

# *Augusta Activities*

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## Consultant Visits: Part of the Marketing Strategy

*New York in April. Kansas City in May. Boston in May. New Jersey in June. Back to New York in June.* That was the schedule for the Development Authority of Richmond County, marketing Augusta-Richmond County to the numerous site selection consultants considering locations for new economic development projects.

The April trip to New York City focused on two small consultant companies dedicated to the development of specific under-utilized facilities nationwide. The Kansas City trip paid visits to consultants attending the International Economic Development Council spring meeting, and the Boston trip centered on consultants in conjunction with the BIO trade show. The latest trip was a three-day event to see eleven consultants in New York and New Jersey.

Three years ago, the Development Authority of Richmond County adopted a new Marketing Plan to focus on (1) face-to-face marketing with consultants and prospects, (2) Internet marketing, and (3) encouraging national and regional magazines and periodicals to write articles about the economic turnaround of Augusta and Richmond County.

With the number of prospects currently being worked by the Development Authority of Richmond County, the marketing strategy is definitely working...

## BIO 2007 a Big Success in Boston

The largest biotechnology meeting in the world was held in Boston last month, and the Development Authority of Richmond County was there marketing Augusta-Richmond County.

As part of the State of Georgia Pavilion at the technical trade show, the Development Authority of Richmond County shared space with the Medical College of Georgia, the Georgia Medical Center Authority and the Development Authority of Columbia County. The BIO 2007 Annual Meeting featured more than 24,000 participants. As part of our four-part Targeted Business Recruitment Plan, the Development Authority identified and marketed to up-and-coming companies interested in research, product development and production. It was the fifth year the Development Authority of Richmond County attended the annual BIO event.

# One Georgia Grant Awarded to Development Authority for ADP



Officials of Automatic Data Processing and the Development Authority of Richmond County traveled to Americus, Georgia on June 1<sup>st</sup> to accept the largest OneGeorgia grant in the Development Authority's 33-year history....\$2,025,000.

The funds will be used to assist ADP in the location of their new Business Solutions Center in Augusta, with an investment of more than \$30,000,000 and an employment level of 1,000 new jobs.

## Kyle Petty Charity Ride Coming to Augusta

More than 275 motorcycle enthusiasts will kick off the 2007 Kyle Petty Charity Ride in Bar Harbor, Maine on July 14 and travel over 2,500 miles on an East Coast route, arriving in Augusta on July 18<sup>th</sup>. The proceeds from the Ride benefit the Victory Junction Gang Camp in Randleman, North Carolina. The Camp was founded by Kyle and Pattie Petty in honor of their son Adam, a fourth-generation NASCAR driver who was killed in May 2000 during practice for a NASCAR race in New Hampshire. Located on 72 acres in Randleman, North Carolina, the camp opened its doors in June 2004 to enrich the lives of children with chronic medical conditions or serious illnesses by providing life-changing camping experiences that are exciting and fun, in a safe and medically sound environment.

The 2,800-mile journey will find its way to Augusta on July 18<sup>th</sup> for an overnigher at the Augusta Marriott Hotel. There will be a ceremony at the Amphitheater on the Riverwalk scheduled for 6:30pm that evening. Prior to arriving in Augusta, the Charity Ride will stop at the Victory Junction Gang Camp in Randleman to meet the campers and tour the grounds. This annual trek features NASCAR celebrities, ride sponsors, motorcycle enthusiasts and fans traveling cross-country to raise money for the Camp. Now in its 13th year, the Ride has logged more than 45,000 miles, included more than 5,350 riders and donated more than \$9 million to charity.