

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 world-class healthcare, more than 330 manufacturing and processing facilities, and 60 international company locations, representing 21 foreign countries.

Greater Hall Chamber of Commerce

Gainesville-Hall County Economic Development Council
www.greaterhallchamber.com



Northeast Georgia Health System is under construction with a new, multi-story patient tower at the Northeast Georgia Medical Center Gainesville Campus. The new Patient Tower in Gainesville will be a 927,000-square-foot expansion that will make NGMC Gainesville the third-largest hospital in Georgia (by bed size).



BUSINESS

For fiscal year 7-1-21 to 6-30-22, 18 new and expanding firms added 1,770 new jobs and \$295 million in capital investment to Gainesville-Hall County. Since 2015, 142 new and expanding businesses have announced 8,100 jobs and \$1.9 billion in new capital investment.

- The 2022 Milken Institute Report named the Gainesville-Hall County Metro Area as the Top Small Metro Area in Georgia and the Southeast US and #8 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 six consecutive years.
- Georgia has earned the #1 ranking for its business environment for an unprecedented nine years 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 Agilox North America (Austria), ALBAform (Czech), Boplan USA (Belgium), Cleanspace LLC, Cottrell, Fox Factory, Harris Products, Jinsung TEC (Korea), King’s Hawaiian, Kubota (Japan) Mars Wrigley, Mar-Jac Poultry, Mugele of America (Germany), SKF (Sweden), Syfan Logistics, XPO Logistics and Zebra Technologies.
- Fox Factory Holding Corp, an industry leader in the design and development of high-performance shock absorbers and racing suspension products, invested more than \$95 million in their new manufacturing headquarters and R&D facilities and the company has more than 1,300 employees in Gainesville-Hall County.
- Kubota recently announced plans to add a new \$140 million manufacturing facility to the company’s campus in Gateway Industrial Centre and employ an additional 500 workers in Gainesville-Hall County, bringing the company’s total employment in the community to more than 2,500. The new announcement follows Kubota Manufacturing of America Corporation (KMA) opening of their new Research and Development Center on 280 acres near Georgia Highway 365. The \$85 million development is the R&D center for all North America, and the company created nearly 100 jobs in engineering and other technical fields.
- Agile Cold Storage opened a new 150,000 square foot cold storage facility in Gainesville-Hall County in 2022, creating approximately 100 new jobs. The \$35 million facility is 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. Agile Cold Storage is developing a further expansion with an automated freezer and cold storage operation that will add over \$95 million in new investment and 10 new, full-time positions.
- The City of Gainesville is developing the infrastructure for a new, 1,300-acre business park located between Athens Highway and Candler Road in Gainesville-Hall County. The new Gainesville 85 Business Park will include water features, walking trails and will provide major business infrastructure to support business growth in the community. AT&T has fitted the new park with its “Fiber-Ready” designation for gigabit plus service.
- Cottrell, an industry leader in manufacturing and assembling car haulers and equipment, is constructing a new manufacturing facility in Gainesville-Hall County in the new Gainesville 85 Business Park. The company is investing \$125 million in the new, 600,000 square foot 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, Societal CDMO, R&D Systems (formerly Atlanta Biologicals), medmix USA, Georgia Poultry Laboratory Network, KAB Health, Apotheca, Inc. and Theragenics are among the top life science firms in Hall County.



Governor Brian Kemp toured Kubota’s Rough Terrain Vehicle manufacturing operation in Gateway Industrial Centre in Gainesville. A new facility will be constructed on an adjoining site and open in 2024, adding 500 jobs and \$140 million in private investment.

- Pattillo Industrial Real Estate plans to develop another 200,000 square foot facility in Flowery Branch. Pattillo Industrial Real Estate, Logistics Property Company, Radial Property Group, Crow Holdings Industrial, Taylor & Mathis, Prologis, Presco Property, CA Ventures and The Adams Companies have developed or are in the process of 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, 5,326 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 employees.
- 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.
- In 2021, the North Georgia Community Foundation distributed \$16.5 million in grant funding to charitable organizations serving the community.



The National is a \$72 million mixed-use project featuring a seven-story, 130-room Courtyard by Marriott hotel, convention space, apartments, an outdoor plaza, and dining areas and is under construction in Downtown Gainesville.

