



SUPPORTING GREATNESS. DEVELOPING OPPORTUNITIES.

ECG Annual Meeting
RE: Imagine
Economic Development

December 7, 2021



Why do Utility Enterprise Communities play a significant role in Community and Economic Development

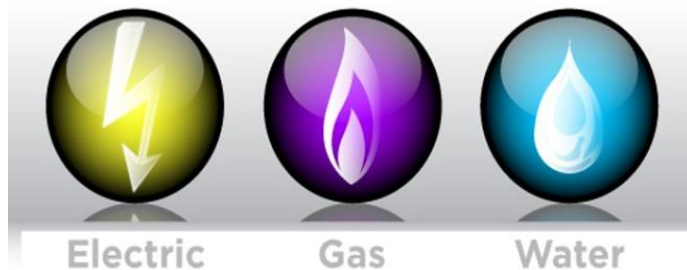
Motivation – The creation of Utility Demand follows the creation of Jobs and Capital Investment

Enterprise ROI Drivers



We build Generational Assets

We must have an environment
that protects our investments



Energy Purchase Comparison: 2021 (YTD) vs. 2020

| | | | | | | | | | |
|---------------|----------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 54.78% | 1.09% | 7.52% | -3.28% | -2.46% | 4.26% | 0.11% | 10.16% | -2.19% | 3.35% |
| ADEL | ALBANY | BARNESVILLE | BLAKELY | BRINSON | BUFORD | CAIRO | CALHOUN | CAMILLA | CARTERSVILLE |
| 15.84% | 0.92% | 5.15% | 4.84% | -3.89% | 2.05% | 10.18% | -0.08% | 7.71% | 5.89% |
| COLLEGE PARK | COMMERCE | COVINGTON | CRISP COUNTY | DOERUN | DOUGLAS | EAST POINT | ELBERTON | ELLAVILLE | FAIRBURN |
| 4.99% | 9.60% | 3.92% | 2.41% | 1.80% | 2.70% | 14.85% | -0.68% | 2.26% | 4.57% |
| FITZGERALD | FORSYTH | FORT VALLEY | GRANTVILLE | GRIFFIN | HOGANSVILLE | JACKSON | LAFAYETTE | LAGRANGE | LAWRENCEVILLE |
| 7.63% | 1.23% | 4.45% | 26.71% | 0.84% | 18.83% | 2.07% | 7.77% | -0.51% | 65.38% |
| MANSFIELD | MARIETTA | MONROE | MONTICELLO | MOULTRIE | NEWMAN | NORCROSS | PALMETTO | QUITMAN | SANDERSVILLE |
| 9.97% | -10.37% | 4.76% | 0.68% | 41.89% | 2.15% | 2.03% | 3.47% | 0.73% | 6.43% |
| SYLVANIA | SYLVESTER | THOMASTON | THOMASVILLE | WASHINGTON | WEST POINT | WHIGHAM | OXFORD | ACWORTH | MEAG |

Updated 11/1/21

Energy Purchase Comparison: 2021 (YTD) vs. Avg 2015-2019

| | | | | | | | | | |
|----------------|----------------|---------------|---------------|---------------|----------------|---------------|---------------|---------------|---------------|
| 144.28% | -6.25% | 3.69% | -6.72% | 1.51% | 6.35% | -5.02% | -8.49% | -6.01% | -0.42% |
| ADEL | ALBANY | BARNESVILLE | BLAKELY | BRINSON | BUFORD | CAIRO | CALHOUN | CAMILLA | CARTERSVILLE |
| 25.58% | -4.38% | 2.28% | -7.46% | -5.19% | -6.29% | 7.53% | -6.19% | 0.37% | 24.75% |
| COLLEGE PARK | COMMERCE | COVINGTON | CRISP COUNTY | DOERUN | DOUGLAS | EAST POINT | ELBERTON | ELLAVILLE | FAIRBURN |
| -3.43% | 8.15% | 10.38% | -2.38% | -3.86% | -0.34% | 10.69% | 7.31% | -3.63% | -1.26% |
| FITZGERALD | FORSYTH | FORT VALLEY | GRANTVILLE | GRIFFIN | HOGANSVILLE | JACKSON | LAFAYETTE | LAGRANGE | LAWRENCEVILLE |
| -2.22% | -5.51% | -1.61% | 18.06% | -1.05% | 6.86% | -7.74% | 18.58% | 0.51% | 72.38% |
| MANSFIELD | MARIETTA | MONROE | MONTICELLO | MOULTRIE | NEWMAN | NORCROSS | PALMETTO | QUITMAN | SANDERSVILLE |
| 7.19% | -19.61% | -1.37% | -4.61% | 24.88% | -10.61% | -4.69% | -5.75% | -1.46% | 1.82% |
| SYLVANIA | SYLVESTER | THOMASTON | THOMASVILLE | WASHINGTON | WEST POINT | WHIGHAM | OXFORD | ACWORTH | MEAG |

