



2024 Business Plan





Our Mission

To help create, grow and attract
new job opportunities and
investment in the Savannah region.

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Hyundai
Motor Group
Metaplant
America &
Suppliers

HMGMA & Suppliers

Business Retention and Expansion

Coordinate with the Savannah Harbor-Interstate 16 Corridor Joint Development Authority (Savannah JDA) workforce director to implement the workforce study to support existing industries within Chatham County.

Infrastructure

- Manage the Savannah JDA infrastructure needs that are a part of the HMGMA contract between Hyundai Motor Group, the Savannah JDA and the State of Georgia to include but not limited to roads, services and utilities.
- Partner with the City of Savannah on the regional force main into Bryan County to support initial HMGMA wastewater needs.
- Work with Georgia Department of Transportation to identify, plan and enhance product(s) related to the Westside of Chatham County.

Suppliers

- Market and attract Tier I, Tier II and Tier III HMGMA suppliers to Chatham County.
- Support HMGMA suppliers in Chatham County with infrastructure improvements and operation implementation to meet their timelines to serve HMGMA.

Grants

- Assist Allen-Smith Consulting in the administration and management of the HMGMA REBA grants.
- Promptly respond to HMGMA REBA drawdowns.
- Manage and execute HMGMA supplier grants for infrastructure improvements.

Marketing

- Manage strategic marketing plan that keeps target audiences informed of HMGMA and HMGMA supplier news and progress.
- Respond to and manage media relations for the Savannah JDA in regards to HMGMA and HMGMA suppliers selecting Chatham County.



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Workforce

- Create a collaborative regional partnership to include economic development agencies, chambers of commerce, workforce development and employment services, regional employers, educators, military, transportation stakeholders, nonprofits, county/municipal leaders and others.
- Coordinate regional partnerships, job seekers and students preparing for the job market.
- Build upon existing workforce infrastructure and create new programs and initiatives for those already located in the region.
- Oversee workforce development plan, design, implementation and management of a Savannah Workforce Regional Alliance (name TBD) to address:
 - Facilitating messaging to HR professionals
 - Childcare
 - Programs and initiatives that improve labor supply
- Develop six task forces to address:
 1. Military resources
 - Provide annual listings and guidance on all area organizations serving military discharge transition and/or placement to members of a Savannah Workforce Regional Alliance and separating military personnel.
 - Link military discharges from all U.S. bases to a Savannah region job market applicant database.
 2. Underrepresented workforce pipeline
 - Develop channels of communication regarding training and job placement services for marginalized workforce.
 3. Housing
 - Imperative for this to be a regional collaborative effort to develop and execute action plan.
 - Adoption of down payment assistant programs.
 - Adoption of city/county housing redevelopment programs.
 - Procurement of financial assistance programs.

4. Education resources

- Build/expand upon the exiting Career Pathway and Career Academy programs.
- Develop channels of direct interaction between employers, faculty and student/parents to encourage career choices within industries.
- Establish corporate foundations focused on STEM/STEAM education in public schools.
- Adopt Xcel strategies mentoring system on a broader scale.
- Encourage development of internships through interaction between members.

5. Transportation

- Imperative for this to be a regional collaborative effort to develop and execute action plan.
- Complete studies relative to micro transit zones.
- Ongoing development of transportation plan that addresses commuter express/van pool routes to employer clusters.
- Address transportation needs for student traveling between school/home and internship workplace sites.

6. Talent attraction marketing

- Develop, manage and execute talent attraction marketing strategy to include but not limited to:
 - Key messaging
 - Talent brand campaign
 - Talent website
 - Social media
 - Media strategy
 - Community communication



Business Development

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Business Development

Business retention and attraction efforts are the primary responsibilities of SEDA's business development team. It is crucial that SEDA support and serve the existing business community, as their satisfaction and success is a leading indicator for those who we seek to recruit. Efforts for both retention and attraction should focus on listening to and meeting client needs and delivering exemplary customer service in all venues.



