & Community Development, providing support to the team, office, and ECG’s member communities.

Diana holds a Bachelor of Science degree in Communications with a concentration in Public Relations from Kennesaw State University as well as an Associate Degree in Hotel & Restaurant Management. She has over 10 years’ experience in customer care and office administration, as well as experience as a Digital and Social Media strategist.

She and her husband Ricky enjoy spending time with the loves of their lives, their teenage daughters, Nicole and Natalie. They also enjoy traveling, soccer, cooking, and spending time together listening to lots of music.