Updated 11/1/21

FY2021 – The Georgia Department of Economic Development (GDEcD) Project Announcements with an ECG Community address (New & Expanding Industries)



FY21 - 25.59% of total
Statewide Project Announcements

FY20 – 25.14%

FY19 – 28.10%

FY18 – 25.30%

FY17 – 22.81%

Data reflects projects worked by the State of GA Dept. of ED. for site selection services. FY21 – 379 announcements; \$10.9B Investment; 33.4K jobs.

Source: Georgia Department of Economic Development

Value Proposition



On a scale from 1 to 10 how important is economic prosperity to your community

On a scale from 1 to 10 what are your applied resources for economic prosperity

Community Sales & Marketing Model

1st Product Development

EcCD Strategic Planning
• Intentional strategies for Economic Prosperity

- ✓ ROI Corridors
- ✓ Quality of Life
- ✓ Housing
- ✓ Marketing



2nd Competitive Product

- Attracts people and investments to your community



3rd Local Sales & Marketing Team

Applied resources

- City/County Staff
- Development Authorities
- Chamber of Commerce
- Main Street



4th State Global Sales Team

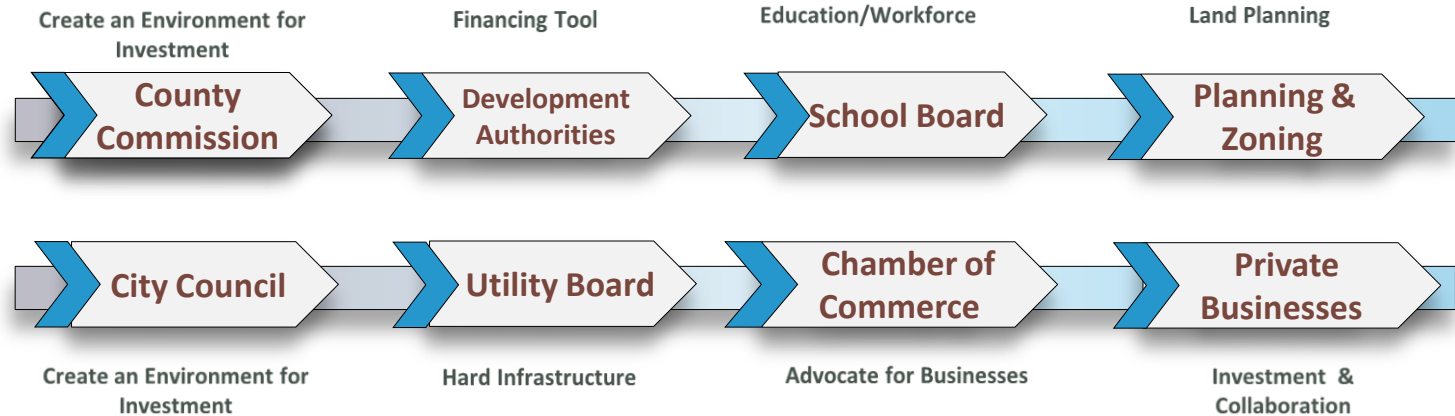
- ECG
- GDEcD
- Utilities-GPC, GEMC, AGL