Business Development

Economic Development Outcomes

| | 2023 Actual <small>*as of 12.31.2023</small> | 5-year average (2018-2022) |
|---|---|-------------------------------|
|  Expansions & Announcements | 11 | 14 |
|  New Job Opportunities | 3,731 | 3,112* |
|  Capital Investment | \$2,631,994,199 | \$1,522,380,525* |

Five-year average includes business attraction, business expansion and retention and innovation and technology.

*Includes 8,100 new jobs and \$5.54 billion in capital investment from Hyundai Motor Group in 2022.

Existing Industry

| | 2023 Actual <small>*as of 12.31.2023</small> | 2024 Target |
|---|---|-------------|
|  Existing Industry Visits | 64 | 85 |
|  Economic Development for Educators | 3 | 3 |
|  Chatham County Career Programs | 3 | 2 |

Business Development

Business Attraction



New Projects

2023 Actual
*as of 12.31.2023

70

5-year average
(2018-2022)

83



Prospect Visits

70

63

Lead Generation Activities



Local/Regional/State
Networking & Outreach

2023 Actual
*as of 12.31.2023

196

2024 Target

200



Conferences/Tradeshows

13

15



Business Retention and Expansion

- Serve as the local connection for existing industries through face-to-face meetings. Identify opportunities and challenges that SEDA can help address, especially as it relates to business retention and growth.
- Collaborate with local, regional and state organizations to provide a customized response for a solution to individual business' needs.
- Coordinate with the Savannah JDA Workforce Director to implement workforce study to support existing industries within Chatham County.
- Represent SEDA through participation in or facilitation of local, regional and state working groups, boards and/or committees. SEDA's BRE team will raise awareness of industry challenges and address unique solutions to workforce, permitting, supply chain, community and expansion issues.
- Increase and strengthen the number of partners and the depth of services available to established businesses.
- Increase the number of communications shared with industry contacts, serving as a reminder of how SEDA's BRE can support individual companies.
- Work with marketing to generate new and innovative BRE content.
- Work with marketing to generate content for Good Corporate Citizens website.



85 existing industry visits



Work with marketing to generate content for Good Corporate Citizens website.

Workforce Initiatives

- Continue work that improves and/or creates strong business partnerships between employers and our K-12 school system.
- Work with partners to explore solutions to industry-wide concerns such as retention of workforce, automation, transportation and training.
- Promote business education partnerships, apprentice programs and other community and/or SEDA-led initiatives through speaking engagements/sponsorships in the community.
- Identify and visit cities that operate high-functioning workforce initiatives and other training programs where we could learn and implement best practices.

Business Development

- Host Economic Development for Educators (ED4E) annually, in partnership with the Savannah Chatham County Public School System.
- Promote and advocate for early learning initiatives, like the East Savannah United project, Workforce Initiatives Fund and other initiatives.
- Coordinate and support two Chatham County Career Expos.



Three ED4E sessions

Lead Generation

- Continue to build strong relationships with statewide economic development project managers, site selection consultants and local, regional and national real estate brokers.
- Host two familiarization tours to target site consultants, brokers and state-level project managers.



200 local, regional and state networking outreach opportunities

- Promote Savannah to targeted industries through participation in industry-specific tradeshows, conferences and events as well as customized communication efforts:
 - Industrial Asset Management Council (Spring and Fall)
 - Site Selectors Guild Annual Conference
 - NextGen Talks
 - Georgia Logistics Summit
 - Georgia Economic Developers Association (Spring and Fall)
 - International Economic Development Council Conference
 - National Business Aviation Association
 - Southern Economic Development Council Annual Conference and Meet the Consultants
 - Consultant Connect ECONOMIX
 - Women in Economic Development Conference
 - Area Development Consultants Forum
 - Advanced Economic Development Leadership
 - Select USA
 - Future of Freight Conference



Host two targeted familiarization site tours



Attend 15 conferences & tradeshows

Business Development

Aerospace Manufacturing Industry

- In coordination with marketing, develop and execute strategy targeting the aerospace industry.
- Attend National Business Aviation Association and Farnborough Airshow.

