

Augusta Activities

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Development Authority of Richmond County

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Augusta Named Twice to SB&D's "Top Ten" Lists

Southern Business and Development magazine, one of the top economic development publications in the United States, named Augusta in two of their "Top Ten" categories in the latest edition, highlighting various "Top Tens" in the south.

In SB&D's winter 2006 issue, Augusta was named as one of the "Top Ten Places With Plenty of Talented Labor", and the Augusta Corporate Park was named as one of the "Top Ten New Supersites in the South."

In making the labor force announcement, SB&D publisher Mike Randle said the presence of Fort Gordon, the Medical College of Georgia, and a host of manufacturing and customer service centers allowed Augusta to vault to the number two spot in the Top Ten list for talented labor. The article stated that Augusta combines a diverse economy with one of the strongest educational and medical communities in the South, creating an excellent pool of talented labor.

Although marketing for the Augusta Corporate Park as a Supersite began only six months ago by The Development Authority of Richmond County, the property was named to SB&D's Top Ten list immediately. The property consists of 1700 acres, with the majority of the land able to support one large company. Although the property can still be marketed to smaller companies and various support industry, the marketing change from an industrial park to a supersite has paid off with inclusion in SB&D's "Top Ten Supersites" listing.

Randle said, "Many large tracts have been developed in the south over the years with hopes of landing an automaker. However, other users of a large site may be out there in the future including steel, pharmaceutical, aerospace, and chemical. These prospects are hard to find and very time consuming, but the rewards are tremendous."

Loren Perry, Chairman of the Development Authority of Richmond County, said, "Making the SB&D magazine "Top Ten" list is the goal of every economic development organization. Being listed in two "Top Ten" categories is a tremendous achievement for our marketing efforts, our excellent workforce and our corporate park. Developers, site selection consultants and prospects read this publication, and good news like this helps us tremendously in creating new jobs and new investment for Richmond County."

Economic Development Marketing: What Works?

The survey is in and the results have been tabulated in the latest survey of businesspeople nationwide. The question? *“What type of economic development marketing works best?”*

Developers Counselors International (DCI) in New York, one of the country’s top economic development consultants for planning and marketing, conducts the survey of hundreds of decision makers every two years. For the past three years, the Development Authority of Richmond County has focused our marketing efforts based on the results of the 2003 DCI survey. And, we’re happy to say, there was not much change for the 2005 survey.

The number one marketing tool for economic development continues to be direct dialogue, including personal visits and appointments, with corporate executives and consultants. A close second in the survey is internet marketing by economic development groups. These two marketing strategies are the cornerstones of the marketing of Augusta by the Development Authority of Richmond County. The Authority emphasizes a strong website presence and periodic visits to site selection consultants and prospects throughout the United States, particularly in New York, Dallas-Fort Worth, Atlanta, Phoenix, and Memphis.

Number three in the 2005 DCI survey was public relations and publicity about communities in various publications (such as Augusta’s recent “Top Ten” listings in SB&D magazine); number four was hosting special events (such as those with the annual BIO Event, held this year in Chicago); and number five was participation in trade shows. Number six was direct mail, number seven was advertising, and last place was telemarketing.

GDEcD Board Meeting in Augusta

The Development Authority of Richmond County is one of the hosts for the quarterly meeting of the Board of Directors of the Georgia Department of Economic Development (GDEcD) to be held in Augusta on May 10-11, 2006. The meeting is being coordinated by the Augusta Convention & Visitors Bureau.

GDEcD meets twice per year in Atlanta, and twice in other cities in Georgia. The GDEcD Board meeting is the second statewide board meeting held in Augusta during the past six months. In October, 2005, the Georgia Department of Transportation board met in Augusta.

Big Meeting with BIO in Chicago

One of the largest gatherings in the biotechnology world was held in Chicago in mid-April, and it was a great opportunity to do a little recruiting.

The BIO 2006 Annual Meeting was held at the McCormick Center in Chicago on April 9-13, 2006. More than 20,000 participants crammed the convention center, with the Augusta area focusing on those up-and-coming companies interested in research, product development and production. This was the fourth straight year attending BIO by the Development Authority of Richmond County, the Georgia Medical Center Authority, the Development Authority of Columbia County, and the Office of Technology Transfer & Economic Development at the Medical College of Georgia. A trade show booth, owned jointly by all members of the Augusta Life Sciences Coalition, was part of the Georgia Pavilion at BIO 2006.