- ✓ Increased Exposure
- ✓ Local alignment with state marketing resources



**Applied Model
Maximizes
Everyone's
Position of
Influence**

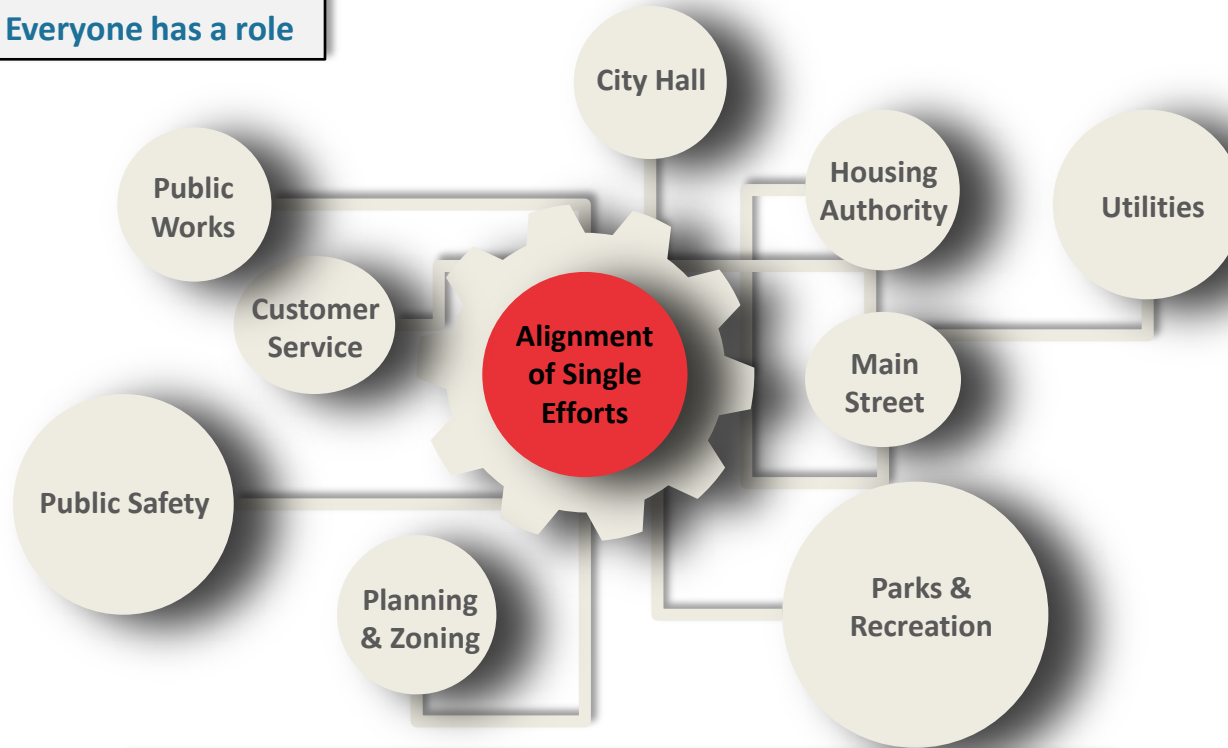
Community Horizontal Business Model



The Alignment of single efforts into an overall system approach is your single largest challenge

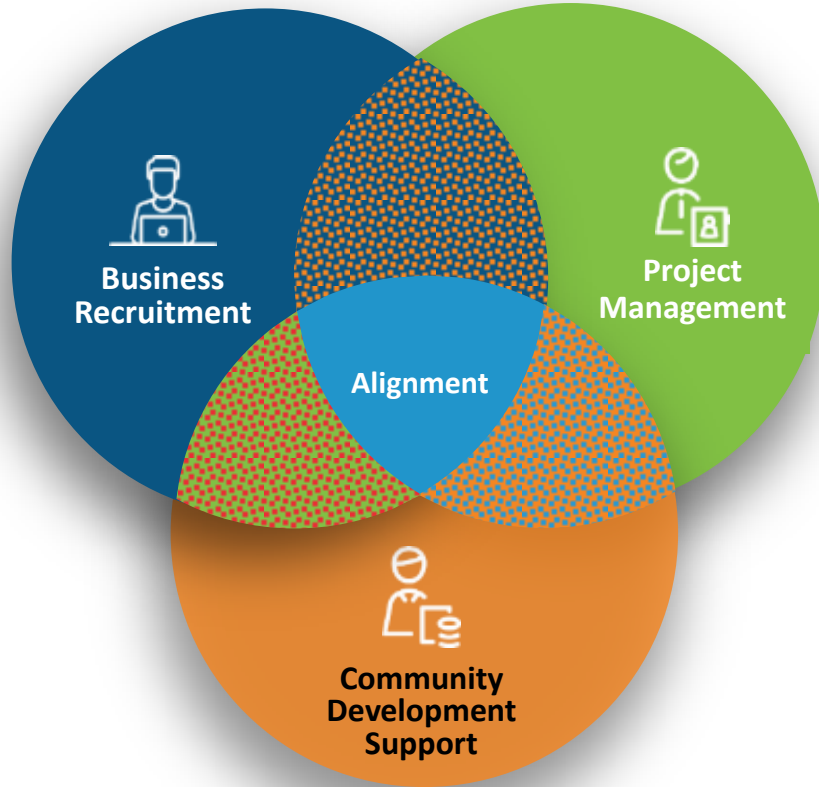
21st Century Economic Development Model

Everyone has a role



Multiply your economic development resources internally

ECG Economic & Community Development



WHAT WE DO



Business Recruitment

- Industrial, Headquarters, Life Sciences
- Retail & Commercial
- Housing



Project Management

- State Single Point of Contact
- Community Selection
- Property Selection
- Community Introductions



