

# ECONOMIC DEVELOPMENT REPORT 2022

## GAINESVILLE-HALL COUNTY GEORGIA USA

A vibrant and growing, solid and diverse community located in the foothills of the Blue Ridge Mountains. Surrounded by beautiful Lake Sidney Lanier, the area offers an unparalleled quality of life and a sound economic base for business and industry. Gainesville-Hall County is home to more than 330 manufacturing and processing facilities and 57 international company locations, representing 19 foreign countries.

### Greater Hall Chamber of Commerce

Gainesville-Hall County Economic Development Council

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



*Gainesville Renaissance, a mixed-use development in Downtown Gainesville, is nearing completion. The project includes a mix of retail and restaurant space, and will house Brenau University's Lynn J. Darby School of Psychology and Adolescent Counseling.*

# BUSINESS

*In 2021, 16 new and expanded businesses in Gainesville-Hall County added 1,300 jobs and \$240 million in capital investment. Since 2015, 134 new and expanded businesses have announced 7,000 jobs and \$1.7 billion in new capital investment in Hall County.*

- The 2021 Milken Institute Report named the Gainesville-Hall County Metro Area as the Top Small Metro Area in Georgia and #9 in the Nation for Best-Performing Small Metros. The Gainesville-Hall County MSA has ranked in the Milken Institute's Top 10 Best Performing Small Metros for five consecutive years.
- Georgia has earned the #1 ranking for its business environment for an unprecedented eighth year in a row, and during that time, **Gainesville-Hall County has been the top job producing Metropolitan Area in the state.** In 2021, Site Selection Magazine named Gainesville-Hall County one of the top Small Metros in the Nation for job creation and investment. Similarly, Forbes Magazine has rated Gainesville-Hall County as one of the "Best Small Places for Business & Careers" for the last eight years.
- Firms expanding their North American business include ALBAform, American Yazaki Corporation, Cantrell-Gainco, Cottrell, Geveko Markings, Jinsung TEC, KAB Health, Kubota, Marel, Mars Wrigley, Mugele, PPG, Syfan Logistics, and Makita.
- Fox Factory Holding Corp, an industry leader in the design and development of high performance shock absorbers and racing suspension products, invested more than \$75 million in their new corporate headquarters and manufacturing facility in Gainesville-Hall County. The company has more than 1,300 working at the new Gainesville-Hall County operations.
- In mid-2022, Kubota Manufacturing of America Corporation (KMA) will open their new Research and Development Center on 280 acres near Georgia Highway 365, signifying their latest expansion in Gainesville-Hall County. The \$85 million project will serve all of North America and create nearly 100 jobs primarily in engineering and other technical fields. Gainesville-based Carroll Daniel Construction is the design builder for the project.
- In May 2020, Amazon opened a new delivery station in Lanier Logistics Center located in Buford-Hall County. The 112-acre development consists of two buildings totaling more than 1 million square feet and was developed by IDI Logistics. The delivery station created more than 200 full-time jobs.
- Agile Cold Storage opened a 150,000 sq. ft. cold storage facility in Gainesville, creating approximately 100 jobs. The \$35 million facility will be the fifth cold storage operation in Hall County and will serve a large network of food and pharmaceutical manufacturers that rely on cold-chain logistics.
- The City of Gainesville is working toward a new, 1,300-acre business park located between Athens Highway and Candler Road in Gainesville-Hall County. The Gainesville 85 Business Park will include water features and walking trails.
- Cottrell, an industry leader in manufacturing and assembling car haulers and equipment, will begin construction on a second manufacturing facility in Gainesville-Hall County in mid-2022 in the new Gainesville 85 Business Park. The company is investing \$125 million in the new, 500,000 sq. ft. facility, which will serve as the North Campus and will be located adjacent to their existing South Campus.
- Gainesville-Hall County companies, including Boehringer Ingelheim Animal Health, Recro Pharma, Atlanta Biologicals, Georgia Poultry Laboratory Network, KAB Health, Apotheca, Inc. and Theragenics are among the top life science firms in Hall County.



*Kubota's new Research and Development Center, scheduled to open Spring of 2022*

- Pattillo Industrial Real Estate developed a 300,000 sq. ft. speculative building in the 250-acre Oakwood South Industrial Park and plans to develop another facility in Flowery Branch. Pattillo Industrial Real Estate, Logistics Property Company, Radial Property Group, Crow Holdings Industrial, Taylor & Mathis, Prologis, PB Property, CA Ventures and The Adams Companies have developed or are developing speculative buildings for new and expanding industries in the area.

- The Business Incubator at Brenau University is a public-private partnership that provides support to start-up companies, inventors and entrepreneurs.

- According to the Georgia Department of Labor, 5190 business establishments represented Gainesville-Hall County employment in 2021. Ninety-nine percent of businesses are categorized as small, using the SBA's definition of fewer than 500 employees. Ninety-three percent employ fewer than 50.

- Thirty-six small business owners earned the Greater Hall Chamber's "Certified Small Business Partner" designation in 2021. Each "Certified Small Business Partner" participated in at least six Small Business Success Seminars.

- According to the Greater Hall Chamber's logistics study, Gainesville-Hall County has a growing cluster of 76 logistics firms that employ over 4,800 and provide freight brokerage, 3PL, cold-chain logistics and transportation services.

