

ECONOMIC DEVELOPMENT REPORT

2024

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 and more than 330 manufacturing and processing facilities, as well as 60 international company locations representing 21 foreign countries.

Greater Hall Chamber of Commerce

Gainesville-Hall County Economic Development Council



*Located in Gainesville at **Lake Lanier Olympic Park**, a new boathouse replaces the previous facility that was built for the 1996 Centennial Olympics. The new three-floor, 60,000 square-foot boathouse contains a fitness center, locker rooms, and direct access to docks, as well as storage for rowboats, canoes, and kayaks. Along with an exceptional view of Lake Lanier, the new facility will also offer meeting and event space that can host up to 400 guests.*

BUSINESS

For 2022-2023, 24 new and expanding firms added 1,700 new jobs and \$1.1 billion in capital investment to Gainesville-Hall County. Since 2015, 155 new and expanding businesses have announced 8,800 jobs and \$2.7 billion in new capital investment.

- The 2023 Milken Institute Report named the Gainesville-Hall County Metro Area as the Top Small Metro Area in Georgia and top 10 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 nine consecutive years.
- Georgia has earned the #1 ranking for its business environment for an unprecedented tenth year in a row; during that time, Gainesville-Hall County has been the top job producing Metropolitan Area in the state. In 2023, Area Development Magazine and 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 nine years.
- Firms expanding their North American business include Agilox North America (Austria), ALBAform (Czech), Boost Transport, CJ Foodville Corporation (South Korea), Cleanspace LLC (UK), Corporate Storage, Cottrell, Eskimo Cold Storage, Freedom Trans USA, Harris Products, Jinsung TEC (Korea), King's Hawaiian, Kubota (Japan), Mars Wrigley, Mar-Jac Poultry, medmix Healthcare US Inc. (Switzerland), Syfan Logistics, XPO Logistics, and Zebra Technologies.
- Kubota Manufacturing of America Corporation (KMA) is constructing a new \$190 million manufacturing facility at the company's campus in Gateway Industrial Centre and will 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 construction follows KMA's opening of a new Research and Development (R&D) Center on 280 acres near Georgia Highway 365. The new R&D Center for North America created 100 jobs in engineering and other technical fields.
- The Georgia Ports Authority has engaged local construction and engineering services to develop a new inland port terminal, the Blue Ridge Connector, to provide a door-to-door rail connection for container service between the Port of Savannah and Gainesville-Hall County. Carroll Daniel Construction, Simpson Trucking & Grading, and Rochester & Associates are among the local firms that will engineer and construct the new terminal. It is expected to be completed and open in 2026.
- The family-owned, Hawaiian-inspired food company King's Hawaiian has invested \$100 million to expand its Oakwood facility, creating more than 160 new jobs. This new 150,000-square-foot bakery is located adjacent to the King's Hawaiian's facility on Aloha Way in the Oakwood South Industrial Park.
- Agile Cold Storage is developing an automated freezer and cold storage operation that will add more than \$100 million in new investment and 10 new full-time positions. The new cold storage expansion will serve a large network of food and pharmaceutical manufacturers that rely on cold-chain logistics.
- The Swiss-owned medmix US, a global leader in precision device manufacturing, will open a new medical device manufacturing facility later this year, located at Oakwood South Industrial Park in the City of Oakwood. The company will invest \$20 million in the new 300,000 square foot operation and grow to 200 employees in the next five to seven years.
- The City of Gainesville has developed 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 and walking trails



*Kubota celebrated their new Loader Manufacturing Facility with a groundbreaking ceremony, which is scheduled to open in early 2025. L to R: **Phil Sutton**, Vice President at Kubota Manufacturing of America Corporation, **Governor Brian Kemp**, **First Lady Marty Kemp**, former **Governor Nathan Deal**, and **Brian Arnold**, President of Kubota Manufacturing of America Corporation.*

and will provide major business infrastructure to support business growth in the community. AT&T has designated the new park as “Fiber-Ready” for its gigabit plus service.