Community Development Support

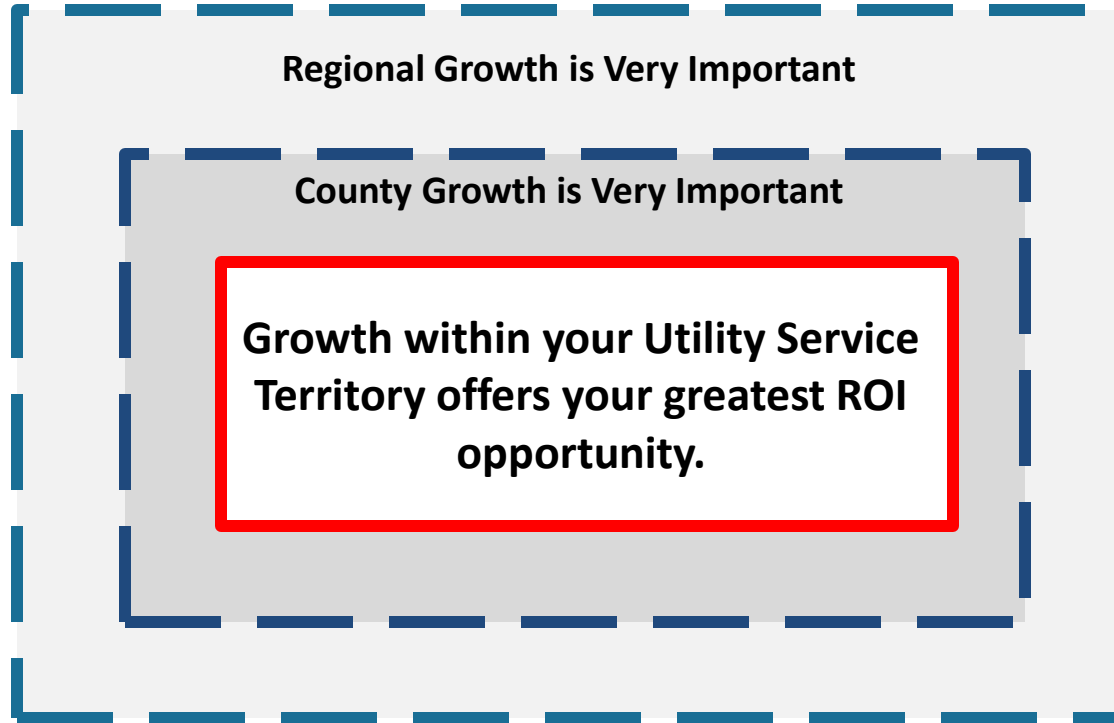
- Research & Data Analysis
- Marketing Material & Publications
- GIS Illustrative Marketing
- Community Counseling



