

## Georgia Power - A Southern Company

### *Initial Assessment of Seven Regions*

While employed by a major US engineering company, Janus Economics' Principal, Jennifer Tanner, was engaged as Senior Project Manager by Georgia Power's economic development group to initiate an assessment of seven regions in the state of Georgia as their current and future economic development potential.

These seven regions of the state were selected due their diversity and the degree of opportunities that exist and the potential for significant returns based on enhanced economic development efforts. The areas selected for inclusion in the study were diverse in size and economy and included: Atlanta (Clayton County), Augusta, Columbus, Brunswick, Bartow County, Decatur County and Morgan County. Georgia Power was interested in strategic recommendations that would fall under their own umbrella of leadership, marketing and strategy.

In order to assess the communities and develop concrete recommendations, mock community visits were conducted (that included interviews with major employers), implemented a request for information process to solicit information on sites, completed a workforce and demographic overview, and implemented target industry cluster studies for all of the areas. Upon completion of the study, presentations were completed in each community roll out the recommendations.

Some of the recommendation included (sample):

Develop web enabled GIS market assessment tools (Clayton)

Develop a strategy for regional economic development (Augusta)

Develop a certified sites plan for tier one automotive suppliers (Columbus)

Develop a Lean Manufacturing initiative for existing employers (Columbus)

All areas received specific target industry clusters and recommendations