- Cottrell, an industry leader in manufacturing and assembling car haulers and equipment, is completing a new manufacturing facility in Gainesville-Hall County in the new Gainesville 85 Business Park. The company is investing \$157 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.
- CJ Logistics America, a subsidiary of Korean-based CJ Foodville, is developing a 270,000 square-foot cold-chain logistics facility storage warehouse in Gainesville-Hall County. This new 270,000 square-foot facility has direct access to I-985/Hwy 365 and is adjacent to the Georgia Ports Authority’s new Blue Ridge Connector.
- BTS Bioenergy is planning to open a 51-acre bioenergy facility in Gainesville that will process wastewater and produce renewable natural gas. This facility will also produce a soil amendment, which is a crucial component in soil blending. Onsite will be an odor control and wastewater treatment building that will help prevent air emissions from leaving the facility.
- Gainesville-Hall County companies, including Boehringer Ingelheim Animal Health, Societal CDMO, R&D Systems (formerly Atlanta Biologicals), medmix USA, Georgia Poultry Laboratory Network, Apotheca, Inc., and Theragenics, are among the top life science firms in Hall County.
- Pattillo Industrial Real Estate plans to develop another 200,000-square-foot facility in Flowery Branch. Pattillo, Logistics Property Company, Radial Property Group, Crow Holdings Industrial, Seefried Properties, Taylor & Mathis, Prologis, Presco Property, FD Stonewater, CA Ventures, and The Adams Companies have/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, 5,908 business establishments represented Gainesville-Hall County employment in 2023. Ninety-nine percent of businesses are categorized as small, using the Small Business Administration’s definition of fewer than 500 employees. Ninety-four percent employ fewer than 50 people.
- Twenty small business owners earned the Greater Hall Chamber’s “Certified Small Business Partner” designation for 2023. Each “Certified Small Business Partner” participated in at least six of the Chamber’s Small Business Success Seminars last year.
- 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.



King’s Hawaiian is expanding its Oakwood presence with a \$100 million facility that will produce pretzels, creating more than 160 new jobs. This new 150,000-square-foot bakery will be located adjacent to the King’s Hawaiian’s facility on Aloha Way in the Oakwood South Industrial Park. The new facility will open in early 2024.

POPULATION & HOUSING

More than 1,200 new residential units are under development within a short walk of Gainesville’s Downtown Square and the City’s Midtown Greenway.

- 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 217,690 in 2023 and is expected to

grow to 245,000 by 2030. The U.S. Census Bureau has identified the Gainesville-Hall County MSA among the fastest growing metropolitan areas in the United States.

- In 2023, Hall County governments issued 1,114 new single-family home permits. Gainesville processed 250 permits, Oakwood processed 160, and Flowery Branch processed 158. Unincorporated Hall County issued 469 permits and Lula processed 9 permits. The Hall County portions of Buford and Braselton processed 10 and 58 permits, respectively.
- The Gainesville-Hall County Metropolitan Area ranked first out of 212 metro areas in Bankrate's Housing Heat Index, which includes the fourth highest home price appreciation in the nation. This ranking is also based on unemployment, job growth, active home listings, days on market, and population change. According to The Norton Agency, the average home price in Gainesville-Hall County was \$477,141 for 2023. Furthermore, the area has about 2.4 months of supply, and homes have recently been averaging 45 days on the market. There were also 2,371 single-family home sales in Gainesville-Hall County in 2023, and home sales over \$1,000,000 are up 11.8%.
- Lanier Village Estates, a retirement community located in North Hall County, 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.
- Midland Gainesville is a new 214-unit studio apartment development under construction on the Midtown Greenway by McNeal Development. The new \$57 million development will feature studio, one-bedroom, and two-bedroom 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, breweries, and events in Downtown Gainesville.
- The Everly Apartments recently completed construction and is fully leased with 10,000 square feet of retail and restaurant space and 220 market-rate apartments. A developer has begun development on Solis II on a nearby Midtown City Block to build an additional 5,000 square feet of retail and restaurant space and 180 apartments.
- Two Capital Partners is redeveloping 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 in Downtown Gainesville, a development by Capstone Property, recently finished construction on a 153-unit studio apartment building opposite the new Courtyard Marriott Hotel.
- 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.
- Lula is the next focus of Ncredible properties. A development of 19 cottage-style homes in walking distance to Downtown Lula is under construction.
- 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.