Business Development Support Services

- Maintain a database of relevant community information including available properties, demographics, workforce data and other information pertinent to Savannah's competitive advantages.
- Promptly respond to project Requests For Information (RFI's) and client/partner needs and request.
- Coordinate with research to perform fiscal impact analyses on active final-stage projects.
- Continue to attend programs and conferences that allow staff opportunities to continue their education and knowledge of economic development.



Promptly respond to project RFI's



Perform fiscal impact analyses on active final-stage projects

Regional Business Development

- Market the Savannah JDA as appropriate. Continue participation with the Greater Savannah Regional Alliance and Greater Georgia.

Product Development

Savannah Chatham Manufacturing Center

- Host GDEcD and/or site selectors with focus on Savannah Chatham Manufacturing Center (SCMC).
- Continue to market SCMC to targeted audiences such as HMGMA and Gulfstream suppliers.
- Complete the construction of additional road and utility infrastructure in Phase II to support the full build-out of the park to support companies that select SCMC.

Other Product Development

- Coordinate with Chatham County to develop strategy for TSPLOST.
- Reevaluate the existing wetland rulings and the impacts to the development of Site 8.
- Continue to support and contribute to the Savannah MSA West Chatham Master Drainage Study and implementation to support sustainable growth in West Chatham County.
- Develop additional materials to illustrate the industrial assets in Chatham County.

Business Development Marketing

- Help create and collect shareable content including testimonials, stats, etc. for marketing.
- Support marketing to proactively generate content for K-12 and university educational institutions.

Innovation & Technology

- Collaborate with the Savannah Regional Film Commission to attract sound and/or XR stage.
- Consider and vet new sources to provide access to startups that would thrive in Savannah, in conjunction with the Savannah Logistics Innovation Center (SLIC) and The Creative Coast (TCC).
- Renovate 905 Abercorn Street to serve as office space for SLIC, TCC and the Coastal Catalyst Fund. Also to serve as small meeting space and location for collaboration to take next step in building innovation and technology.

- SEDA will continue to work closely with TCC, CCF and SLIC.

The Creative Coast (TCC)

- SEDA will continue sponsorship of The Creative Coast (TCC) for final year of existing MOU.
- SEDA will maintain active board seat on TCC.
- The Creative Coast programs bring together the full stack of technology-related workers, business leaders and creatives around innovation topics.
 - GRIT Conference
 - She Hustles
 - Eco-system meet-ups and community building events
 - Entrepreneurship programs such as Idea Accelerator Bootcamp, lunchtime topics, etc.
 - Technology youth/adult programs such as Girls Who Code, Coding Bootcamps, supporting TechSAV, Hackathons, etc.

The Coastal Catalyst Fund (CCF)

- SEDA will continue sponsorship of CCF.
- Should a CCF board of directors form, SEDA will maintain an active board seat.
- SEDA will consult on an appropriate pitch deck, local investor introductions and community engagement efforts.

Savannah Logistics Innovation Center (SLIC)

- SEDA will support SLIC in partnership with Georgia Southern University, Savannah State University and others.
- SEDA will maintain active board seat on SLIC.
- SEDA will fund SLIC at an appropriate level.
- SEDA will work with SLIC to develop incentives, marketing collateral and to promote the “Logistics Technology Corridor.”
- Continue to develop relationships with the Augusta Cyber Center, Chamber and partners in conjunction with the corridor regarding lobbying on behalf of “Tech Corridor Incentives.”
- Work with SEDA staff and board of directors to further adjust SEDA's technology incentives to best support businesses considering a location in Chatham County.
- Continue to work with the Georgia Centers of Innovation, Metro Atlanta Chamber of Commerce and others to showcase Georgia as the leader in logistics technology at conferences and through a potential marketing campaign.
- Work with SLIC to actively recruit startups to consider Savannah as a potential location.

