



SUPPORTING GREATNESS.
DEVELOPING OPPORTUNITIES.



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.



ECG Office of Economic & Community Development

Industrial Development

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

The logo for 'freshly' features a green square icon with a white dot inside, followed by the word 'freshly' in a bold, lowercase, sans-serif font.

The logo for 'Attis INNOVATIONS' features a stylized green leaf icon with a small orange hexagon above it, followed by the word 'Attis' in a bold, sans-serif font and 'INNOVATIONS' in a smaller, all-caps, sans-serif font below it.

The logo for 'pure flavor' features the words 'pure' and 'flavor' in a lowercase, serif font, with a green leaf icon positioned between the two words.

The logo for 'SELiT' features the word 'SELiT' in a bold, yellow, sans-serif font with a red dot over the 'i', set against a blue background. Below it, the words 'innovative Dämmstoffe' are written in a smaller, white, sans-serif font.

The logo for 'TAURUS' features a stylized black bull head icon above the word 'TAURUS' in a bold, black, sans-serif font.

The logo for 'GE' features the letters 'GE' in a stylized, white, serif font inside a blue circle.

The logo for 'THE LINDE GROUP' features a stylized blue 'L' icon above the words 'THE LINDE GROUP' in a blue, sans-serif font.

The logo for 'SCHWEID & SONS' features the words 'SCHWEID & SONS' in a circular arrangement around a central icon of a burger, with 'THE VERY BEST BURGER' written below it.

The logo for 'Aviagen' features a stylized orange and blue bird icon above the word 'Aviagen' in a blue, sans-serif font.

The logo for 'sandler' features the word 'sandler' in a bold, blue, sans-serif font, with a blue swoosh underline.

The logo for 'ups' features the word 'ups' in a bold, yellow, sans-serif font inside a black shield shape.

The logo for 'Chick-fil-A' features a red chicken head icon above the words 'Chick-fil-A' in a red, cursive font.

ECG Office of Economic & Community Development

Retail-Commercial Development

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



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

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

Technical Solutions - Project Experience

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.

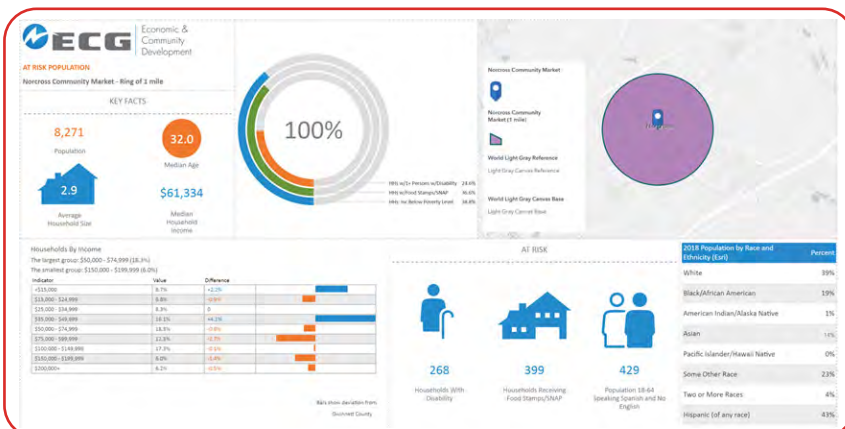
Economic & Fiscal Impact Analysis | Utility Revenue Projections | Marketing Assistance

Economic & Fiscal Impact Analysis

Using economic impact analysis software IMPLAN and fiscal impact analysis software LOCI, the ECG Economic & Community Development team has performed many economic and fiscal impact analyses to meet the needs of our communities and key stakeholders. By anticipating the impacts to employment, labor income, value-added, and of certain new businesses and business expansions locating in the region, we help communities make decisions about a variety of topics, including which types of businesses to recruit and what incentives to offer locating businesses. Our analyses estimate the impact of certain businesses expanding, leaving, hiring, or changing operations on the local economy and tax base. Separately from IMPLAN and LOCI, ECG has performed analyses to help enterprise communities estimate the return on investment from the utilities consumed by locating or expanding companies.