- The Atlanta Business Chronicle ranks the North Georgia Community Foundation as the #2 largest community foundation in Georgia based on giving volume, with \$15.96 million in total giving.



*The National, a \$72 million redevelopment project featuring a seven-story, 130-room Courtyard by Marriott hotel, convention space, apartments, an outdoor plaza, and dining*

## POPULATION & HOUSING

*Residential development grew in 2021 with a record-setting 2,229 single-family home construction permits issued by local governments in 2021 – a 45.5% increase over 2020.*

- Gainesville-Hall County's population grew by 13.8% from 2010-2019. The population of Gainesville-Hall County is estimated at 208,452 in 2022 and is expected to grow to 245,000 by 2030. The U.S. Census Bureau identified Gainesville-Hall County MSA among the fastest growing metropolitan areas in the United States.
- In 2021, Hall County governments issued 2,229 new, single-family home permits. Gainesville processed 308 permits, while Flowery Branch processed 570. Unincorporated Hall County issued 948 permits and Oakwood processed 330. The Hall County portions of Buford and Braselton processed 27 and 46 permits respectively.
- According to the Abernathy Cochran Real Estate Group at The Norton Agency, the average single-family sale price in Gainesville-Hall County in 2021 was \$411,066, up 21.6% from 2020. The number of single-family home sales in Gainesville-Hall County is trending/predicted to be 3,040 in 2021 compared to 3,114 in 2020.
- High-quality retirement developments are thriving in Gainesville-Hall County. Ashton Senior Living and BeeHive Homes of Gainesville have 65 units and 19 personal care homes, respectively. Cresswind at Lake Lanier, a 410-acre retirement development on the shores of Lake Lanier, claimed the title "50+ Housing Community of the Year" from the Greater Atlanta Home Builders Association.
- Lanier Village Estates, a retirement community located in North Hall, has 303 independent living apartments, 40 assisted living suites, 31 carriage homes and 64 skilled-care rooms. The facility is currently adding 31 new cottages as part of their 24-acre expansion, which will be complete in 2022.
- *Where to Retire* magazine selected Gainesville-Hall County as a top retirement destination in the sixth edition of "America's 100 Best Places to Retire," a comprehensive guidebook of the country's most appealing retirement towns. In addition, Gainesville-Hall County was listed as one of ten "Best Lake Towns."



- Housing developments such as Sterling on the Lake (1,007 acres in Flowery Branch), Marina Bay on Lake Lanier (385 acres in North Hall), Reunion (550 acres in Braselton) and Mundy Mill (400 acres in South Hall) offer master-planned communities.
- Twenty new, multi-family apartment developments are currently underway in Gainesville-Hall County for more than 3,300 new units.
- Atlanta-based Terwilliger Pappas completed construction of Phase I of Solis Gainesville, a mixed-use development featuring retail and restaurant space, as well as 220 apartments, in the Downtown/Midtown area of Gainesville. Solis has begun actively leasing the apartments.
- 53 West Luxury Apartments, located off Mundy Mill Road in Oakwood, will soon complete Phase II, the Exchange at Oakwood, for a total of 460 apartments with full amenities including gated access, a dog park, walking trails and co-working space.
- The Mill at New Holland is a new, 248-unit complex located behind the Kroger Marketplace off Jesse Jewell Parkway in Gainesville. The complex has one, two and three-bedroom luxury apartments available for rent complete with full amenities.
- The Residential Group (TRG) is developing a 324-unit apartment complex off Phil Niekro Boulevard near I-985 in Flowery Branch. The development will also include five retail and restaurant outparcels. A separate 334-unit apartment complex is under development on 32.6 acres near Flowery Branch High School.
- The construction of 38 new cottages and the restoration of New Holland mill houses are a part of a 16.6-acre rental community known as Liberty Lakeview. Designed with medical residents in mind, the development will feature a gated entrance, playground, and fire pit. Leasing is underway, with project completion estimated for Summer of 2022.
- NCredible properties is developing Liberty Midland, a community of 14 bungalow-style cottages located in Midtown Gainesville. The project is focused on creating an affordable and sustainable neighborhood within walking distance of Downtown Gainesville and the Midland Greenway. Six of the 14 units are built and leased. The remaining 8 will be completed and available summer 2022.
- Re-development of Church Street Manor, the Lofts on Jewell, will feature a mix of 41 one-bedroom and studio apartments, with an amenities building and updated grounds. The Lofts are walking distance to Northeast Georgia Medical Center, The Longstreet Clinic, and Breanu. Set to complete early 2023.
- Lula is the next focus of NCredible properties. A development of 19 cottage-style homes in walking distance to downtown Lula is under construction. The first units will be available Fall of 2022.
- University Commons in Oakwood is a new, 23-unit development consisting of three-bedroom cottages on Frontage Road with 18 units complete. Additionally, a 152-unit apartment complex, known as The Prox, and a 259-unit apartment complex were both approved for development. All three developments are positioned to serve as student housing for the University of North Georgia Gainesville campus.
- Oakwood has also approved a 169-unit apartment complex to be developed on 6.9 acres off Mundy Mill Road.
- East Main I and II are currently under development in Flowery Branch for 55 and 97 single-family units, respectively, on East Main Street. Flowery Branch also has a 67-unit, single-family home project known as Park Haven in development and a 129-unit, single-family project known as Park Walk in Phase II.
- A 375-home subdivision on 220 acres between Gillsville Highway and Gaines Mill Road has been approved. The property owner is continuing to work with several developers to bring this project to fruition.