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World Trade Center Savannah

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World Trade Center Savannah



World Trade Center Savannah is a proactive international business and trade development organization that exists to create jobs and attract investment by helping to facilitate foreign direct investment opportunities for the region and by helping regional businesses do business internationally.

We are a member of the World Trade Centers Association (WTCA), a global association of more than 300 World Trade Centers in nearly 100 countries. The World Trade Centers Association network serves as an international ecosystem of global connections and integrated trade services. We achieve our goals by meeting the specific needs of our partners and clients.






World Trade Center Savannah

Economic Development Outcomes

| | 2023 Actual as of 11.16.2023 | 2024 Target |
|---|---------------------------------|-------------|
|  Partner/Sponsor Revenue* | \$258,971* | \$260,000* |
|  Foreign-Trade Zone Revenue | \$243,795 | \$250,000 |

*Includes City of Savannah

Economic Development Outcomes

| | 2023 Actual *as of 12.5.2023 | 5-year average (2018-2022) |
|---|---------------------------------|-------------------------------|
|  Trade Service Projects | 118 | 60 |
|  Trade Service Hours | 476 | 565 |
|  Inbound & Outbound Delegations | 15 | 17 |

City of Savannah Partnership

- Maintain partnership as the Founding Partner.
- Serve as the support arm for all international business matters.
- Help elevate the City of Savannah on an international stage.



Maintain City of Savannah partnership



World Trade Center Savannah

Partners

- Generate revenue through partners & sponsorships.
- Provide resources to economic development partners through research and support.
- Communicate with each partner and understand their goals & needs.



\$260,000 in partner & sponsorship revenue

Foreign-Trade Zone (FTZ)

- Promote and grow active participation in FTZ 104.
- Support existing operators with challenges and growth opportunities.
- Participate in and host FTZ educational courses.



\$250,000 in FTZ revenue

TradeBridge

- Support Ireland team including regional IDAs and businesses to explore trade and FDI opportunities in Southeast Georgia.
- Identify and support Georgia companies with interest in trade with and/or through Ireland.
- Host and support two inbound missions with Ireland.
- Lead one outbound business trade mission to Ireland.



Inbound & outbound missions with Ireland

Research, Trade Services and FDI Support

- Perform customized research specific to partners and/or other World Trade Centers within the partner's timeline, goals and objectives.
- Maintain country briefing and protocol sheets for partners and board members.
- Generate a briefing book in advance of WTCA Global Business Forum.



Inbound/Outbound Delegations

- Develop and lead outbound business mission at the request of our partners and supporting their international strategy.
- Utilize inbound/outbound trade missions to explore opportunities for established businesses looking to expand/sell internationally.
- Lead outbound business mission for the 2024 WTCA Global Business Forum in Bengaluru, India.

Global Education and Networking Programs

- Host Prosperity Through Trade Luncheon.
- Design, plan and execute a minimum of eight programs to focus on quality, relevance, interest and attendance.
- Organize two regional events providing value and showcasing WTCSav's services.



**Host Prosperity
Through Trade
Luncheon**



**Eight Global
Education
Programs**

Community Development

- Focus on sponsorship opportunities, exposure and partner-lead development.
- Connect potential partners with contacts and resources.
- Continue to educate the region and create more engagement of products and services through speaking engagements and meetings.
- Identify relevant community organizations and networking opportunities aligned with our goals and participate monthly.

Marketing & Public Relations

- Produce five WTCSav articles.
- Participate in and promote the region and WTCSav through local, state, national and international conferences and events.
- Design new PowerPoint presentations for each audience, international delegates and local partners.
- Establish marketing campaign to create awareness for TradeBridge.

World Trade Center Savannah

- Maintain presence in the WTCA and target county consulate newsletters.
- Create and distribute annual Thanksgiving mailer to partners and board of directors.