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.



FISCAL IMPACT

The estimated fiscal impact of Norcross Community Market is \$726 in city tax revenue, \$4,741 in county tax revenue, \$9,526 in state tax revenue and \$15,378 in federal tax revenue for the year 2018.

TAX SUMMARY	CITY	COUNTY	STATE	FEDERAL
Employee Compensation	\$0.00	\$0.00	\$37.53	\$6,033.55
Proprietor Income	\$0.00	\$0.00	\$0.00	\$575.43
Tax on Production and Imports	\$688.88	\$4,639.43	\$7,988.17	\$1,229.64
Private Enterprise	\$0.00	\$0.00	\$889.31	\$3,378.46
TOTAL	\$726.88	\$4,740.78	\$9,526.43	\$15,377.84

Technical Solutions - Project Experience

Economic & Fiscal Impact Analysis | Utility Revenue Projections | Marketing Assistance

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.



ELECTRIC UTILITY IMPACT

MEAG Power and the Fort Valley Utility Commission provide electricity to Pure Flavor's Fort Valley location. Fort Valley Utility Commission is a publicly-owned municipal electricity provider and a member of MEAG Power. The upfront investment of FVUC and MEAG was [redacted] in 2017. Pure Flavor's electric utility usage will [redacted] As of 2018, the estimated net cost of Pure Flavor's electric utility usage is [redacted]



Year	Customer Costs	MEAG Expenses	Margin	Cumulative Margin
2017				
2018				
2019				
2020				
2021				
2022				

Electric utility data is provided by ECG Analytical Services



ECG | Economic & Community Development | LocationGeorgia.com



ECONOMIC IMPACT

The estimated economic impact of Pure Flavor's first phase of operations is 111 total new jobs, \$9.8 million in labor income, \$4.1 million in value added to the economy, and \$6.6 million in economic output. Most of the new jobs added due to indirect and induced effects were in the sectors of support activities for agriculture and service sectors like restaurants, hospitals, child care, and retail. Much of the estimated indirect and induced value added and economic output comes from the purchase of new owner-occupied homes in Fort Valley followed by the construction or remodeling of healthcare and service sector establishments. See the Appendix for the full estimated breakdown of new jobs, labor income, value added, and economic output.