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 2010-2020, and the City of Gainesville’s population grew by 25% during the same period. The population of Gainesville-Hall County is estimated at more than 212,000 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 2022, year to date, is \$474,252, up 21.6% from 2020. The number of single-family home sales in Gainesville-Hall County for 2022 is 1,852. Home sales over \$400,000 are up 34%.
- High-quality retirement developments are thriving in Gainesville-Hall County. 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. Ashton Senior Living and BeeHive Homes of Gainesville have 65 units and 19 personal care homes, respectively.
- 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 completing 31 new cottages as part of their 24-acre expansion.

- The Lake Society is a new, 211-acre development at Ahaluna Drive and Dawsonville Highway in Gainesville that will include 723 new housing units for active adults and retirees. The development will include a clubhouse, marina and indoor pool. Developer Oak Hall Companies will construct 373 single family detached homes and 350 housing units for assisted living, memory care, independent living and duplex cottages. The first units will be available in 2023.
- *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.
- Urban Apartment Developer Terwilliger Pappas set new records in leasing Phase I of Solis Gainesville, a mixed-use development featuring retail and restaurant space and 220 apartments in the Downtown/Midtown area of Gainesville. The developer has started construction on Phase II of the Solis development, to be completed in 2024, including 180 additional apartments and 5,000 square feet of retail space.
- Midland Gainesville is a new 214-unit studio apartment development to be constructed on the Midtown Greenway by Marietta developer, McNeal Development. The new, \$57 million development will feature one-and-two-bedroom studio apartments to meet the needs of a growing population of young professionals in Gainesville-Hall County. Amenities will include an adjoining dog park, access to the active-lifestyle greenway and walkability to the restaurants, cafes, and events in downtown Gainesville.
- Developer Two Capital Partners will redevelop the 25-acre property of the old Blue Ridge Shopping Center on Shallowford Road in Gainesville into 385 rental units including 161 townhomes, 70 single-family cottages and 15,000 square feet of retail space. The development will be completed in 2024 with an investment of more than \$90 million.
- The National development in Downtown Gainesville, being developed by Capstone Property, will feature a 157-unit studio apartment building adjacent to the new Courtyard Marriott.
- The City of Gainesville has approved plans for The Gainesville Township as a new 1,122-acre development near Exit 24 and Old Cornelia Highway. The development will feature 2,365 residential units including 1,414 single family homes, 311 townhomes, 640 multifamily apartments, 75,000 square feet of commercial space and 645 acres of greenspace.
- Walton Communities recently dedicated 160 units of new affordable housing with 1-, 2- and 3-bedroom apartments offered at below market rates near downtown Gainesville.
- The Residential Group (TRG) recently completed 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 on Cash Road 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 a fire pit.
- 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.
- The City of Lula recently approved the single largest residential development in the City’s history with the 202-acre Moss Farm, a new 480-home subdivision. The developer, Pacific Group, anticipates a 7-10 year build out.
- Redevelopment of Church Street Manor and the Lofts on Jewell will feature a mix of 41 one-bedroom and studio apartments, with an amenity building and updated grounds. The Lofts are in walking distance to Northeast Georgia Medical Center, the Longstreet Clinic, and Brenau University. The project is set to be complete in 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.

- 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 off I-985 in Gainesville, is one of the area’s fastest-growing retail developments offering a Kroger Marketplace, a 29,000-square-foot 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 square feet of retail and restaurant space.
- Bourbon Brothers and Boot Barn Hall 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 near the Gainesville Square.
- Grubbs Market has opened in Downtown Gainesville at 511 Main Street in a 6,400 square foot former warehouse. The Market offers patrons premium quality meat, locally sourced food, prepared foods, an in-house baker, and specialty goods.
- Lanier Islands Parkway/Friendship Road and the highly successful, 500,000-square-foot 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.
- Census data indicates Gainesville-Hall County has a primary trade area that serves over 1.8 million Northeast Georgia residents and is the region’s major healthcare, employment hub and retail trade center for consumer goods, automobiles, restaurants and more.



The Flowery Branch Farmers Market Pavilion is a new concert and event venue adjacent to the historic train depot in downtown Flowery Branch.