## RETAIL

*Gainesville-Hall County has a primary trade area that serves over 1,800,000 people in Northeast Georgia and is the region's major retail and employment center.*

- New Holland Market, located at Exit 24 in Gainesville, is one of the area's fastest-growing retail developments offering a Kroger Marketplace, a 29,000 sq. ft. Beverly's Ace Hardware, a variety of fast food and casual-dining restaurants, medical offices and The Mill at New Holland, a 248-unit apartment complex.
- Dawsonville Highway, another successful retail corridor located in Gainesville, offers more than 1.7 million sq. ft. of retail and restaurant space.

- Bourbon Brothers is under construction in downtown Gainesville. The development will include a 15,000-square-foot music and event venue, a 9,000-square-foot Bourbon Brothers Smokehouse and Tavern and an accompanying 8,000-square-foot outdoor patio off of the Gainesville Square.
- Lanier Islands Parkway/Friendship Road and the highly successful, 500,000 sq. ft. Stonebridge Village Center, located in South Hall, generate additional retail and restaurant interest along the I-985 corridor.
- Downtown Gainesville is vibrant. New mixed-use developments, including The National, Solis Gainesville and Gainesville Renaissance, will add additional retail, restaurant and meeting space to the urban center.



*The Farmers Market Pavilion is under construction in Downtown Flowering Branch.*

- Census data indicates Gainesville-Hall County has a primary trade area that serves over 1,800,000 Northeast Georgia residents and is the region's major retail and employment center for consumer goods, automobiles, restaurants and more.

## HEALTHCARE

*Northeast Georgia Health System, Longstreet Clinic, Northeast Georgia Diagnostic Clinic, Good News Clinic and others provide residents in Gainesville-Hall County with access to nationally-recognized healthcare in a variety of specialties close to home.*

- According to a recent healthcare study, Gainesville-Hall County is home to 447 healthcare service providers employing 14,725 people, or approximately 14% of the Hall County workforce. Nearly 75% of Hall County's healthcare employment is concentrated in the City of Gainesville, the region's healthcare epicenter.
- Led by volunteer boards made up of community leaders, Northeast Georgia Health System (NGHS) is a not-for-profit health system that completed nearly 1.6 million patient visits in 2021 across a variety of locations:
  - Four Northeast Georgia Medical Center (NGMC) campuses in Gainesville, Braselton, Winder and Dahlonega
  - More than 110 Northeast Georgia Physicians Group (NGPG) locations
  - More than 14 locations of The Heart Center of NGMC
  - Dozens of outpatient locations
- Northeast Georgia Medical Center has been recognized in recent years by the American Stroke Association for its stroke care – receiving Comprehensive Stroke Center designation in Gainesville in 2021 – and is a verified Level II Trauma Center with Emergency Cardiac Care Center Designation.
- NGMC's Graduate Medical Education (GME) program now has more than 100 residents in General Surgery, Internal Medicine, Family Medicine, Emergency Medicine and Psychiatry. The program has also expanded to offer fellowship programs in Cardiovascular Disease and Hospice and Palliative Medicine. The GME program is expected to drive more than \$66 million into Hall County's economy from 2019 to 2023 – and an additional \$18 million in local economic impact for each year after.
- Northeast Georgia Health System (NGHS) recently announced plans to expand Northeast Georgia Medical Center (NGMC) Gainesville to meet the growing needs of the surrounding region. The expansion involves the addition of a new, multi-story tower planned to open in early 2025, which will be located next to the existing North Patient Tower. The new tower will pave the way for several anticipated improvements including the relocation of the existing Emergency Department, convenient and expanded access to advanced heart care, a new helipad, the addition of 150 new beds for inpatient care, and more. As the project progresses, NGHS expects between 700 to 2,000 workers to be on-site for planning and construction.
- Northeast Georgia Medical Center has now surpassed the \$3 billion mark in local and state economic impact. More than 1,200 providers are a part of the medical staff at NGMC, and NGHS currently employs more than 9,000 people throughout the region, making it one of Georgia's largest employers.

- For 25 years, Longstreet Clinic has been a leading-edge, primary care and multispecialty medical group with more than 475,000 patient visits at 10 office locations across Northeast Georgia in 2019. The independent, physician-owned medical group has more than 200 Physicians and Advanced Practice Providers across 19 medical specialties and employs more than 750 individuals. Longstreet Clinic occupies over 150,000 sq. ft. of medical office space across the region and has an annual budget of over \$125 million.