ECG | Office of Economic and Community Development | LocationGeorgia.com

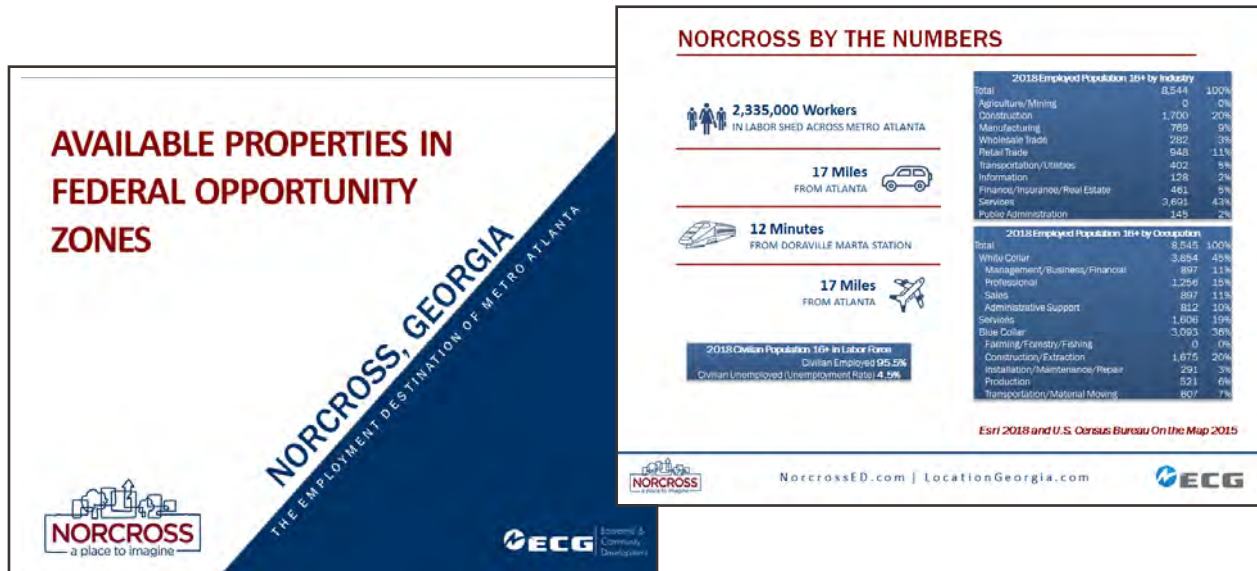


Technical Solutions - Project Experience

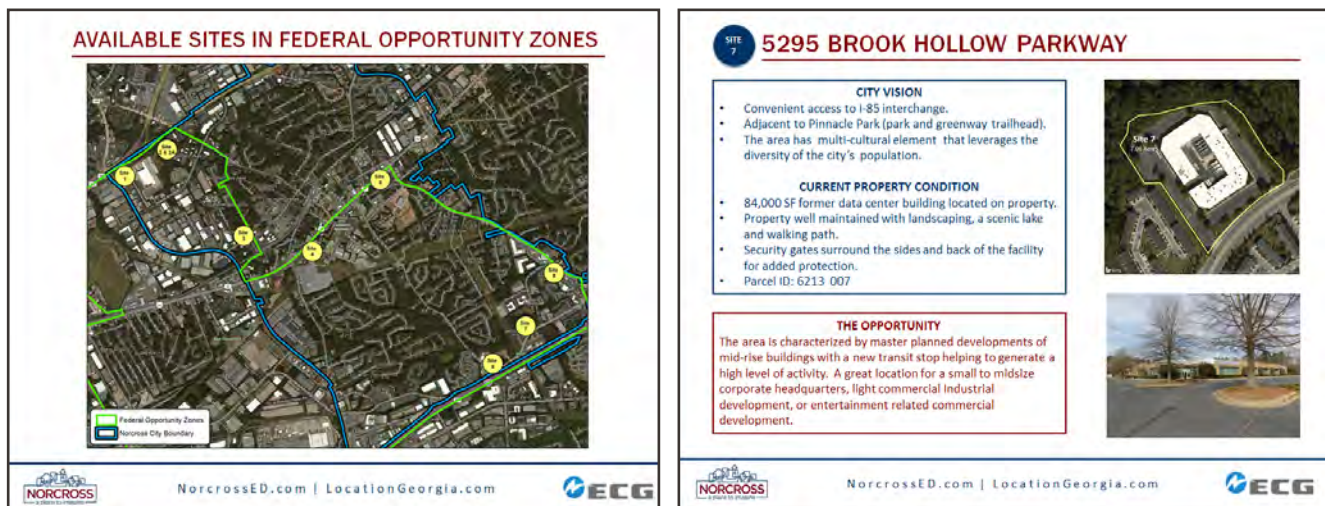
Promotional Package | Marketing Assistance | Mapping | Market Research

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.

Technical Solutions - Project Experience

Market Research | Conceptual Design | Promotion Package

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.



Customer segmentation schemas like Tapestry Segmentation classify consumers into segments based on socioeconomic and demographic characteristics to provide a comprehensive profile of consumer behavior.



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>

Technical Solutions - Project Experience

Market Research | Conceptual Design

Marketing Conceptual - Washington, GA

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.



Technical Solutions - Project Experience

Target Industry Study | Marketing Assistance | Web Presence Review

Target Industry Identification and Marketing Assistance - Sylvester, GA

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.