Alignment of Resources

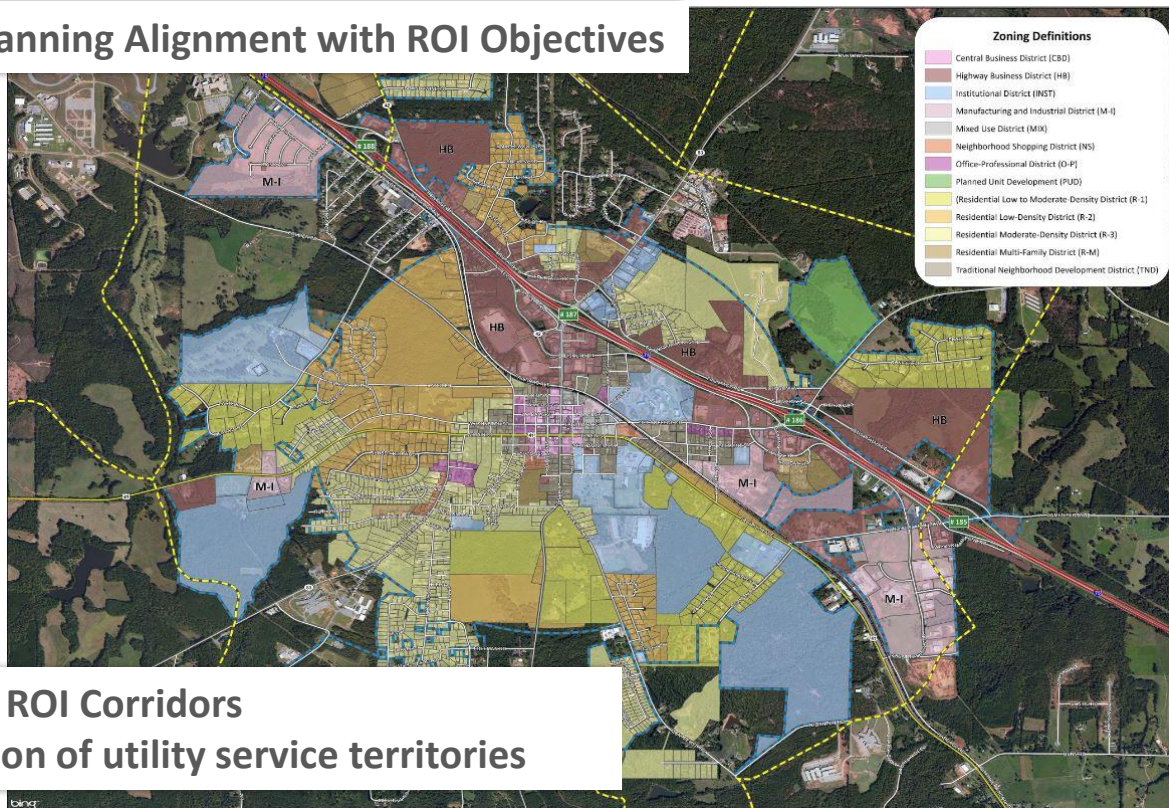
- State and Local Resources

Greatest ROI Opportunity



Strategic Advantage – Land Planning

Master Planning Alignment with ROI Objectives



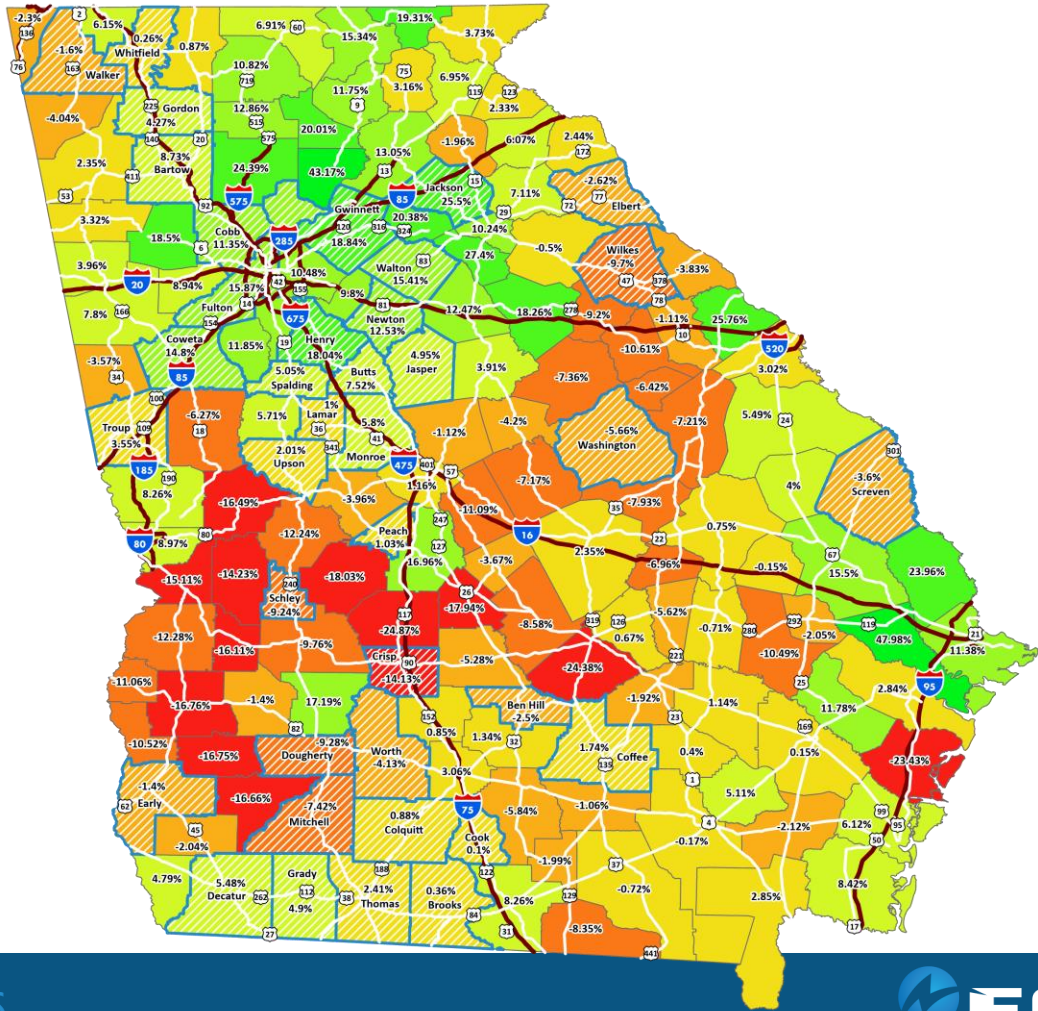
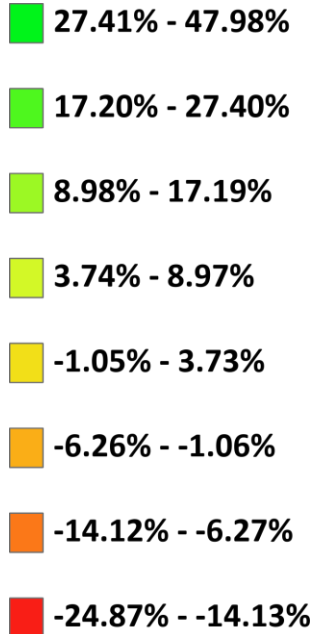
Maximize ROI Corridors
Utilization of utility service territories