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, I-985 in Gainesville, is one of the area's fastest-growing retail centers. A new 55,000-square-foot Publix-anchored Limestone Marketplace will feature new restaurants, including Tupelo Honey, Hello Hilo, Superchix, and a 20,000-square-foot medical office building.
- Dawsonville Highway, another successful retail corridor located in Gainesville, offers more than 1.7 million square feet of retail and restaurant space, including Lakeshore Mall, which was recently acquired by Branch Properties. As one of Georgia's oldest shopping centers, Lakeshore offers an outstanding location and redevelopment opportunity.
- Bourbon Brothers recently opened in Downtown Gainesville. The development includes 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.
- 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 with new mixed-use developments, including The National, The Everly, Midland, and Gainesville Renaissance. These developments are adding exciting retail, restaurant, and meeting space to the urban center.
- 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 healthcare, employment hub, and retail trade center for consumer goods, automobiles, restaurants, and more.



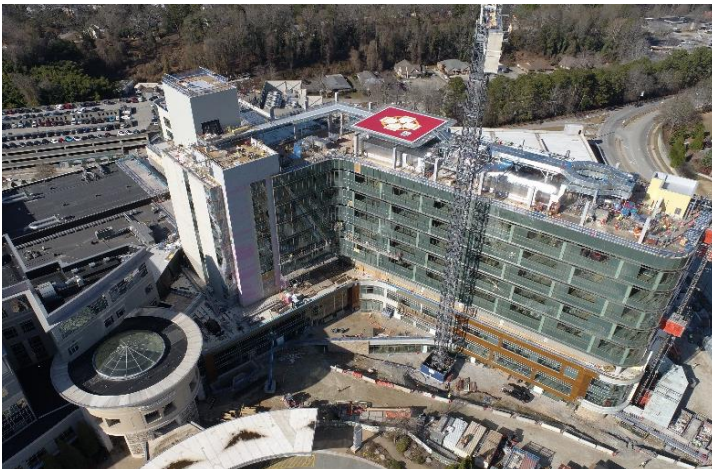
The new Flowery Branch Farmers Market Pavilion is the latest addition to the historic Downtown area with new retail, event spaces, residential developments, and restaurants in a vibrant and walkable community that continues to maintain its historic charm.

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, all close to home.

- According to the Greater Hall Chamber's 2023 Healthcare Study, Gainesville-Hall County is home to over 485 healthcare service providers employing 16,000 people, or approximately 15% of the Hall County workforce. More than 80% 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 1.5 million patient visits in 2022 across a variety of locations:
 - Five Northeast Georgia Medical Center (NGMC) hospitals across four counties, including two in Hall County:
 - NGMC Gainesville (Hall County)
 - Level I Trauma Center (one of only five in Georgia)
 - 557 beds
 - 24 operating rooms

- 116 Intensive Care Unit (ICU) beds
 - Level III Neonatal Intensive Care Unit (NICU)
 - Interventional Cardiac Cath Labs
 - 24/7 Emergency Department
 - NGMC Braselton (Hall County)
 - 134 beds
 - 7 operating rooms
 - 24 ICU beds
 - Level II NICU
 - Interventional Cardiac Cath Labs
 - 24/7 Emergency Department
 - More than 95 Northeast Georgia Physicians Group (NGPG) locations
 - More than 14 Georgia Heart Institute locations
 - Dozens of other outpatient locations
- NGMC Gainesville is recognized as a Comprehensive Stroke Center (American Stroke Association), an Emergency Cardiac Care Center (Georgia Department of Public Health), and a Center of Excellence for Colorectal Surgery, Minimally Invasive Surgery, Minimally Invasive Gynecology, Robotic Surgery, and Hernia Surgery.
 - NGMC Gainesville is one of only two hospitals in the state providing robotic heart surgery.
 - NGMC Gainesville is currently building a new 927,000-square-foot patient tower that will make the campus the third-largest hospital in Georgia by bed size. The new tower will include a new Emergency Department, convenient and expanded access to the Georgia Heart Institute, a new helipad, the addition of 150 new beds for inpatient care, additional parking, and more when it opens in 2025.
 - NGMC Braselton is also expanding to add two new floors, 150 additional beds, an expanded Emergency Department, an ambulatory surgery center, more parking, and expansions for the pharmacy, laboratory, kitchen, and other support spaces. The expansion is expected to be complete in 2026 at an estimated cost of \$565 million.



Northeast Georgia Health System recently topped out their new, multi-story patient tower at the Northeast Georgia Medical Center Gainesville campus. Currently scheduled to open in 2025, the new Patient Tower in Gainesville will be a 927,000-square-foot expansion that will make NGMC Gainesville the third-largest hospital (by beds) in Georgia.