*Northeast Georgia Health System announced plans to expand Northeast Georgia Medical Center Gainesville including the addition of a new, multi-story tower, planned to open in early 2025.*

- Longstreet Clinic is consistently recognized by the community and healthcare industry for its high-quality care and innovation. In 2020, the practice was voted “Best in Hall” in seven different categories, ranked the 10<sup>th</sup> largest Physician Group Practice in greater Atlanta by the Atlanta Business Chronicle and the second largest independent practice. Five physicians were honored as “Top Doctors” in *Georgia Trend* magazine, and four were honored as *Atlanta* magazine “Top Doctors.”
- Good News Clinics is a nonprofit healthcare center that provides free medical and dental services to low-income, uninsured residents of Hall County. With 42 physician volunteers and 43 dentist volunteers, the clinic serves over 3,500 people each year and is committed to improving access to care and reducing hospital admissions by managing chronic diseases.
- The implementation of EPIC, one of the largest healthcare software programs, at NGHS, NGPG, The Heart Center, Longstreet Clinic and Good News Clinics has fostered more connectivity between providers and allowed for seamless patient care through the sharing of one medical record.
- Emory Orthopaedics and Spine Center – Flowery Branch opened in February 2021. The new, 29,000 sq. ft. musculoskeletal and sports medicine clinic is located adjacent to the IBM Performance Fields, home of the Atlanta Falcons, and provides services to both local residents and athletes.

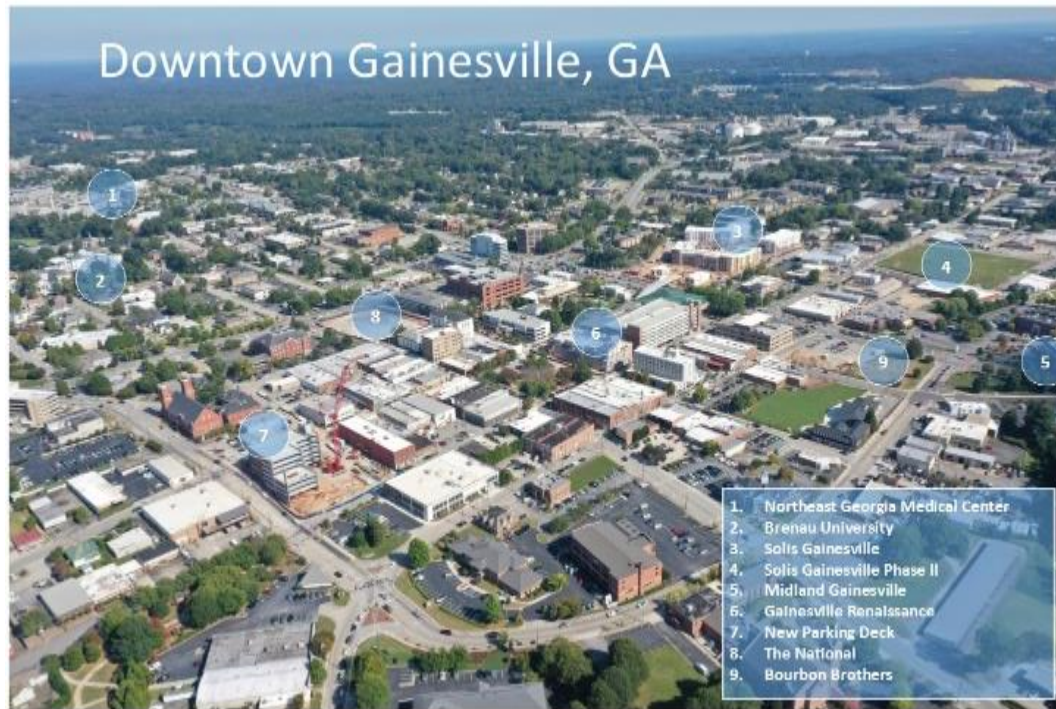
## REDEVELOPMENT

*Gainesville’s Downtown is a central business district for 40,000 city residents and an estimated 150,000 commuters who work and shop in town.*

- Gainesville Renaissance, a mixed-use development located on the Fourth Side of the Square in Downtown Gainesville, is nearing completion. The 3-story project includes 20,000 sq. ft. of retail and restaurant space including Taqueria Tsunami, eight condominiums and a pocket park. Additionally, the second floor will house Brenau University’s Lynn J. Darby School of Psychology and Adolescent Counseling.
- Construction is nearing completion to build the City of Gainesville’s new, 410-space parking deck located adjacent to the Hall County Library in Downtown Gainesville. The new deck will provide parking North of the square within walking distance to restaurants, the library, and the Greenway. Brenau Avenue will be permanently closed as part of the project.
- A seven-story, 130-room Courtyard by Marriott hotel is under construction for Downtown Gainesville as the centerpiece of The National, a \$72 million redevelopment project at 111 Green Street and the Walton Jackson Building. The four-building development will also include convention and meeting space, apartments, an outdoor plaza and dining areas
- Solis Gainesville, a \$48 million mixed-use development located near Jesse Jewell Parkway, is nearing completion and is actively leasing. The project includes 10,000 sq. ft. of retail and restaurant space and 220 market-rate apartments scheduled for completion in May 2022. Terwilliger Pappas, the project developer, also plans to purchase the Midtown City Block to build an additional 5,000 sq. ft. of retail and restaurant space and 180 apartments.



- Thrive Coworking is restoring and repurposing a historic building at 100 Main Street on the square in Gainesville for a shared-office concept in a cool, walkable location.
- The City of Lula has completed their beautification efforts, which included improvements at Veterans Park and a fully-renovated train depot.
- The Residential Group (TRG) is constructing a mixed-use project in downtown Flowery Branch, which includes 13 apartments and 7,000 sq. ft. of retail and restaurant space. The project also involves two parks, including a farmer's market, and will focus on streetscaping in the downtown area. This project is the cornerstone of Flowery Branch's redevelopment efforts.