Guiding Principles

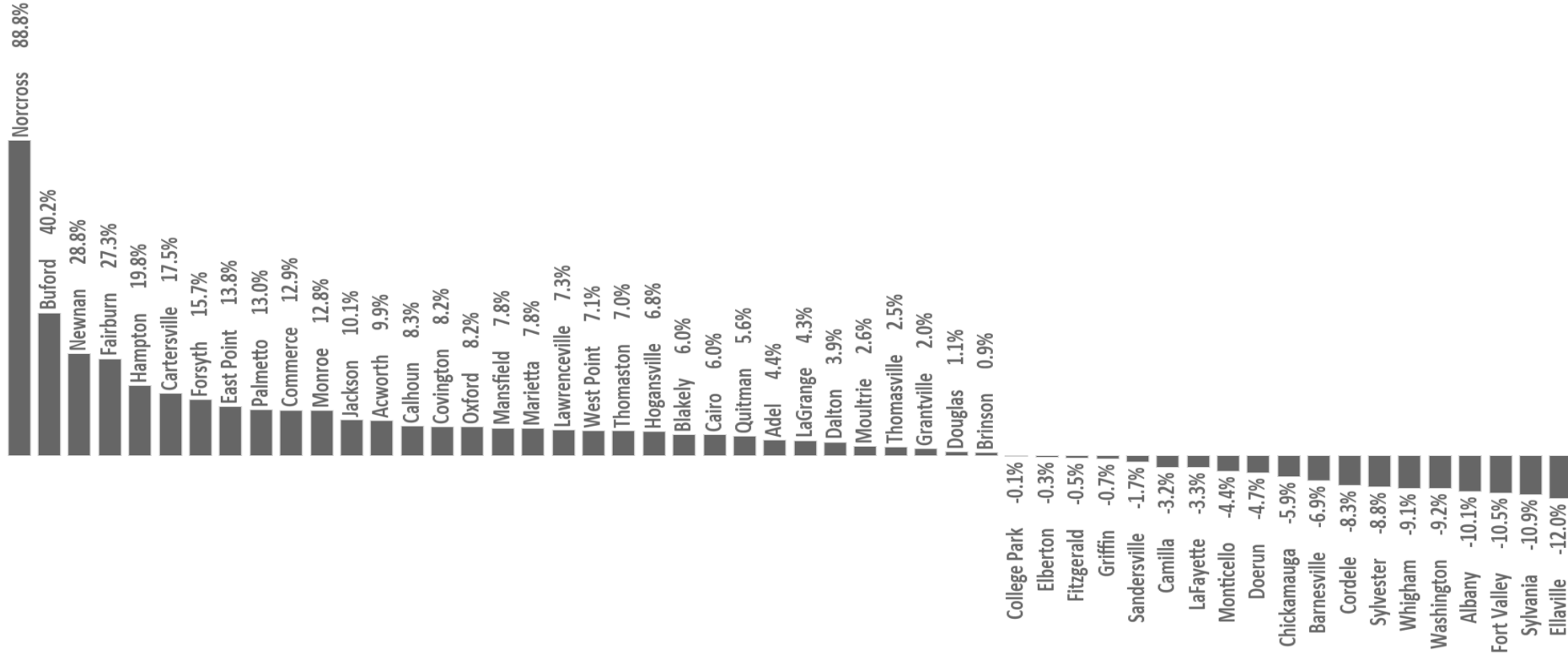
1. Community Development is Economic Development
2. Analytics (Data and facts) drive investment
3. Community & Economic Development is asset based
4. People are your biggest asset
5. Create an environment that attracts people and investors