- NGMC has now surpassed the \$4.2 billion mark in local and state economic impact. More than 1,200 providers are part of the medical staff at NGMC, and NGHS currently employs more than 10,000 people throughout the region, making it one of Georgia's largest employers.
- NGMC's Graduate Medical Education (GME) program now has more than 190 resident physicians and fellows across nine specialties – internal medicine, primary care track, family medicine, general surgery, emergency medicine, psychiatry, transitional year, cardiovascular disease, and hospice/palliative medicine. There will be over 200 physician learners by 2024, making NGMC one of the largest graduate medical education programs in the state.
- NGMC's GME program has contributed more than \$66 million to Hall County's economy from 2019 to 2023 – and an additional \$18 million in annual local economic impact is projected for 2024 and beyond.

- NGHS is also currently developing:
 - A new NGMC Lumpkin hospital campus, expected to open along Georgia 400 in 2024
 - Three new multispecialty medical plazas in Bethlehem, Dawsonville, and Gainesville
 - A new inpatient rehabilitation hospital in Gainesville (in partnership with LifePoint Rehabilitation)

- For over 25 years, Longstreet Clinic has been a leading-edge, primary care and multispecialty medical group with more than 475,000 annual patient visits at 10 office locations across Northeast Georgia. The independent, physician-owned medical group has more than 150 Physicians and Advanced Practice Providers across 19 medical specialties and employs more than 800 individuals.
- 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 their clinic ranks among the largest physician group practices by the Atlanta Business Chronicle. Longstreet Clinic has multiple physicians 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 Northside Hospital Diagnostic Clinic has 41 multi-specialty physicians and 14 mid-level providers. Delivering consistent exceptional services in Internal Medicine, Endocrinology, Oncology-Hematology, Nephrology, Pulmonary Medicine, and Rheumatology, the NHDC has been voted the Best Medical Clinic in Hall County in the Best of Hall Readers’ Choice Awards since 2018.

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 full of new tenants. The three-story project includes 20,000 square feet of retail and restaurant space including Cotto Modern Italian restaurant, Taqueria Tsunami restaurant, Kilwins, Boarding Pass Coffee, Onward Reserve, eight condominiums, and a pocket park. 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, the library, and the 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.
- A seven-story, 130-room Courtyard by Marriott hotel is open in Downtown Gainesville as the centerpiece of The National, a \$72 million mixed-use project on Green Street. The new 77,000 square-foot property is Gainesville’s largest hotel property and will also include convention and meeting space, apartments, an outdoor plaza, and dining areas, developed by Capstone Property Group.
- A new 90-room Residence Inn by Marriott hotel will be developed by Capstone Property Group, located on White Sulfur Rd., adjacent to the New Holland Market Shopping Center near I-985. Construction is expected to begin in early 2024, and a projected opening in Fall 2025.
- NoFo Brewing, Jekyll Brewing, The Chair Factory, Grubs Market, Vendetti’s Pizza, Pasta & Grill, and Remedy Distillery are among the new entertainment and eateries along the Midland Greenway in Gainesville.



The National in Downtown Gainesville, a development by Capstone Property Group, opened a 153-unit studio apartment building opposite the new Courtyard Marriott Hotel in Fall 2023.

- Thrive Coworking recently opened in a repurposed historic building at 100 Main Street on the Downtown Square in Gainesville for a shared-office concept in a vibrant, walkable location.
- The City of Lula has completed recent Downtown beautification efforts at Veterans Park and a fully renovated train depot and community center.
- Flowery Branch is partnering with developers to build a vibrant downtown with retail, residential, and restaurant spaces. The city is developing two parks, including a farmer's market, and streetscaping in the downtown area.
- Interactive Neighborhood for Kids (INK) is relocating from Gainesville to Oakwood and will soon occupy a bigger, 35,000 SF building. The \$13.3 million building for the interactive children's museum is part of Oakwood's plan to transform its downtown area. Although it is not expected to open until at least 2025, additional plans for development are underway, including additional storefronts and a railroad viewing platform near INK's facility.
- Downtown Gainesville Redevelopment Tools include Federal Opportunity Zone, 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 Blue Ridge Connector (Northeast Georgia inland port terminal) will be developed on 104 acres in the Gateway Industrial Centre near Georgia Highway 365. Construction is estimated to take 24 months to complete, and it will be operational in 2026. The BRC will be operated by the Georgia Ports Authority and served by Norfolk Southern Railway with direct service between Gainesville and Savannah.
- 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. A study is underway to extend the main runway to 6,000 feet.
- 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 Headquarters and Gainesville Branch 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 providing 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 of Gainesville 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.