Worth Industrial Complex

Sylvester Food Production Facility

Worth Industrial Complex
Strategically Located & GRAD Certified

Property Description

- 196 Acres
- Diverse Manufacturing and Commercial
- Owned by North Georgia EDA
- Georgia Ready for Accelerated Development (GRAD) certified
- Phase I environmental assessment
- Preliminary geotechnical investigation
- Cultural & endangered species investigation
- Utilities and access delineation

GRAD CERTIFIED

Karen Reilly, Executive Director
Worth County Economic Development Authority
232.776.7599 | karensr@edbauthority.net | edbauthority.net

Worth Industrial Complex
Strategically Located & GRAD Certified

Area Workforce

Sylvester | Worth County, GA | 50-mile radius

Population	48,832
Available Workforce	257,432
Households	28,275
Avg. Household Income	\$34,148
Median Age	37.3

Transportation

Highways: US Highway 50 - Adjacent
Interstate 75 - 18 miles

Airports: Sylvester Airport - 16 miles
Savannah GA Regional (Pitman) - 23 miles

Ports: Port of Brunswick - 130 miles
Port of Savannah - 400 miles

Utility Infrastructure

Electricity: City of Sylvester
Water: City of Sylvester
Sewer: City of Sylvester
Gas: City of Sylvester

Karen Reilly, Executive Director
Worth County Economic Development Authority
232.776.7599 | karensr@edbauthority.net | edbauthority.net

Sylvester Food Production Facility
101 Seabrook Drive, Sylvester, GA 31791

Property Description

- 23+ Acre site
- 225,000 +/- SF
- 7 - 9" thick floors
- 26' to 30' ceiling in warehouse
- 18 dock doors and truck scale
- Food grade facility includes manufacturing, warehouse, lab space and office space

Karen Reilly, Executive Director
Worth County Economic Development Authority
232.776.7599 | karensr@edbauthority.net | edbauthority.net

Sylvester Food Production Facility
101 Seabrook Drive, Sylvester, GA 31791

Area Workforce

Sylvester | Worth County, GA | 50-mile radius

Population	48,832
Available Workforce	257,432
Households	28,275
Avg. Household Income	\$34,148
Median Age	37.3

Transportation

Highways: US Highway 50 - Adjacent
Interstate 75 - 18 miles

Airports: Sylvester Airport - 16 miles
Savannah GA Regional (Pitman) - 23 miles

Ports: Port of Brunswick - 130 miles
Port of Savannah - 400 miles

Utility Infrastructure

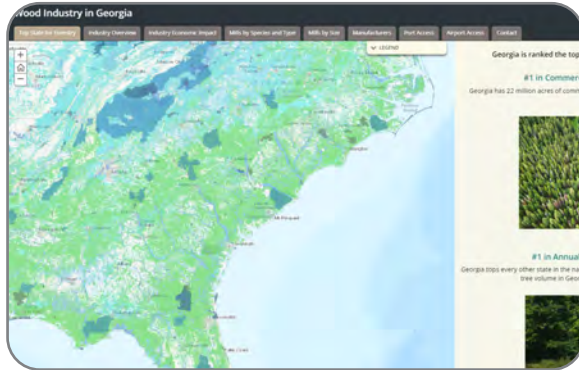
Electricity: City of Sylvester
Water: City of Sylvester
Sewer: City of Sylvester
Gas: City of Sylvester

Karen Reilly, Executive Director
Worth County Economic Development Authority
232.776.7599 | karensr@edbauthority.net | edbauthority.net

