



GREATER HALL
CHAMBER OF COMMERCE

2012 Economic Development Report Gainesville-Hall County, Georgia

The Northeast Georgia Medical Center in Gainesville has ranked #1 in Georgia for heart care for seven consecutive years according to HealthGrades® and is one of only six hospitals to rank #1 in all four cardiac categories for 2012.

Newgeography.com ranked Gainesville, Georgia in the “Best 100 Cities in the U.S. for Job Growth” in the June 2011 report.

Forbes Magazine rated Gainesville one of the “Best Small Places for Business & Careers” for the last three years.

Bloomberg Businessweek’s online edition ranked Gainesville 14th in its August 2011 “America’s Most Fun, Affordable Cities” report.

The Milken Institute ranked the Gainesville-Hall County MSA in the “Best Small Metro Areas” based on job and salary growth for the last three consecutive years.

Brenau University joined an elite group of national universities gaining “Honor Roll” status in *The Chronicle of Higher Education’s* 2011 “Great Colleges to Work For” rankings.

AARP The Magazine named Gainesville in the top “5 Best Places in Affordable Cities for Retirement” in the July 24, 2011 issue.

A 2011 *CBS Money Watch* story named Gainesville-Hall County as one of the nation’s biggest winners in home value appreciation.

The Civic Economics Indie City Index ranked Gainesville-Hall County #10 in the nation for independent retailer activity and recirculation of dollars within the community in 2011.

Relocate America named Gainesville-Hall County among its “Top 100 Places to Live” in 2009.

Where to Retire Magazine named Gainesville one of “America’s Best Low-Tax Retirement Towns” in 2008.

Barron’s Magazine selected Gainesville as one of the “Best Places to Retire in the Country” in 2008.

Medical Economics, a physician’s monthly publication, named Gainesville as one of its best places for physicians to practice medicine in 2007.

Gainesville-Hall County, Georgia is 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 future for business and industry. Gainesville-Hall County is home to 47 Fortune 500 firms, more than 300 manufacturing and processing concerns, and 41 international companies representing 16 foreign countries.

January 2012

Greater Hall Chamber of Commerce

230 E.E. Butler Parkway • Gainesville, GA 30501 • 770-532-6206 • FAX 770-535-8419

G R E A T E R H A L L C H A M B E R . C O M

RETAIL

- The new 700,000-square-foot New Holland Market Retail and Commercial Complex is planned by Carolina Holdings near Exit 24 on I-985, at the intersection of Limestone and Jesse Jewell Parkways in Gainesville.
- Stonebridge Village Center is a successful 500,000-square-foot retail center located on the retail corridor of Spout Springs Road in Flowery Branch.
- New Gainesville-Hall County retail developments include Michael's, Ulta, Kirkland's, Plato's Closet, The Children's Place, Aldi and Jo-Ann Fabrics & Crafts. The Beechwood Crossing Shopping Center on Highway 53 in Gainesville is anchored by Olive Garden and Cheddar's restaurants, and Highway 53 continues to be a successful retail corridor with over a million square feet in retail space.
- Gainesville's Lakeshore Mall is under new ownership and new management. Garrison Investment Group has retained Urban Retail to manage the mall and to develop a long term plan to reinvigorate the property.
- Big box retailers including Best Buy, Rooms-To-Go, Home Depot, Kohl's, Super Target, Office Max, Sam's Club, TJ Maxx, Marshalls, a second Super WalMart and Ross have opened locations in Gainesville, Oakwood and Flowery Branch.
- Highway 365 north is poised as a new retail and commercial corridor with access and infrastructure improvements.

POPULATION

- Gainesville-Hall County has experienced 29% population growth from 2000-2010. In 2010, the U.S. Census Bureau identified the Gainesville-Hall County MSA as the third-fastest growing metropolitan area in the United States and the fastest growing in Georgia. The 2012 estimated population of Gainesville-Hall County is 190,104.

The U.S. Census Bureau ranked Gainesville-Hall County MSA as the third-fastest growing metropolitan area in the United States and the fastest growing in Georgia.