Rendering of the new Blue Ridge Connector set to open in 2026

- Lake Lanier, with over 39,000 acres of surface area and 692 shoreline miles, is one of the most heavily used lakes in the nation by the US Army Corps of Engineers. Since its construction in 1956, this reservoir has been a vital source of water for many in the Northeast Georgia region. Primarily with the help of the Chattahoochee River and Chestatee River, Lake Lanier provides drinking water for over five million people and 70 percent of residents in the Metro Atlanta area.

EDUCATION & WORKFORCE DEVELOPMENT

Lanier Technical College continues to reach new peak enrollment numbers in its 58-year history with 7,618 students enrolled for 2022-23. 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 6,100 students enrolled for the Fall 2023 semester, an 8% increase over 2022, and 30% of those were dual enrollment students. Graduates enjoy a 100% job placement rate.
- With the goal of closing the skills gap, 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.
- Lanier Technical College offers 155 programs of study including many that are identified as high-demand careers: Nursing, Mechatronics, Welding, Commercial Truck Driving, Computer Programming, Cybersecurity, Construction Management, Culinary Arts, Diesel Equipment Technology, 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 35 states and 18 countries and is a key economic contributor to Hall County, with a more than \$110 million impact across the community. Brenau has dozens of partnerships across the region with galleries, K-12 schools, higher education institutions, businesses, agencies, foundations, nonprofits, government entities, and others to serve the community.

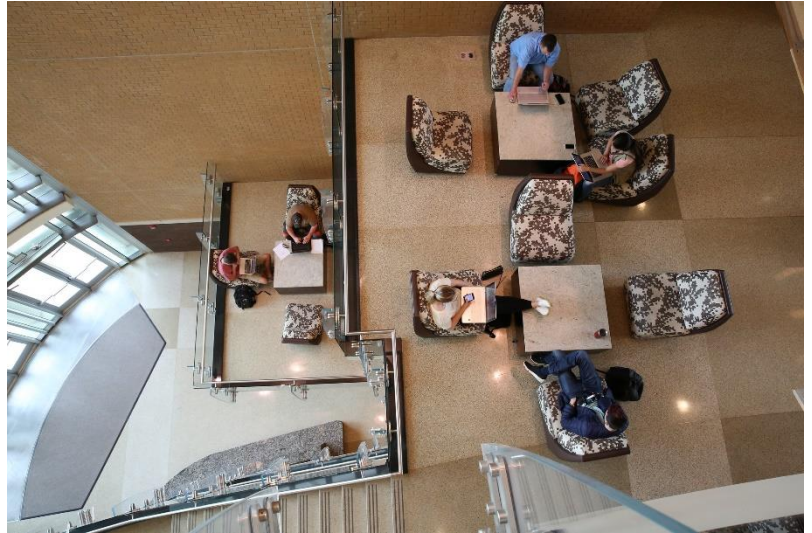


Lanier Technical College Dental Hygiene Lab – Gainesville Campus



Brenau University recently dedicated major facility improvements to the Ivester College of Health Sciences and the Lynn J. Darby School of Psychology and Adolescent Counselling located in the Brenau Downtown Center and Gainesville Renaissance. The Doug and Kay Ivester Foundation has made a huge impact on education in Gainesville-Hall County through gifts to Brenau University and other educational institutions.

