



GREATER HALL
CHAMBER OF COMMERCE

MEDIA RELEASE

For Immediate Release

Contact:

Tim Evans

Vice President of Economic Development

Greater Hall Chamber of Commerce

770-532-6206 x 107

Email: tim@ghcc.com

www.greaterhallchamber.com

Greater Hall Chamber of Commerce Economic Development Council **2021 Year-End Review**

Wednesday, December 29, 2021 – Gainesville-Hall County, Georgia, USA: The Greater Hall Chamber Economic Development Council (EDC) reports 2021 year-end results of **16 new and expanding firms in their plans to add 1,300 new jobs and \$240 million in new capital investment** to Gainesville-Hall County. There have been some encouraging developments in 2021 that indicate **better than average economic performance** for Gainesville-Hall County when compared to other Metro Areas in Georgia and the nation.

Georgia has earned the #1 ranking for its business environment for an unprecedented eighth consecutive year, and during that time, **Gainesville-Hall County has been the top job producing Metropolitan Area in the state**. In 2021, *Site Selection* magazine ranked Gainesville-Hall County as one of the Top Small Metros in the U.S. 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. Since 2015, the Chamber’s economic development program has assisted **134 new and expanding businesses that have announced 7,000 jobs and \$1.7 billion in new capital investment**.

New corporate facilities announced in 2021 include Ammega, Agilox North America, Makita USA, Boplan USA, CleanSpace and Downtown Gainesville developments – The National, Gainesville Renaissance, and Thrive CoWorking. **Existing industry expansions** announced during the year were American Yazaki, ALBAForm, SKF, King’s Hawaiian, Jinsung TEC and Ranger Manufacturing. The 2021 year-end results do not include projects that were previously announced and will begin construction in 2022, including the Georgia Ports Authority’s Northeast Georgia Inland Port Terminal and an expansion

for Cottrell. Some of the jobs and investments announced in 2021 have already taken place, but others, like Ammega, CleanSpace and Boplan USA, will be installing equipment investment and creating jobs in early 2022.

Among the expansions in 2021 were several agriculture related businesses including Soulshine Farms and Sonstegard Egg Processing, both in Gainesville. Also, the leading producer of agricultural equipment, Kubota Manufacturing, will open a new R&D facility in the second quarter of 2022. Hall County is the top contributor to economic value and employment related to agriculture in Georgia with an estimated \$4.4 billion in agricultural value production and 17,643 jobs related to agricultural production and processing. Gainesville-Hall County has one of the nation's highest concentrations of food processing per capita. Also, Hall County's Jaemor Farms is a top commodity producer and one of the largest agritourism destinations in Georgia with nearly one million visitors in 2021.

Major commercial developments underway that will extend well into 2022 include the Gainesville Renaissance, Capstone Property Group's mixed use hotel and apartment development, "The National," and Gainesville Solis apartments in Downtown Gainesville. The Residential Group is completing a mixed-use development in Downtown Flowery Branch. **Additional downtown developments** are in the works for 2022, including the Midland Development, B-Entertainment/Bourbon Brothers, the new Farmers Market development in Flowery Branch, and the Interactive Neighborhood for Kids' planned development in Oakwood.

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**. Further, according to Abernathy Cochran Real Estate Group at The Norton Agency, home sales held steady in 2021 with 3,040 home sales and the average single-family home sale price was \$411,066 in 2021, up 21.6% from 2020.

In a year that saw great challenges in the global supply chain, including a shortage of industrial and logistics space, Hall County has experienced growth in institutional investors that are developing new industrial space to meet business needs. The New Year will begin with **more than 2 million square feet of new industrial speculative building developments underway** in Gainesville, Oakwood, Flowery Branch and Buford. The regions' largest industrial developers are actively building and leasing new space in Hall County, including Pattillo Industrial Real Estate, Logistics Property Group, ProLogis, Crow Holdings, CA Ventures, Adams Properties and PB Properties.

CoStar Group, a national commercial real estate data provider, recently ranked the Gainesville-Hall County Metro area among the top five in the nation for new industrial development growth. New industrial investments underway in Hall County will total more than \$120,000,000 in real property improvements. Many local firms are employed in the construction of these new industrial developments, and business activity for these firms is forecast to remain strong well into the New Year.

The new industrial space will offer opportunities for new and expanding businesses to grow, add jobs, make new investments and add to bottom line business growth.