TOURISM

- Lake Lanier Islands Resort, a world-class 1,500-acre property, completed Lanier World and Phase II of its investment in the Legacy Lodge Hotel and Conference Center, golf course improvements, harbor development, and a health spa on the shores of Lake Sidney Lanier. Future development includes an upscale lodge, an additional golf course and eco-friendly transportation such as electric cars and bicycles for travel around the islands. Scenic paths, viewing stations, and gardens complete the feel of the "natural sanctuary."
- The Lake Lanier Olympic Center, home to the 1996 Atlanta Centennial Olympic Games, continues to host many national and international rowing and canoe/kayak events, including the USA Canoe Kayak National Championships in August 2011 and the 2013 NCAA Division I-III Rowing Championships.
- The Atlanta Falcons, a National Football League team, is headquartered in Flowery Branch.
- Road Atlanta, a 2.54-mile International Grand Prix course, attracts 320,000 visitors annually. Road Atlanta hosted the 14th Petit Le Mans fall 2011 drawing some 135,000 visitors.
- The Smithgall Woodland Garden, a 185-acre preserve in the City of Gainesville and a part of the Atlanta Botanical Garden, is in the midst of a \$10 million program to develop the garden with a visitor's center, children's garden, amphitheater and pavilions.
- Elachee Nature Science Center consists of a 1,500-acre forest nature preserve with 13 miles of hiking trails. The preserve serves as a plant and animal sanctuary and is an ideal outdoor classroom. Elachee houses an interactive museum that excites and educates visitors of all ages.



BUSINESS

- In 2010-2011, 38 new and expanded industries created 1,420 jobs, retained 523 existing jobs and generated \$320 million in capital investment for Gainesville-Hall County. Global firms expanding their North American business include ZF, ProCare Rx, Yazaki, GMI, Elring-Klinger, Kubota, Atex, IMS Gear and Kings Hawaiian.
- King's Hawaiian opened a 111,000-square-foot bakery and distribution center in fall 2011 at Oakwood South Industrial Park and will employ 126 people.
- ZF Wind Power has invested \$100 million in a 250,000-square-foot manufacturing facility and division headquarters in Gainesville Business Park, creating 215 new jobs. ZF Group was named "Georgia Manufacturer of the Year 2011" by Governor Deal.
- Skip Barber Racing School moved its headquarters to Hall County, joining the school's existing base location at Road Atlanta.
- ProCare Rx broke ground in October 2011 for an \$18 million operations center in the new ProCare Park at Exit 20 on I-985 that will ultimately employ 160 and add to the established base of pharmaceutical companies in Gainesville-Hall County.
- Pattillo Construction has a 77,000-square-foot speculative building under construction in the newly opened, 175-acre Gainesville Business Park.
- New and developing business/industrial parks in Hall County include Gainesville Business Park, North Gate Retail and Business Park, ProCare Park, Gateway Industrial Centre, Glade Farm and Mountain View Business Park in Lula.
- Pattillo, Radial Property Group, ProLogis and Majestic Realty have built speculative buildings in various industrial parks for expanding and new industry.
- Hall County companies Alkermes/Elan Drug Technologies, Theragenics and Merial are among the top life science firms in the area.
- The Manufacturing Development Center (MDC), established by Lanier Technical College through a public/private partnership is housed in the Featherbone Community, recently had seven businesses graduate, and is currently assisting 10 start-up manufacturing companies. The MDC provides affordable space, access to professional services and educational/technical assistance.

In 2010-2011, 38 new and expanded industries created 1,420 jobs, retained 523 existing jobs and generated \$320 million in capital investment for Gainesville-Hall County.

HOUSING

- The average residential home purchase price in 2011 in Gainesville-Hall County was \$131,150.
- Housing developments such as Sterling on the Lake (894 acres in Flowery Branch), Marina Bay on Lake Lanier (385 acres in North Hall County), Reunion (550 acres in Braselton) and Mundy Mill (400 acres in South Hall County) offer master-planned communities with amenities.
- High quality, gated retirement developments are in various stages of development in Hall County: Dogwood Forest added 114,000- square-feet in an expansion from 50 to 146 units. Lanier Village Estates in North Hall County completed another phase of 150 residences in its 100-acre complex, bringing the total to 340 with extended care. Cresswinds on Lanier is a 214-acre development on the shores of Lake Lanier. The Village at Deaton Creek in South Hall is the largest with 1,250 homes.