Board Relations and Participation Standards

- Continue mission drive board led and measured by past chair to solidify board participation standards.

World Trade Centers Association Network

- Maintain WTCA accreditation.
- Utilize WTCA Board of Director position to advocate for improvement of the brand and network.
- Participate in WTCA Global Business Forum and Member Seminar.

Internship Program

- Maintain year-round program, offering Fall, Spring and Summer.
- Conduct intern recruitment on local campuses annually.
- Engage interns in professional opportunities provided by staff.
- Promote employment opportunities to graduated interns.
- Establish year-long intern position for TradeBridge.



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Savannah Regional Film Commission

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Savannah Regional Film Commission

The Savannah Regional Film Commission (SRFC), an Association of Film Commissioners International certified Film Commission, is the central point of contact for entertainment production in our region. We promote the Savannah region as a premier film destination for motion picture, television and commercial productions.

Our office functions as a liaison between film companies and various municipalities in the Savannah region. We also provide location assistance and coordination with local crew and support services.



Savannah Regional Film Commission

Economic Development Outcomes



Direct Spend

2023 Actual
*as of 12.31.2023

\$98,182,688

5-year average
(2018-2022)

\$117,526,420



Professional Productions

60

79



Location Packages Created

75

99

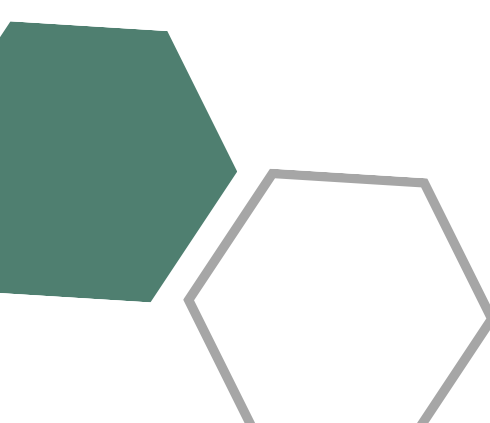
- Maximize local economic impact from entertainment productions by actively recruiting film, television and commercial projects to the Savannah region. Encourage productions to utilize local businesses and employ local crew, and work closely with production staff to increase local spend.
- Cultivate, maintain and establish new relationships with key production executives, major studios and independent production companies in order to recruit productions to the Savannah region.
- Promote and administer Savannah Entertainment Production Incentives, including the Production Incentive and Bonus Local Crew Incentive with professional accounting support.
- Market the Savannah region through key media publications and outlets, both nationally and internationally.



**Maximize local
economic impact**



**Promote and
administer
Savannah
Incentives**



Savannah Regional Film Commission

- Communicate regularly with the community and key stakeholder groups regarding the role of the Savannah Regional Film Commission and the benefits of film and television production through meetings, presentations, special events, email updates and editorials.
- Sponsor and promote local crew training workshops, classes and information sessions.
- Promote the Savannah region at strategic film and television marketing festivals, events and conferences such as, but not limited to:
 - Sundance Film Festival
 - Association of Film Commissioners International Week
 - South by Southwest Film Festival
 - Cannes Film Festival
 - Georgia Night in Los Angeles
 - Toronto International Film Festival
 - AFCI Cineposium
 - Produced By - New York City and Los Angeles
 - SCAD Savannah Film Festival
 - American Film Market
 - Focus, London
- Serve as liaison between production companies and local municipalities and other government agencies such as permitting offices, GDOT, DNR, law enforcement agencies, federal and state parks. Partner with the City of Savannah Special Events, Film and Tourism office to implement Eproval software to streamline film permitting process.
- Provide onsite assistance to productions working in the Savannah region to ensure success for the production and to minimize disruptions to residents and businesses.
- Utilize Reel-Scout™ to develop and maintain a database of local Savannah region crew, businesses and film-friendly locations. Promote and grow the list of film locations and vendors.
- Update Savannah Regional Film Commission marketing materials to include video. Maintain website and social media accounts.
- Sponsor and collaborate with local, regional and state organizations, such as Savannah Women in Film and Television; Savannah Filmmakers; Georgia Production Partnership; Georgia Screen Entertainment Coalition; Georgia State Film Office; Georgia Film Academy; Savannah Film Academy; Savannah College of Art and Design; Savannah State University and Georgia Southern University.