*Multiple developments are under construction in Downtown Gainesville. With the completion of these projects, the square be full of new options for residents to live, work and play.*

- Interactive Neighborhood for Kids (INK) is relocating from Gainesville to Oakwood with a building to be nearly twice as big as its current location. The \$4.3 million building for the interactive children's museum is part of Oakwood's plan to transform its downtown area. Additional plans for development include adding storefronts and a railroad viewing platform near INK's facility. Construction is set to begin Summer 2022.
- Downtown Gainesville Redevelopment Tools include: Federal Opportunity Zone, Tax Allocation District, USDA Business and Industry Loans, New Market Tax Credits and Historic Preservation Tax Credit.

## INFRASTRUCTURE

*Lake Lanier provides drinking water for 65% of Georgians.*

- The Northeast Georgia Inland Port, an inland port terminal, will be developed on 104 acres in the Gateway Industrial Centre near Georgia Highway 365. Set to open in 2024, the new inland port will be operated by the Georgia Ports Authority and served by Norfolk Southern Railway with direct service between Gainesville and Savannah.
- The Savannah Harbor Expansion Project to deepen the commerce route to 47 feet is near completion. The effect will be lower shipping costs and transport times for many Hall County industries that utilize Georgia's ports.
- Gainesville's Lee Gilmer Airport has an updated terminal building and can accommodate aircraft up to 100,000 pounds, with two runways at 4,000 and 5,500 feet, an Instrument Landing System (ILS), and 93 hangars.
- The City of Lula has developed a new, 1,500 ft. trail expansion to its Lula Wellness Park near Athens Street in downtown Lula.



*The Hall County Library – Gainesville Branch recently completed \$5 million in renovations including study rooms and the new Sandra Dunagan Deal Storytime Room.*

- The Hall County Library – Gainesville Branch recently reopened after a \$5 million renovation. New additions include floor-to-ceiling windows, a dedicated story time room, study rooms and a space for genealogy and local history research. The project was funded by a grant from the University System of Georgia and local SPLOST dollars and impact fees.
- Gainesville’s Downtown Streetscape Improvement Plan is underway and primarily involves Spring Street, Bradford Street and Washington Street. The streetscaping improvements focus on beautification and improved pedestrian access while also adding additional outdoor dining areas for restaurants.
- Gainesville recently received a \$785,000 grant from Pilgrims to complete the Midtown Greenway, which will connect Downtown Gainesville and Lake Lanier to the University of North Georgia Gainesville and Elachee Nature Science Center via the Highlands to Islands Trail and Rock Creek Greenways. The donation, plus an intergovernmental agreement between the City and Hall County for \$2.1 million (SPLOST 8), will connect 2.2 miles downtown to 3.5 miles along Atlanta Highway. Plans also include the addition of 35 parking spaces and restroom facilities at the Banks Street Trailhead as well as a new playground and other features at the Midland Wye, located at the intersection of Grove and Davis streets.
- The newly opened Exit 14 interchange, known as the “Atlanta Falcons Training Facility Interchange,” is located between Flowery Branch and Oakwood in South Hall County and offers new access for commercial developments.
- SPLOST VIII was approved by a 70% margin of Hall County voters in November 2019 and went into effect on July 1, 2020. Revenues are projected to exceed \$216 million and will be used to fund several capital outlay projects including a new parking deck in downtown Gainesville, a new library in East Hall, road improvements and expansions to trails and greenspace throughout the county.

## EDUCATION & WORKFORCE DEVELOPMENT

*Lanier Technical College continues to reach new peak enrollment numbers in its 56-year history with 5,068 students enrolled for Fall of 2021. Graduates enjoy a 100% job placement rate.*

- Three Gainesville-Hall County higher education institutions – Brenau University, University of North Georgia – Gainesville (UNG) and Lanier Technical College – enroll more than 16,000 students.
- Lanier Technical College’s main campus is located on a 95-acre site on Georgia Highway 365. The \$135 million state-of-the-art campus opened for classes in 2019 and has 335,000 sq. ft. of teaching space. The college had 5,068 students enrolled for the Fall 2021 semester, and 25% of those were dual enrollment students. Graduates enjoy a 100% job placement rate.
- Lanier Technical College continues to focus on workforce development with a German-style apprenticeship program partnership combining class time and on the job training (OJT) in the fields of Mechatronics, Industrial Maintenance, Machining, Welding and Quality Assurance. The workforce development program has expanded to 20 small businesses through the Appalachian Regional Commission grant and is a pilot program for the Technical College System of Georgia.
- Lanier Technical College offers 155 programs of study including eight recently added programs: Carpentry Technology, Computer Programming, Cybersecurity, Construction Management, Culinary Arts, Diesel Equipment Technology, Hospitality Management and Marine Engine Technology.
- Lanier Technical College offers 16 tuition-free programs to support high demand careers throughout North Georgia. Over 40% of LTC graduates enter the medical field, with programs including dental hygiene, radiologic technology, paramedicine and nursing.
- Brenau University has more than 3,200 students from 27 states and 15 countries and is a key economic contributor to Hall County. The university ended fiscal year 2021 in a very strong position, with more than \$60 million generated from tuition and



*Lanier Technical College – Gainesville Campus*



fees (17% increase over last year), an endowment valued at more than \$61 million (25% increase over last five years), more than \$119 million in net assets (30% increase over last five years) and operational liquid assets of more than \$20 million (the university's largest amount ever).