HEALTHCARE

- Northeast Georgia Medical Center (NGMC) in Gainesville has been ranked #1 in Georgia, and in the top 5% in the nation, for heart care seven years in a row according to HealthGrades® and is one of only six hospitals to rank #1 in all four cardiac categories for 2012.
- NGMC was named a 2010-11 Consumer Choice Award Winner by National Research Corporation. The award identifies hospitals that healthcare consumers have chosen as having the highest quality and image in more than 300 markets throughout the U.S.
- NGMC is moving forward with planning and development of a new 100 bed inpatient hospital on a 120-acre campus in South Hall County/Braselton at River Place, with an estimated opening date of early 2015.
- Medical Plaza 1, on the campus of River Place in South Hall/Braselton, is a 100,000 square-foot medical office building, houses an urgent care center, imaging center, lab, physical and occupational therapy, and 24 physician offices representing 22 medical specialties. The new, 100-bed inpatient hospital will be built adjacent to Medical Plaza 1 and a future medical office is planned for the River Place/Braselton campus to open in 2015.
- In November 2010, NGMC was named one of the 10 Best Places to Work in Georgia by *Georgia Trend* magazine.
- Northeast Georgia Health System was named one of Metro Atlanta's Top 100 Workplaces by the *Atlanta Journal Constitution* for 2011.
- In 2011, NGMC played an instrumental role in the placement of metro Atlanta as one of America's Top 50 Cities for Hospital Care, according to HealthGrades®.
- NGMC was named a 100 Top Hospitals® National Winner in 2009 by Thomson Reuters. NGMC was also one of only 23 hospitals to receive the Everest Award, which recognizes top performance during the previous five years.
- The Cancer Center at Northeast Georgia Medical Center received commendation at the highest level of accreditation by the American College of Surgeons Commission on Cancer.
- 40 new physicians joined the staff at NGMC in 2011. More than 500 physicians, representing more than 50 specialties, are currently on staff at Northeast Georgia Medical Center. Northeast Georgia Medical Center is the seventh largest hospital in the state based on bed size, with 557 inpatient beds.
- Northeast Georgia Medical Center is home to the fourth-busiest Emergency Department in the state, and the Women and Children's Center ranks eighth in the state in number of deliveries.
- Northeast Georgia Health System will invest more than \$200 million in the next five years on clinical technology including physiological monitoring capabilities, diagnostic imaging modalities, cardiac catheterization laboratories and electronic medical record technology, including health information and image exchange capabilities.
- Three physician groups based in Hall County – The Longstreet Clinic, Northeast Georgia Physicians Group and Northeast Georgia Diagnostic Clinic – are listed in Atlanta's "Top 25 Physician Group Practices" by the Atlanta Business Chronicle.
- 150,000 square feet of new medical space has been added in Gainesville and Hall County in the last year.

The Northeast Georgia Medical Center in Gainesville has been ranked #1 in Georgia, and in the top 5% in the nation, for heart care seven years in a row according to HealthGrades®.

REDEVELOPMENT

- A pedestrian bridge connecting Gainesville's Downtown to Midtown will be completed in 2012 and connects downtown businesses with proposed developments including the construction of a 13-story hotel, a six-level parking garage and two nine-story office buildings in Midtown Gainesville.
- A four-story parking deck in downtown Gainesville supports the growing downtown retail district.
- Midtown Gainesville is being redeveloped with the help of a TAD (Tax Allocation District) and an Opportunity Zone.
- The Midtown Greenway is being constructed within former railroad right-of-way and is an integral part to connecting downtown Gainesville and Rock Creek Greenway to Gainesville State College and Elachee Nature Science Center. The Midtown Greenway will be a multi-use trail with a trailhead park at Banks and Grove Streets.
- The cities of Flowery Branch and Oakwood are redeveloping their downtown areas with approved Tax Allocation District designations. Both cities are planning for future growth around the developing Thurmond Tanner Parkway corridor.
- Interactive Neighborhood for Kids (INK) is a hands-on Children's Museum with many new exhibits in 20,000-square-feet of the Featherbone Communiversity, located in Midtown Gainesville.
- Brenau University and the City of Gainesville are considering a proposal to create a Center for Brenau's Graduate School programs in Downtown Gainesville.

The economic impact of Gainesville State College reached \$204 million in 2010 and generated 2,254 full- and part-time jobs.