Technical Solutions - Project Experience

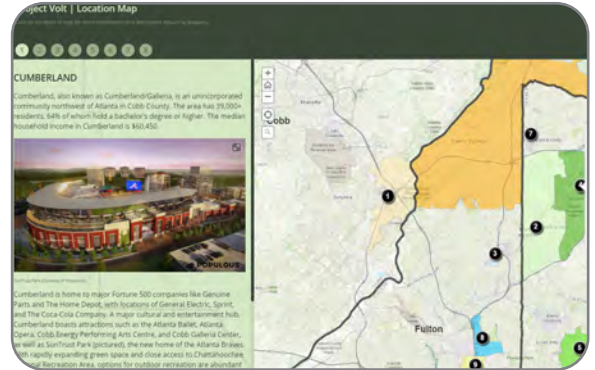
Industrial Project

GA Wood Industry
Esri Interactive Story Map



Office Project

Location Information - Metro Atlanta
Esri Interactive Story Map



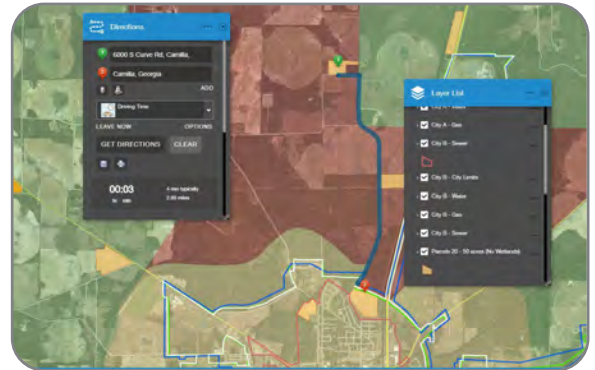
Community Assistance

Industrial Site Plan Design
ArcPro | Adobe Illustrator



Community Assistance

Industrial Property Identification
Esri Web App



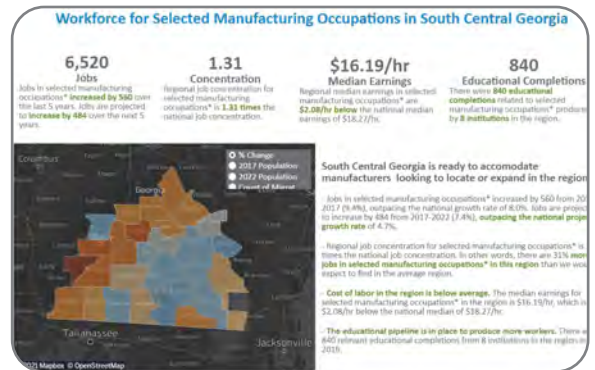
Community Business Development

Retail Recruitment
ArcDesktop | Adobe Illustrator



Industrial Project

Manufacturing
Tableau Interactive Dashboard





Daryl Ingram

SVP & Chief External Officer

Economic & Community Development

e. d Ingram@ecoga.org

o. 770.563.0321 | m. 770.335.6990

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.

Your Team



Grant Cagle

Manager, Industrial Project Management
Industrial - Headquarters - Office

e. gcagle@locationgeorgia.com

o. 770.563.0319 | m. 678.925.7632

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
Industrial - Headquarters - Office

e. cchance@locationgeorgia.com

o. 678.202.3102 | m. 706.871.0979

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

e. mcahill@locationgeorgia.com

o. 678.202.3053 | m. 404.384.3421

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 VanBrunt, IV

Manager, Community Development

e. jvanbrunt@locationgeorgia.com

o. 678.202.3104 | m. 470.653.3358

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

Director, External Affairs

e. mholbrook@ecoga.org

o. 770.661.2768 | m. 678.313.4441

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

e. mscott@locationgeorgia.com

o. 770.661.2806

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.