- The Sidney O. Smith Graduate School prepares more than 1,100 master's and doctoral students in academic programs that are in demand in today's economy. Currently, Brenau offers four doctoral programs in physical therapy, occupational therapy, nursing practice and education. A fifth doctoral degree, offered in the Lynn J. Darby School of Psychology and Adolescent Counseling, will begin in fall 2023. The Lynn J. Darby School this spring will move into the Gainesville Renaissance in downtown Gainesville, part of Brenau's continuing development of its campus location there that includes an investment of \$1.95 million for exterior construction to its Downtown Center facility.
- The University of North Georgia (UNG) is part of the University System of Georgia and is designated as a State Leadership Institution and The Military College of Georgia. With nearly 20,000 students spread over 5 campuses and online, UNG offers the best of both worlds – close connections and campuses paired with the opportunities of a large institution. UNG offers more than 140 programs of at the certificate, associate, bachelor's, master's, and doctoral levels.
- UNG made an economic impact of nearly \$720 million on northeast Georgia during fiscal year 2020, according to the annual study of the University System of Georgia. The impact includes \$692 million in spending and jobs and an additional \$27 million impact attributed to capital construction projects.
- UNG is the no. 2 Georgia top public university among regional public universities in the South on the U.S. News & World Report 2022 Best Colleges list. UNG also earned high marks for value and serving veterans.
- In keeping with its mission to prepare leaders for a diverse and global society, UNG offers programs of study in 12 languages and holds a prestigious designation as one of only 13 Chinese Language Flagship Programs in the nation.
- Scheduled to open for classes in Fall 2022, the new 86,483 square-foot Cottrell Center for Business, Technology, and Innovation on UNG's Dahlonega campus will feature state-of-the-art facilities including a logistics / trading, cybersecurity and professional sales labs designed to enhance business and computer science education in the region.
- Hall County and Gainesville City School Systems have more than 35,000 students enrolled in pre-kindergarten through grade 12 in the two systems combined.
- The Hall County School District offers 23 Programs of Choice, including the rigorous and globally recognized International Baccalaureate Programme (IB), in addition to 12 Magnet Schools. Students may apply to a school with a certain focus or to a school with a unique program that matches their individual interests, aptitudes, and goals. More than 60 Career, Technical, and Agricultural Education (CTAE) pathways provide students with unique learning experiences. In the 2022-2023 school year, seven new CTAE pathways are being offered: Agriculture Mechanics and Electrical Systems Pathway, Animation & Digital Media Pathway, Cybersecurity Pathway, Floral Design Pathway, Forest Mechanical Systems Pathway, Public Health Pathway and Public Management and Administration Pathway.
- Gainesville City and Hall County School Systems also offer Dual Enrollment and Work-Based Learning Internships in partnership with local manufacturers and processors. These opportunities enable students to receive college course credit and/or work experience that prepares them for college or successful entry into the workforce after graduation. Hall County School System recently unveiled a manufacturing center at West Hall High School as part of the manufacturing pathway offered to students.
- Gainesville High School's Career, Technical and Agricultural Education (CTAE) program offers 18 career pathways within the 17 Georgia Career Clusters. The Gainesville City School System (GCSS) offers a centralized student success center, known as The Hub, at Gainesville High School. The Hub offers various support services for students and families in Gainesville-Hall County including access to mental and behavioral health, workforce development, college and career preparatory, and other services that align with the school district's wraparound initiatives. A new state-of-the-art Advanced Studies Center opened in August 2021 to support workforce development in the community.