EDUCATION

- Three Gainesville-Hall County institutions, Brenau University, Gainesville State College and Lanier Technical College, have reached or are near record enrollment and at full capacity with a combined enrollment of more than 16,000 students.
- Brenau University, a 125-year-old private liberal arts university in downtown Gainesville, added a Doctoral Degree in the Department of Nursing, located at the Featherbone Communiversity Campus. The Nursing Program currently has more than 350 undergraduate and graduate students. The annual impact of Brenau University on Georgia's economy totals \$63.1 million and generates 753 jobs across all industry sectors in the state.
- Gainesville State College's new five-story 130,000-square-foot academic building on its 144-acre site in Oakwood houses the college's School of Humanities and Fine Arts and the School of Business, Education, Health and Wellness. The economic impact of Gainesville State College in 2010 reached \$204 million and generated 2,254 jobs.
- Lanier Technical College is home to the Georgia Center of Innovation for Manufacturing technologies in automation, controls and robotics. Lanier Tech received the Gold-standard of accreditation in December 2011.
- North Georgia College & State University made a regional economic impact of over \$230 million and accounted for 2,462 jobs in a six-county area in 2010, according to the June 2011 report from the Selig Center for Economic Growth, University of Georgia's Terry College of Business.
- The Oaks is a 24,000-square-foot culinary arts facility, student-operated restaurant with hands-on learning in healthcare, culinary arts and hospitality at Lanier Charter Career Academy, a part of the Hall County School System.
- There are nine private schools in Gainesville-Hall County, including Lakeview Academy, Riverside Military Academy and North Georgia Christian School.
- The World Language Academy, a charter school for the Hall County School System, is an immersion language school with curriculum in Spanish, English and Mandarin Chinese.



INFRASTRUCTURE

- Lake Sidney Lanier, a 38,000 acre reservoir with 692 miles of shoreline, is a multi-purpose lake that provides for recreation for 7.5 million visitors annually, water supply, power production and flood protection.
- The \$240 million Special Purpose Local Option Sales Tax for infrastructure projects includes public works, water and sewer, building construction, parks, courthouse and administration, fire and EMS, and City of Gainesville projects.
- The City of Gainesville and Hall County are working together to develop Cedar Creek and Glade Farm water reservoirs.
- Thurmond Tanner Parkway opened in 2011 and provides a parallel access road to connect exits 12, 16 and 17 on I-985.
- Sewer planned for Highway 365 is under development with funding support from SPLOST.
- Gainesville's Lee Gilmer Airport continues to attract corporate executive air travel with two runways up to 5,500 feet and an Instrument Landing System (ILS).

VISION 2030

- The Greater Hall Chamber VISION 2030 program was initiated in 2005 when over 1,000 Gainesville-Hall County citizens came together to describe the community they'd like to live, work and raise families in with a "common vision."
- The result is a solid and clear-sighted blueprint for success for Gainesville-Hall County – a set of long-term goals now in place call the 15 Big Ideas, or action steps of where we'd like to be in 2030. Big Ideas include: a Harbour Town development on Lake Lanier, additional greenspace, a senior leadership program and a public art program.
- The VISION 2030 Board of Directors has formed more than a dozen work groups engaging more than 100 community volunteers to make the "15 Big Ideas" a reality. In 2011, the board launched a new website, www.vision2030.org

152 investors including businesses and industries across the community are investing over \$2.2 million in HALLmark to ensure the economic viability of our region.

HALLMARK 2010-2015: The Next Generation

- The Greater Hall Chamber of Commerce announced in spring 2011 the investments in its aggressive, five-year economic development plan for Gainesville-Hall County – HALLmark 2010-2015: The Next Generation. Over 152 investors including businesses and industries across the community are investing over \$2.2 million in the program to ensure the economic viability of our region.
- The benefits of HALLmark are many, including high quality jobs; a stable and growing tax base; the protection of existing investments that have been made by businesses and homeowners; and, an unparalleled quality of life. HALLmark five year program goals seek 1,700 new jobs with \$250 million in capital investment; \$60 million in new annual payroll and the placement of Gainesville MSA's unemployment rate below that of the state and nation. VISION 2030 is funded through HALLmark 2010-2015: The Next Generation.



GREATER HALL CHAMBER OF COMMERCE

Greater Hall Chamber of Commerce
 Tim Evans, Vice President, Economic Development
 230 E.E. Butler Parkway • P.O. Box 374
 Gainesville, Georgia 30503
 770-532-6206 Phone • 770-535-8419 Fax
tim@ghcc.com
www.greaterhallchamber.com