HEALTHCARE

Northeast Georgia Health System, Longstreet Clinic, Northeast Georgia Diagnostic Clinic, Good News Clinics 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 more than 1.7 million patient visits in 2021 across a variety of locations:
 - Four Northeast Georgia Medical Center (NGMC) campuses in Gainesville, Braselton, Winder and Dahlonega
 - 125 Northeast Georgia Physicians Group (NGPG) locations, including primary care, pediatrics and an array of specialties
 - Fourteen Georgia Heart Institute locations
 - 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 has also been recognized by the American Heart Association for heart failure care and is a Center of Excellence for hernia surgery, robotic surgery, colorectal surgery, minimally invasive surgery and minimally invasive gynecology. It also offers a Level III Neonatal Intensive Care Unit.

- NGMC’s Graduate Medical Education (GME) program now has more than 139 resident physicians in General Surgery, Internal Medicine, Family Medicine, Emergency Medicine and Psychiatry. The program has also expanded to offer five fellowship programs in Cardiovascular Disease, Pulmonary and Critical Care, Infectious Disease, Simulation 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) broke ground in early 2022 to expand Northeast Georgia Medical Center (NGMC) Gainesville with a new 927,000-square-foot patient tower that will make NGMC the third-largest hospital in Georgia by bed size. The new patient tower will open in 2025 and will include the relocation of the existing Emergency Department, convenient and expanded access to Georgia Heart Institute, 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 Health System (NGHS) recently broke ground on the new Northeast Georgia Medical Center Lumpkin hospital campus expected to open on Georgia 400 in 2024. NGHS has also started construction on four new medical plazas in Buford, Jefferson, Bethlehem and Dawsonville.
- 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.

Construction is underway on the new Medical Plaza 2 Office Building at the Northeast Georgia Medical Center Braselton Campus. The new Medical Plaza 2 will house an ambulatory surgery center and medical office space for physicians to practice at the Braselton Campus.

- For over 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 2021. The independent, physician-owned medical group has more than 200 Physicians and Advanced Practice Providers across 19 medical specialties and employs more than 800 individuals. Longstreet Clinic occupies over 150,000 square feet of medical office space across the region and has an annual budget of over \$125 million.
- Longstreet Clinic is consistently recognized by the community and healthcare industry for its high-quality care and innovation. Their providers are recognized in the annual “Best in Hall” reader’s choice, and our clinic ranks among the largest physician group practices by the Atlanta Business Chronicle. Longstreet Clinic has multiple physicians were honored each year as “Top Doctors” in *Georgia Trend* and Atlanta magazines.
- 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. Good News Clinics is expanding to meet the growing need for indigent healthcare in the community.
- The implementation of EPIC, one of the largest healthcare software programs, at Northeast Georgia Health System, Northeast Georgia Physician Groups, 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 opened in Flowery Branch in early 2021. The new, 29,000 square foot musculoskeletal and sports medicine clinic is located adjacent to the IBM Performance Fields, home of the Atlanta Falcons, and provides services to both residents and professional 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 filling with new tenants. The 3-story project includes 20,000 square feet of retail and restaurant space and will include a new Italian Restaurant, a Taqueria Tsunami restaurant, a Kilwins chocolates and ice cream, an Onward Reserve menswear shop and eight condominiums. Additionally, the second floor is the new home to Brenau University’s Lynn J. Darby School of Psychology and Adolescent Counseling.
- The City of Gainesville’s new, 410-space parking deck located adjacent to the Hall County Library in Downtown Gainesville provides parking north of the square within walking distance to restaurants and the Midland Greenway. A section of Brenau Avenue has been permanently closed as part of the project to create a new plaza and water feature in Downtown Gainesville.
- A seven-story, 130-room Courtyard by Marriott hotel is under construction for Downtown Gainesville as the centerpiece of The National, a \$72 million new mixed-use project on Green Street. 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, recently completed construction, and is fully leased. The project includes 10,000 square feet of retail and restaurant space and 220 market-rate apartments.
- Terwilliger Pappas, the Solis project developer, also has begun development of Phase II on a nearby Midtown City Block to build an additional 5,000 square feet 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.



Gainesville Renaissance, a mixed-use development in Downtown Gainesville, includes retail, condo and restaurant space and houses Brenau University’s Lynn J. Darby School of Psychology and Adolescent Counseling.

- 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) has completed a mixed-use development in downtown Flowery Branch, which includes 13 apartments and 7,000 square feet 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.
- Interactive Neighborhood for Kids (INK) is relocating from Gainesville to Oakwood with a building to be nearly twice the size of its current location. The \$4.3 million INK building 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 in 2023.
- Downtown Gainesville Redevelopment Tools include Federal Opportunity Zone, Tax Allocation District, USDA Business and Industry Loans, New Market Tax Credits and Historic Preservation Tax Credits.