**Promote
Savannah region
at film festivals,
events and
conferences**

Savannah Regional Film Commission

- Facilitate, plan and host location scouts for productions considering the Savannah region. Host Fam Tours for select group of industry professionals.
- Maintain Association of Film Commissioners International (AFCI) membership and participate in training programs for certification.
- Sponsor local film festivals and host screenings of productions filmed in the Savannah region.
- Focus on ongoing needs for future growth and development of the Savannah region's film industry, including, but not limited to:
 - Launch a regular direct flight from Los Angeles to Savannah.
 - Encourage development of purpose-built sound stage and supporting infrastructure.
 - Continue efforts to expand local crew base through education, training and relocation of Union and Guild members.
 - Continue outreach to businesses and support services to create local film-friendly vendors while encouraging established production vendors to expand to our region.



6

Marketing & Research

Marketing & Research

- Manage and execute SEDA messaging and communications with a consistent voice and clear positioning through all departments, activities and efforts.
- Work internally on proactive sales and marketing efforts and goals as outlined in each department throughout the 2024 business plan.
- Develop, manage and execute talent attraction marketing strategy to include but not limited to:
 - Key messaging
 - Talent brand campaign
 - Talent website
 - Social media
 - Media strategy
 - Community communication
- Manage content and create presentations for community messaging.
- Develop and maintain strategic media relationships on local, regional and national level.
 - Significant announcements and news pushed to media outside Savannah market.
- Plan and coordinate the Savannah JDA workforce talent attraction marketing strategy.
- Plan and execute SEDA Annual Meeting and other events.



Two media trips



40 press releases



15 blog posts



Talent attraction marketing strategy



Savannah JDA marketing



Marketing & Research

- Manage and maintain accurate and up to date data, accolades and other information to support the organization's needs.
- Develop and maintain key regional resource relationships.
- Cultivate a regional research partnership approach with other counties.
- Monitor and report progress towards annual goals.
- Continue education in C2ER Research Analysis and Presentation, Esri and other areas.
- Support SEDA business development by:
 - Promptly responding to business development project RFIs, client/partner needs and requests and internal data requests.
 - Performing fiscal impact analyses for incentivized projects.
 - Managing the Project Verification process.
 - Track and report on 5-year averages and other historical SEDA data for benchmarking and the annual business plan.
- Maintain and create content for marketing efforts through:
 - Providing scheduled data updates for content on the SEDA website, sales presentation and other marketing materials.
 - Maximizing the use of Esri, JobsEQ and other paid subscription tools.
 - Leading Savannah's participation in the Council for Community and Economic Research's Cost of Living Index three times per year.



Manage and maintain accurate data



100 percent of RFIs completed



100 percent of all incentivized projects have a LOCI performed



100 percent of all incentivized projects go through verification process



Three COLI price collections annually

A decorative graphic consisting of two vertical lines, one white and one brown, positioned above a grey hexagon. The hexagon contains the number 7.

7

Finance, Property & Administration

Finance, Property & Administration

- Oversee annual financial audit.
- Manage finances consistent with budget.
- Manage development construction and funding:
 - SCMC roadway and utility extension, water tower, various.
 - Bryan County Megasite: HMGMA, state and county grants.
 - Crossroads Site 8, SEDA financed.
- Management of new and existing lease agreements.
- Management of office building.
- Management of properties held for development.
- Host annual and monthly board meetings.
- Ensure new SEDA board members and staff receive economic development training class.