National & State Trends

Demographic Shifts

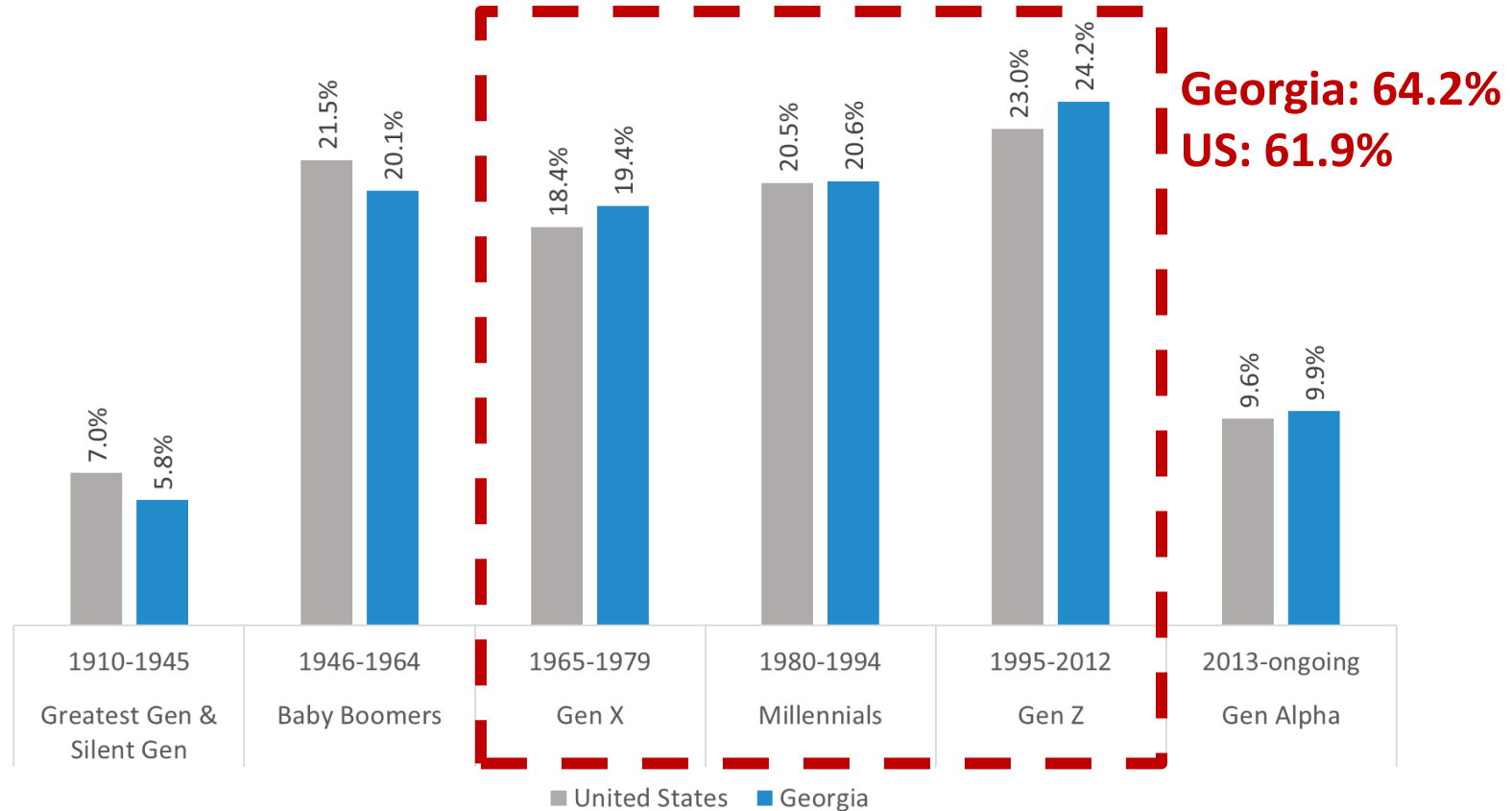


Demographic Shifts [Population Change % - 2010-2020]



Data Source: U.S. Census Bureau

Demographic Shifts – 2020 Population by Generation / Birth Year



National Trends - People

People are searching for:

- An experience that aligns with their needs
- Trust and Predictability
- Safety and Wellness
- Transparency and Flexibility
- ESG – Equitable, Social, Governance
- Sense of Place



Workforce Phenomenon: Trend or Future

Laptop Class

- Technology is available for remote working
- Companies and employees are adapting to remote work
- Who – College educated workers largely computerized
- Changing jobs, expecting more from employer, entrepreneurs

Blue Collar Jobs Movement

- Who – Many wear a uniform, boots and name tag
- Resigning, retiring, part-time work, entrepreneurs, living on less

National Trends - Workforce

Demographics – Less workforce today and tomorrow

On average:

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



National Trends - Industrial

Industrial Supply Chain Corrections

- On-shoring – Domestic reinvestment to U.S.
- Near-shoring – Domestic investment to near countries
- In-shoring – Foreign investment to U.S.

Current and Future Growth Expectations

- Expand domestic footprints
- Manufacturing
- Distribution
- Increased automation



National Trends - Industrial

Workforce – Technical Talent Search

- Searching for lesser known talent pools
- Searching for skilled labor pools
- Searching for less populated areas with robust workforce development infrastructures in place