“The Greater Hall Chamber of Commerce’s Economic Development efforts have adapted to the needs of the supply chain challenges in our business community by connecting local businesses to potential suppliers and working closely with the Georgia Ports Authority toward construction in 2022 of the new Inland Port Terminal in Hall County,” said **Glennis Barnes, Area Manager for Georgia Power and Chair of the Chamber’s Economic Development Council**. “The Greater Hall Chamber of Commerce’s 2021 Industrial Directory provides purchasing managers with information about local manufacturing suppliers, and a primary role for the Chamber includes connecting local businesses to support each other.”

Gainesville-Hall County’s success in economic development has been a product of community leadership working together on infrastructure planning and investment to support business growth. In 2022, the infrastructure development in the **new 1,300 acre Gainesville 85 Business Park** will be important to developing a future place to grow for expanding existing industries and new businesses. Planned infrastructure investments in 2022 include major investments in roads, water, sewer, gas, electric distribution, expanding broadband access and investments in Hall County and Gainesville City Schools.

In the most recent 12-month data, the Georgia Department of Labor reports the Gainesville-Hall Metropolitan Area is finishing the year with an **unemployment rate at 1.5 percent**. The Gainesville-Hall County labor force is at an all-time high of 106,469 in December 2021. More than 80 employers have job openings posted on the Greater Hall Chamber’s website jobs page ([GHCC.com/JOBS](https://www.ghcc.com/jobs)) seeking full and part time employees.

“The Chamber provides a forum for the business community, educators and elected officials to work together on the issues that impact existing industries, small businesses, the healthcare community, retail and new business recruitment,” said **Kit Dunlap, president & CEO of the Chamber**. The Greater Hall Chamber of Commerce hosted two job fairs in 2021 and will host a Spring Job Fair & Career Expo at the Gainesville Civic Center on March 30, 2022.

With a growing demand for talent and low unemployment in the Gainesville-Hall County Metropolitan Area, the Greater Hall Chamber, businesses and educators **remain focused on Work Based Learning and Apprenticeships** for high-skilled career paths in demand by area businesses. In 2021, **Lanier Technical College reached a record enrollment of more than 5,000 students** at the new Gainesville campus. The Chamber’s Workforce Development Task Force is a partnership with Lanier Technical College, Hall County Schools, Gainesville City Schools, Brenau University, the University of North Georgia and private businesses. The mission is to ensure businesses can acquire the talent and skills they need for sustainable growth and to replace highly skilled workers as they retire.

Healthcare Services in Gainesville-Hall County enhance quality of life and provide a direct economic impact for an estimated **1.8 million Georgia residents in the 18-county service area**. In October 2020,

the Greater Hall Chamber released an updated report of the community's **447 regional healthcare providers that employ more than 14,725 and provide nearly \$830 million in annual wages** in the community. In 2022, Northeast Georgia Health System will move forward on a **major \$500 million campus expansion** for the Northeast Georgia Medical Center (NGMC) Gainesville.

Expansions are also underway at NGMC Braselton including the expanded Cancer Center with care provided by Longstreet Clinic and Northeast Georgia Physicians Group. NGMC's Graduate Medical Education (GME) Program has earned accreditation in Family Medicine, General Surgery, Internal Medicine, OB/GYN, Emergency Medicine, Psychiatry, Cardiovascular Disease and Hospice and Palliative Medicine. The GME program is expected to grow to 170 Graduate Medical Residents by 2023, **and GME is anticipated to have a \$66 million economic impact in Hall County**. Adding to the growing healthcare education programs, Brenau University added a Master of Science in Physician Assistant Studies in 2021.

Ninety-nine percent (99%) of the 5,190 business establishments in Hall County are categorized as small, using the SBA's definition of fewer than 500 employees. Approximately 93.5 percent of all businesses employ fewer than 50. Participation in the Chamber's monthly Small Business Seminars has grown in 2021 through virtual and hybrid meetings featuring programs about navigating business in an unpredictable world, marketing, and other topics to support small businesses. In its fifth year, **36 small business owners earned the Greater Hall Chamber's "Certified Small Business Partner" designation** for participating in at least six of the Small Business Seminars, and they will be recognized at an upcoming Greater Hall Chamber of Commerce board meeting.

###

About Gainesville-Hall County

Gainesville-Hall County, Georgia is a vibrant and growing 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 320 manufacturing and processing concerns, and more than 50 international companies representing 15 foreign countries.

For more information on the Chamber's Economic Development Division, contact:

Tim Evans, Vice President – tim@ghcc.com

Nikki Chandler, Vice President of Existing Industry – nchandler@ghcc.com

Ellie Parker, Project Manager - Small Business – eparker@ghcc.com

Anna Hester, Project Manager – anna@ghcc.com

Kit Dunlap, President & CEO – kit@ghcc.com

770-532-6206

www.greaterhallchamber.com