*Brenau University – Gainesville Campus*

- Gainesville City School System's elementary schools offer specialized areas of instruction and learning tailored to students' academic needs including standards-based curriculum; virtual, blended and expanded learning opportunities; after-school clubs and programs; and school of choice options for parents. Gainesville High School (GHS) was recognized as a 2021 Advanced Placement (AP) Honor School, earning distinction in AP STEM, AP STEM Achievement, and AP Access and Support. The school's rigorous AP program offers 25 AP courses, which include a variety of course offerings based on aptitude and interest. An AP Capstone Diploma or Certificate is awarded to graduating scholars.
- The Howard E. Ivester Early College (IEC) partners with Brenau University, Lanier Technical College, and the University of North Georgia to provide an innovative dual enrollment campus for academically ready high school students to earn a high school diploma while also earning college credits.
- Education SPLOST VI passed with more than 67% approval from Hall County voters in June 2020, and the bond referendums for Gainesville City and Hall County schools received 72% and 65% approval, respectively. E-SPLOST revenues and the general obligation bonds are allowing Gainesville City and Hall County schools to move forward with several long-term projects.
- After the E-SPLOST VI support and passage, Gainesville City School System opened the Advanced Studies Center (August 2021) and a new Cafeteria & Media Center (January 2022) on the campus of GHS. Slated to open by August 2022 is the Student Activities Center, serving large-scale athletic programs as well as The Big Red Machine (Band) and the NJROTC, along with a new turf field, track, and multi-purpose pavilion.
- Gainesville City School System will also be opening Gainesville Middle School West Campus in August 2022, primarily serving Mundy Mill Arts Academy and Gainesville Exploration Academy.
- Following the passage of E-SPLOST VI and the general obligation bonds, Hall County Schools was able to complete several projects. These items include HVAC installation at middle school gyms, additions and renovations at Chestatee High School and West Hall High School, re-roofing and interior renovations at Lula Elementary, high school athletic improvements and stadium safety, and the design of a new elementary school. Current projects underway include Cherokee Bluff Middle School facility (nearing completion), Performing Arts Centers at Johnson High School and West Hall High School, additions and renovations at East Hall High School and Lyman Hall Elementary, and continued upgrades to fire alarms, intercoms, and Learning Commons.
- There are nine private schools in Gainesville-Hall County, including Lakeview Academy, Riverside Military Academy (RMA) and Lanier Christian Academy. RMA has enrolled approximately 300 cadets in grades 7-12 from 30 states and 30 nations. The annual economic impact that cadets and their families bring to Gainesville-Hall County each year is \$35 million. Lakeview Academy is an independent, college preparatory day school that enrolls over 550 students in grades K-12. Lakeview offers a rigorous curriculum with small classes that include Honors and Advanced Placement (AP) opportunities.
- Over 800 high school students participate in work-based learning (WBL). Business and industry leaders in Gainesville-Hall County are working with educators from K-12 and colleges to develop apprenticeships, WBL, 7th grade career fairs, dual enrollment, and career-focused boot camps as components of a major workforce development initiative. Hall County Schools partners with local manufacturers and processors to enable students to receive college course credit and/or work experience that prepares them for college or successful entry into the workforce after graduation
- The Greater Hall Chamber of Commerce Workforce Development Task Force advocates to employers to hire high school students in an effort to increase their skills and build a sustainable workforce. In 2021, participating employers increased to 30 existing industries employing 61 students, up from 19 existing industries in 2019.
- Elachee Nature Science Center operates Elachee Nature Academy, a nature-based, fully accredited and licensed Preschool through 2<sup>nd</sup> grade program, where children spend over 80% of their school day outdoors. Elachee Nature Science Center is the only SACS/Cognia-accredited nature center in the southeastern U.S. and serves more than 34,000 Preschool through Grade 12 children annually through STEAM-based environmental education field trips, Interactive Distance Learning programs and Camp Elachee summer day camps.



*University of North Georgia – Gainesville Campus*

# TOURISM

*The NCAA Division 11 Women's Golf Championship will be held in Gainesville at the newly renovated Chattahoochee Golf Club. The tournament will be held May 10-14, 2022 and is projected to bring an estimated \$681,000 in overall economic impact to Gainesville.*

- Explore Georgia reported that Hall County had a total of 227.6 million total visitor spending with \$16.8 million generated state/local taxes for 2020. Food/Beverage, Recreation and Lodging were the top three contributors.
- Lake Lanier Olympic Park was selected as the host site for the 2026 NCAA Women's Rowing Championships, which will bring an estimated economic impact of \$2.5 million to Gainesville-Hall County.
- In 2021, over 275,000 people have visited Lake Lanier Olympic Park for recreation, community and private events. Combined, the boathouse and Olympic Park generate annually an estimated \$5 million economic impact to the Gainesville-Hall County community.
- The Greater Gainesville Sports Alliance was formed to focus on sports tourism. This group consists of sports partners including clubs, venues, facilities, sporting related good businesses, healthcare organizations, and others. Since the Alliance's implementation, Gainesville-Hall County has been awarded 2 NCAA National Championship events, has created a Sports Guide that showcases the inventory of clubs and facilities in Gainesville-Hall County.
- The Chattahoochee Golf course is situated on 183 acres that offers a full-service pro shop, new restaurant, driving range, practice area, and putting lab. The golf course underwent a \$1.9 million renovation to bring the course back to the original Robert Trent Jones Sr. design. With this renovation, Gainesville will continue to see an increase in golfing and leisure travel.
- Main Street Gainesville's community events in Historic Downtown hit record numbers in 2021, including up to 4,000 people at First Friday Concerts and Jingle Mingle, and an estimated 10,000 people in attendance for Christmas on Green Street. Main Street Gainesville is a nonprofit organization dedicated to maintaining a strong central business district, an organization focused on the preservation and continued improvements of Gainesville's downtown district.
- Atlanta Botanical Gardens Gainesville is a 168-acre preserve and amphitheater. The Ada Mae Pass Ivester Children's Garden features a collection of carnivorous plants, a build-a-fort area, a pond and a lawn labyrinth treehouse.
- Lanier Islands, a world-class 1,500-acre resort, is the most visited lakeside resort in Georgia offering amenities for both families and corporate groups. Additionally, Margaritaville at Lanier Islands offers a variety of activities for everyone. Lanier Islands has announced plans to develop a new, 300-room hotel and 75,000 sq. ft. conference center. The \$155 million project will be located on the site of the former Pinelake Resort.