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 complete. The 23-year project is expected to help 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 that 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-foot trail expansion to its Lula Wellness Park near Athens Street in downtown Lula.
- 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 completed on 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 Midland Greenway, which will connect Downtown Gainesville and Lake Lanier to the University of North Georgia Gainesville Campus 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. A new Banks Street Trailhead has been dedicated in Midtown Gainesville to include 35 parking spaces and restroom facilities as well as a new playground and Engine 209 Park 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 in Flowery Branch in South Hall County and offers new access for commercial developments.



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

- 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 projects.
- I 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 continued to reach peak enrollment numbers in its 57-year history with 5,611 students enrolled for Fall of 2022. 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 square feet of teaching space. The college had 5,611 students enrolled for the Fall 2022 semester, a 10% increase over 2021, 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 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).
- Brenau’s 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 is located in 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.



Lanier Technical College – Gainesville Campus

- 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 \$755 million on northeast Georgia during fiscal year 2021, according to the annual study of the University System of Georgia. The impact includes \$723 million in spending and jobs and an additional \$32 million impact attributed to capital construction projects.

- UNG was ranked #2 of Georgia top public universities 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.



Officials cut a ribbon at the Ivester College of Health Sciences and the Lynn J. Darby School of Psychology and Adolescent Counseling located in the Brenau Downtown Center and Gainesville Renaissance. (L-R) Mike Smith, Brenau University Board Chair, Mayor Sam Couvillon, City of Gainesville, Doug Ivester and Anne Skleder, President, Brenau University.

- 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.
- The new 86,483-square-foot Cottrell Center for Business, Technology, and Innovation on UNG’s Dahlonega campus features 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.
- 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.
- After the E-SPLOST VI support and passage, Gainesville City School System opened the Advanced Studies Center (August 2021), a new Cafeteria & Media Center (January 2022) and a new Student Activities Center (August 2022) on the campus of GHS. The latter will accommodate 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 recently completed the new Gainesville Middle School West Campus in August 2022, primarily meeting the needs of advancing students from Mundy Mill Arts Academy and Gainesville Exploration Academy.



University of North Georgia – Gainesville Campus

- 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 2nd 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.

TOURISM

Lake Lanier Olympic Park was selected as the host site for the 2026 NCAA Women’s Rowing Championships. A new boathouse and walking trails are in development and will enhance the venue for spectators and world class athletes that compete on the Olympic course.

- 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. In 2022, the course hosted the NCAA Division II Women's Golf National Championship.
- 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.



A new boathouse at the Lake Lanier Olympic Park is under construction with an 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.

- 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 Pinelisle Resort.

- 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 25th Annual Motul Petit Le Mans was held October 1, 2022 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 concerts, festivals and the accessibility to Downtown and Midtown Gainesville. Gainesville's Mule Camp Festival and the new Midland Music Festival are sited on the greenway to better accommodate the more than 10,000 visitors to each event.

- 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, “The Coop,” 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.
- 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 each committee continues their specific focus. Throughout the first 25 years, goals have been completed as well as realigned to reflect current needs and trends. Additionally, a new generation of community members have become involved.
- Every great community has great art. Vision 2030’s vibrant Public Art Committee has built on the region’s love of all forms of art, partnering to have art displayed in accessible and visual areas across the community. In fact, since 2015, over \$1.09 million of public and private investment has been made.
- All of our land is destined to be put to some use, so the Greenspace committee works side-by-side with government to ensure our community has trails, parks, and protected green land.
- The Next Gen HallCo committee consists of the 21-40 age group, helping to create relationships and encourage involvement for the future of Hall County. In addition to quarterly “Meet and Mingles,” this group produced a FREE “Welcome to Hall County” video resource for sharing within organizations, businesses, neighborhoods or on social media. To view the video or learn more, visit www.Vision2030.org.



“Nucleus” is the newest public art installation. This seven-foot sculpture by artist Greg Johnson is located in the new pocket-park adjacent to Brenau’s Downtown Center and the new Gainesville Renaissance.

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 Chamber’s Economic Development, VISION 2030, Education and Leadership programs are funded through the HALLmark 2020-2025 Initiative.

- 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 to increase their skills and build a sustainable workforce through work-based learning and the apprenticeship program.



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