- 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. Brenau offers doctoral programs in physical therapy, occupational therapy, nursing practice, education, and psychology.
- Last year, The Lynn J. Darby School of Psychology and Adolescent Counseling moved into the Gainesville Renaissance in Downtown. Together with the \$1.95 million investment in exterior construction to Brenau's Downtown Center, the addition of the Renaissance space helped the university expand its presence at the Gainesville square into a Downtown 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 more than 18,000 students spread over five campuses and online, UNG offers the best of both worlds – close connections and campuses paired with the opportunities of a large institution. UNG's Gainesville Campus has nearly 6,000 students, and the campus is well positioned to grow. UNG offers more than 140 programs of study at the certificate, associate, bachelor's, master's, and doctoral levels. 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.
- UNG made an economic impact of \$737 million and 6,300 jobs on northeast Georgia during fiscal year 2022, according to the annual study of the University System of Georgia. The impact includes \$734 million in spending and jobs and an additional \$3.3 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 2023 Best Colleges list. UNG also earned high marks for value and serving veterans.
- 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. Hall County School System recently unveiled a manufacturing center at West Hall High School as part of the manufacturing pathway offered to students.
- Gainesville City and Hall County School Systems also offer Dual Enrollment and Work-Based Learning Internships in partnership with all local industries. 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. 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, mock-interviews, dual enrollment, and career-focused boot camps as components of a major workforce development initiative.
- Serving over 8,200 students, Gainesville City School System (GCSS) is the home of the Red Elephants and one of Georgia's first Charter Districts. GCSS has six elementary schools, two middle schools, and one high school to Inspire, Nurture, Challenge, and Prepare our youth. 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



University of North Georgia (UNG) – Gainesville Campus. Throughout 2023, UNG celebrated 150 years of higher education in Northeast Georgia.

opportunities; after-school clubs and programs; and school of choice options for parents. 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.

- Gainesville High School's campus renovation is completed with the addition of the Advanced Studies Center for workforce development, Student Activities Center with gym, Media Center and Cafeteria, and three-story new main building with over 14 new career, fine arts, and science labs. The new Student Activities Center serves large-scale athletic programs, the Big Red Machine Marching Band, the Navy JROTC, along with a new turf field, track, and multi-purpose pavilion.
- Gainesville High School's Career, Technical and Agricultural Education (CTAE) program offers 19 career pathways within the 17 Georgia Career Clusters. The Advanced Studies Center is home to high skill, high wage technical pathways in Science, Technology, & Math (STEM) including Engineering, Mechatronics, Construction, Healthcare, Culinary Arts, and their corresponding Advanced Sciences. The new main building includes new classrooms and labs for Audio-Video & Film, Computer Science, Criminal Justice Forensics, Early Childhood Education, Entrepreneurship, and Marketing Management. For the 2023-2024 school year, new pathways and labs have been added for Graphic Design, Sports & Entertainment Marketing, and Teaching as a Profession. Gainesville High School received the Society of Manufacturing Engineers PRIME grant to improve professional development, equipment, and workforce development.
- Gainesville High School was recognized as a 2022 Advanced Placement (AP) Honor School, earning distinction in AP STEM, AP STEM Achievement, AP Humanities, and AP Access and Support. The school's rigorous AP program offers 27 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 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.
- 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.
- There are nine private schools in Gainesville-Hall County, including Lakeview Academy, Riverside Preparatory Academy (RPA), and Lanier Christian Academy. RPA 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.
- Lanier Christian Academy is constructing a new \$18.5 million campus in Flowery Branch adjacent to their current location. The new 80,000 square-foot academic building will sit on a 34-acre site and increase their K-12 enrollment capacity to over 1,000. Expected to be completed during the 2024-2025 school year, the new building and gymnasium will contain a Media Center, cafeteria, science labs, and over 50 new learning spaces.
- The Greater Hall Chamber of Commerce Workforce Development Task Force advocates for 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 children in grades PK-12 annually through STEAM-based environmental education field trips, Interactive Distance Learning programs, and Camp Elachee summer day camps.
- In 2022, the North Georgia Community Foundation distributed over \$12 million in grant funding to charitable organizations and scholarship funds to address giving needs in many areas throughout the community and region.

TOURISM

Lake Lanier Olympic Park has been 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 Lake Lanier Olympic Venue for spectators and world class athletes that compete on the Olympic course.