Workforce is connected to our meters




Building a Healthier Community Trends

- Develop Innovative Community Brands
- Demonstrate Environmental Awareness
- Message Equality, Transparency and Measurable Progress
- Health and Wellness is Powerful

HEALTH, WELLNESS & HAPPINESS ARE CORNERSTONES OF A STRONG COMMUNITY

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

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



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

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

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



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

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

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

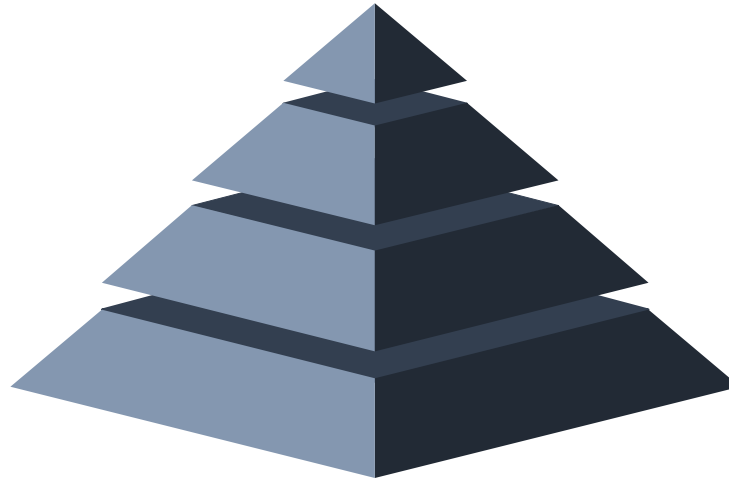


Future Forces

The future of well-being will pivot around seven future forces of change:

- Rapid Tech Adoption
- Generational Shifts
- New Life Outlooks
- Omni-Connected Communities
- Biological Revolution
- AgTech Advancement
- Shifts in policy, legislation and governance - ESG

21st Century Economic Development Model



Quality of Life

Schools
Housing
Healthcare
Low Crime
Equitable

Worship
Recreation
Curb appeal
Cost of Living
Trust



Attracts & Retains People

Demographics

- Young
- Middle Age
- Seniors



Creates a Workforce

Skilled
Professional
Services



Attracts & Retains Businesses

Retail Sector
Industrial Sector
Service Sector

Quality of life attracts new residents, and that, in turn, attracts new employers. If you've got the right kind of people, companies are going to find you.

Thank you for your partnership