*Renovations on the boathouse at the Lake Lanier Olympic Park will be underway by April 2022 with estimated completion in fall 2023. The renovated boathouse will provide over 10,000 square feet of meeting space, including a ballroom and boardroom available for rental.*

- Elachee Nature Science Center serves as conservator-in-perpetuity for the 1,440-acre Chicopee Woods Nature Preserve, one of Georgia's largest protected green spaces, and includes 8 miles of hiking trails as well as natural history, ecology and live animal exhibits. Recent additions to Elachee's ecology exhibits are the Garden Trail, Trail of Trees and Georgia Pollinator Student Art exhibits. Elachee Nature Science Center is part of the 2,674-acre Chicopee Woods Area Park, which is comprised of the nature preserve, Hall County's agricultural center, Chicopee Woods Golf Course and 21 miles of mountain bike trails.
- The Arts Council recently completed a 6,300 sq. ft. addition to the Smithgall Arts Center. The addition features an outdoor stage and pavilion, which provides covered seating for over 300 guests or concert space for more than 2,000 people.
- The Atlanta Falcons' 50-acre headquarters and world-class training facility is located in Flowery Branch.



- Michelin Raceway Road Atlanta, a 2.54-mile International Grand Prix Course, attracts 320,000 visitors annually. The state-of-the-art Michelin Tower was unveiled in 2019 and houses four stories of hospitality suites, a media center, a rooftop deck, and more. The 24<sup>th</sup> Annual Motul Petit Le Mans was held November 2021 and drew an estimated 150,000 people for the event.
- The City of Lula recently completed renovations on the former train depot. The building now serves as a community and event center for both railroad fans and residents.
- The Highlands to Islands Trail and Midtown Greenway provide residents and visitors an opportunity to experience the outdoors through walking or biking while also enjoying accessibility to Downtown and Midtown Gainesville.
- The Venue at Friendship Springs, a 40,000 sq. ft. multi-purpose event center, offers a 550-seat auditorium and conference space in South Hall County.
- Lanier Technical College's Ramsey Conference Center is a 14,000 sq. ft. multi-purpose event center located on their campus in Gainesville. The center can seat 1,500 people theatre style or 750-banquet style.
- Antebellum in Downtown Flowery Branch was named one of the "50 Best Southern Restaurants" and one of the "Top 100 Restaurants in the U.S." by OpenTable.
- The City of Gainesville has purchased 89 acres for a new, youth sports complex to be located at 2490 Old Cornelia Highway near White Sulphur Elementary. The new complex will have fields for baseball, softball, football, soccer and lacrosse along with playgrounds, a pavilion and walking trails.

## VISION 2030

*VISION 2030 works to position Gainesville-Hall County as the most enviable community in Georgia by the year 2030.*

- Vision 2030 is a coordinated group of volunteers leading long-term initiatives, defined by the citizens. Acting as change agents, the group champions these initiatives and propels them forward through collaborative partnerships with government, education, business, and non-profits. Learn more:

[www.Vision2030.org](http://www.Vision2030.org).

- Vision 2030 has 12 working committees that concentrate on the community's long-term initiatives, or Big Ideas. Work has been done since 2005, and currently, along with continuing work, each committee has a focus of narrowing down their goals for the next 1 – 3 years, updating their Big Idea to reflect current trends, and proposing ways to get more people involved.
- Vision 2030's vibrant Public Art is placing "Protective Angels" at all the county's first responder's stations along with other forms of public art totaling more than \$1.09 million of public and private investment. The Greenspace committee works side-by-side with government to ensure our community has trails, parks and protected green land. The NextGen Hall Co group of 25–45-year-olds have an ongoing initiative for involvement and inclusion of our future leaders.
- Vision 2030 wants all people who live, work and play in Hall County to feel welcome and get connected. That is why Vision 2030 produced a FREE resource for sharing within organizations, businesses, neighborhoods or on social media. Vision 2030 will be directing all inquiries to the committees, the Chamber and the community. To view the video or learn more, visit [www.Vision2030.org](http://www.Vision2030.org).



*"Hammock Hollow" is an installation for Vision 2030 Public Art, in collaboration with Hall County Parks and Leisure Services. This useable piece of art allows visitors of Laurel Park to relax and swing in their own or the structure's hammocks on the shores of Lake Lanier.*

# HALLMARK 2020-2025

*The HALLmark Initiative seeks to secure high quality jobs, a stable and growing tax base, the protection of existing investments, and an unparalleled quality of life for Greater Hall County.*

- The Greater Hall Chamber secured major investments totaling \$2.3 million in its aggressive, five-year economic development plan for Gainesville-Hall County, HALLmark 2020-2025.
- The HALLmark 2020-2025 Initiative includes high quality jobs, a stable and growing tax base, a business-friendly environment, and an unparalleled quality of life. HALLmark's five-year program goals seek to create 1,700 new jobs with \$250 million in capital investment, \$60 million in new annual payroll and to maintain the Gainesville MSA's unemployment rate below that of the state and nation.
- The Chamber's Economic Development, VISION 2030, Education and Leadership programs are funded through the HALLmark 2020-2025 Initiative.
- The Greater Hall Chamber's Workforce Development Task Force advocates to employers to hire high school students in an effort to increase their skills and build a sustainable workforce through work-based learning and the apprenticeship program.



Economic Development Council of the Greater Hall Chamber of Commerce

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*This Report Published February 2022*