

# *Augusta Activities*

The newsletter of the  
Development Authority of Richmond County

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[www.AugustaEDA.com](http://www.AugustaEDA.com)

## Good Press from Regional and National Media

### *Item #3... Marketing Plan of the Development Authority of Richmond County: Arrange regional and national periodical articles about Augusta.*

During the past year, and especially in the past eight months, excellent magazine articles in various trade publications have highlighted the economic development efforts of the Development Authority of Richmond County. As part of the Development Authority's Marketing Plan, "getting the word out" is one of the top three items on the Marketing Plan.

The April-May issue of Area Development magazine featured the T-Mobile announcement by the Development Authority of Richmond County. Plus, the publication ran the story *again* in their June issue as part of the Georgia highlights.

Southern Business & Development named the ADP project as one of the Top Ten Deals for the Fall of 2006, and recently named the project to their Top 100 Deals of 2006, coming in at #20. SB&D also featured NutraSweet in their Spring 2007 issue (see both stories on page two).

Georgia Trend magazine, in the May 2007 edition, featured Augusta's successes with T-Mobile and ADP in a quarter page article. Their April 2007 issue had an article about Augusta's economic development efforts. The upcoming September 2007 issue of Georgia Trend will highlight Augusta and the recent successes in economic development during the past few years.

Site Selection magazine, in their March 2007 issue, highlighted the Augusta Corporate Park's status as a "mega-site". This follows SB&D's naming of the Augusta Corporate Park as one of the "Top Ten Super Sites in the South" last fall.

The March 8<sup>th</sup>, 2007 edition of BizJournals named Augusta as the best place in the United States to own a home. Also, articles about Augusta's economic development have appeared in Southeast Real Estate Business, Manufacturers' News, Expansion Management, and various Georgia and South Carolina newspapers.

The Marketing Plan of the Development Authority of Richmond County focuses on (1) face-to-face meetings with prospects and site selection consultants, (2) an emphasis on website marketing, and (3) publicity and public relations in various publications. The Development Authority's website has been identified by numerous consultants as one of the best economic development sites in the country.

## **ADP: One of the Top Deals of 2006**

Southern Business & Development magazine has named the location of Automatic Data Processing (ADP) in Augusta as one of the top twenty projects in the southern United States for 2006. Mike Randle, publisher of Southern Business & Development magazine, said his publication annually reviews all projects in seventeen southern states from Maryland to Florida and the Carolinas to Texas. ADP's Augusta location came in at #20 on the list of the Top 100 Locations for the year.

According to Randle, points are assigned to measure the investment and number of jobs created. This is done to provide a fair representation of all projects, since there are so many variables in economic development projects.

Loren Perry, Chairman of the Development Authority of Richmond County, said, "The recruitment of ADP by the Development Authority was one of the major achievements by our organization in many years. There were a lot of team players on this project, and they are all appreciated. We thank Southern Business & Development for recognizing that ADP is, and will continue to be, a major force in Augusta-Richmond County."

Walt Sprouse, Executive Director of the Development Authority of Richmond County said, "Southern Business & Development is one of the premier publications in the economic development field. Recognition of our new ADP facility is especially appreciative, since it becomes part of our overall marketing effort. Part of what we do is to have articles in various publications so that other companies can read about Augusta. ADP was a great project, and this is the icing on the cake."

The announcement was made in conjunction with the magazine's Spring 2007 issue featuring the magazine's "2007 SB&D 100".

## **NutraSweet & Augusta...A Great Match!**

Augusta's NutraSweet Company has been featured in the Spring 2007 issue of Southern Business & Development as one of the south's "Corporate Love Affairs" between industry and community.

As part of an ongoing series focusing on manufacturing companies and their relationships with their respective communities, Augusta and NutraSweet was highlighted in the publication, according to publisher Mike Randle.

The article begins: "It's been a long time infatuation in Augusta for NutraSweet, producer of the branded sweetener aspartame...23 years to be exact. In the years since 1984, the company has expanded several times and continued to increase capacity. All the while, the warm feelings have remained."

NutraSweet spokesman Jim Flynn was quoted in the story. Flynn said, "The Augusta area offers great value. The low cost of living and other lifestyle benefits are ideal. The labor pool is stable and they have a great work ethic."

Laurie Davis, Manager of Existing Industry and Finance for the Development Authority of Richmond County, said, "NutraSweet is a good example of many corporate love affairs we have between the community and industry. NutraSweet has provided excellent jobs for Augusta-Richmond County for the past 23 years, and we are proud they call Augusta 'home'."

The NutraSweet and Augusta story was one of 27 "corporate love affairs" in the Spring 2007 issue. The entire story can be read online at [www.sb-d.com](http://www.sb-d.com).