- Explore Georgia reported that Hall County had a total of \$292 million in visitor spending with \$22.5 million generated in state/local taxes for 2021. Food/Beverage, Recreation, and Lodging were the top three contributors. Tourism accounts for 2,170 jobs and \$72 million in annual payroll for Hall County.
- 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 2023, Lake Lanier Olympic Park saw an increase in visitor attendance in the park as well as at special events, with an estimated 290,000 visitors. The new Boathouse will open to events and visitors in 2024. Phase II of the Riverwalk is complete, and Phase III will be in the summer of 2024. Combined, the boathouse and Olympic Park annually generate 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 goods-related businesses, healthcare organizations, and others. Since the Alliance's implementation, Gainesville-Hall County has been awarded 6 NCAA National Championship events and 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, the Chattahoochee Grill, driving range, practice area, and putting lab. The golf course underwent a \$1.9 million renovation to bring it back to the original Robert Trent Jones, Sr. design. With this renovation, Gainesville will continue to see an increase in golfing and leisure travel. The course hosted the NCAA Division II Women's Golf National Championship in 2022 and has been awarded NCAA events in 2023 and 2024.
- Main Street Gainesville's community events in Historic Downtown hit record numbers again in 2023, including up to 5,000 people at First Friday Concerts, Jingle Mingle, and Trick or Treat on the Square, and an estimated 15,000 people in attendance for Christmas on Green Street. Main Street Gainesville is a nonprofit organization dedicated to maintaining a strong central business district and the preservation and continued improvements of Gainesville's Downtown district.
- Atlanta Botanical Gardens Gainesville is a 168-acre preserve and amphitheater. The Botanical Garden is adding nearly 400 parking spaces to the Gainesville location to accommodate patron growth.
- Lanier Islands, a world-class 1,500-acre resort, is the most visited lakeside and golf 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 investment plans to develop a \$155 million new, 300-room hotel and 75,000-square-foot conference center.
- 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 eight miles of hiking trails as well as natural history, ecology, and live



Interactive Neighborhood for Kids (INK) has started construction on their new \$13.3 million, 35,000 SF museum located in Downtown Oakwood. **INK** is targeting an open date for the new museum in 2025.

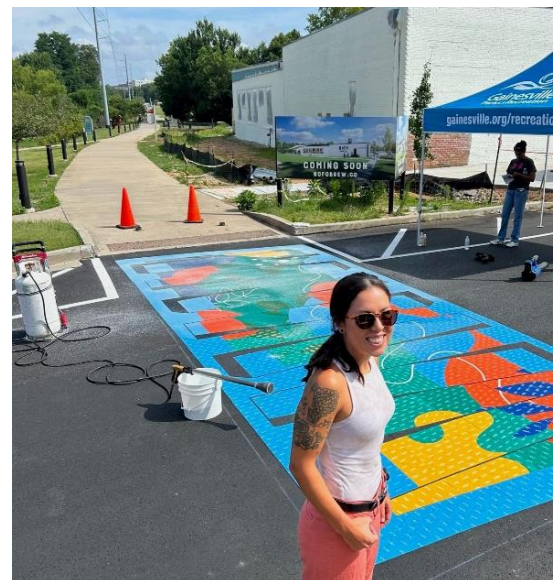
animal exhibits. Recent additions to Elachee’s ecology exhibits are the Garden Trail, Trail of Trees, and Georgia Pollinator Student Art exhibits. Elachee Nature Science Center is part of the 2,674-acre Chicopee Woods Area Park, which is composed of the nature preserve, Hall County’s agricultural center, Chicopee Woods Golf Course, and 21 miles of mountain bike trails.

- The Arts Council recently completed a 6,300-square-foot 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 27th Annual Motul Petit Le Mans will take place October 9-12, 2024. This event draws an estimated 150,000 people.
- 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 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.
- Lanier Technical College’s Ramsey Conference Center is a 14,000-square-foot, multi-purpose event center located on the campus in Gainesville. The center can seat 1,500 people theatre style or 750 banquet style.
- 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 18 years, goals have been completed as well as realigned to reflect current needs and trends. Additionally, a new generation of community members has 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. Hall County now has over 250 pieces of Public Art, and since 2015, over \$1.25 million of public and private investment has been made towards public art.
- Local artist Beckie Dominick and local industry Geveko Markings partnered through the Greater Hall Chamber’s Vision 2030 Public Art program to



Local artist Beckie Dominick and her unique public art installation near the Greenway in Downtown Gainesville.

create a unique pedestrian crosswalk public art installation near the Greenway in Downtown Gainesville. Swedish-owned Geveko Markings, headquartered in Gainesville for North America, manufactured the one-of-a-kind street marking application from the design. Plans are underway to install three more “Art in the Crosswalk” designs around Downtown Gainesville.

- The Vision 2030 Greenspace committee works side-by-side with government to ensure our community has trails, parks, and protected green land.
- The NextGen Hall Co committee consists of the 21-45 age group, helping 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.

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 and \$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 for 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.



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