Your Team



Michael Pichon

GIS Analyst
Technical Solutions

e. mpichon@locationgeorgia.com
o. 770.563.0028 | m. 415.265.0650

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

Administrative Assistant & Digital Media Specialist
Technical Solutions

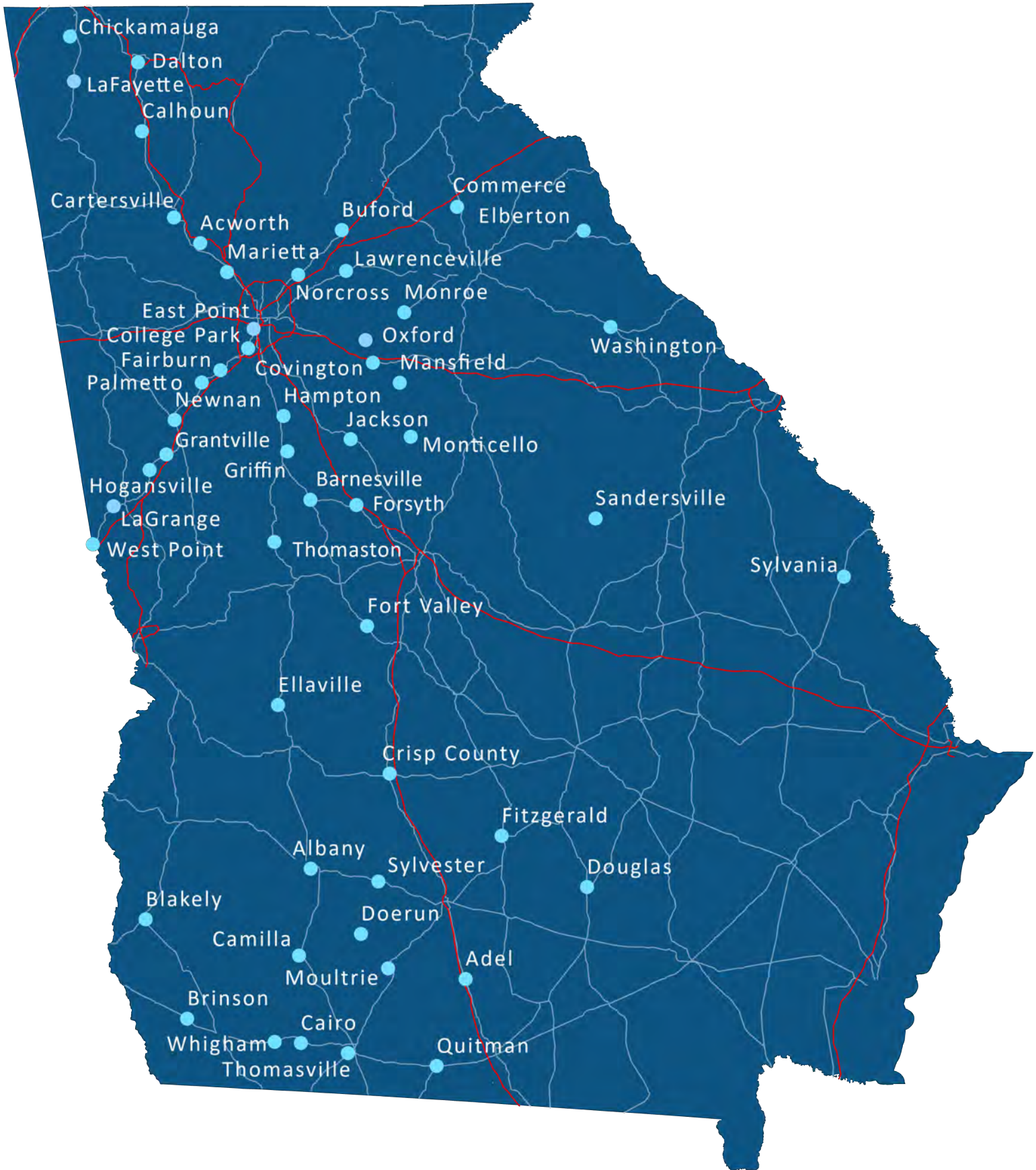
e. dkorir@locationgeorgia.com
o. 770.661.2876 | m. 770.633.2450

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.

ECG Members





ECG Office of Economic & Community Development
75 Fifth St. NW, Suite 850
Atlanta, GA 30308
locationgeorgia.com | ecoga.org



Economic &
Community
Development