



SAVANNAH
Economic Development Authority

2025 Business Plan



The background features a large, ornate fountain in a park setting, surrounded by mature trees with Spanish moss. The scene is dimly lit, suggesting dusk or dawn. Several decorative hexagonal shapes are overlaid on the image: a white outline hexagon in the upper right, a solid blue hexagon below it, a grey hexagon to the right, a blue outline hexagon below that, a solid blue hexagon in the lower left, and a white outline hexagon in the lower left.

Our Mission

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

Table of Contents

1. | Savannah JDA & Regional Development
2. | Business Development
3. | RISE
4. | World Trade Center Savannah
5. | Savannah Regional Film Commission
6. | Marketing & Research
7. | Finance, Property & Administration



Left to Right Back Row: John Coleman, Al Scott, Reed Dulany, Christian Demere, Bob James, Audrey King, Scott Center, Trent Thompson, Charles Roberson, Steve Green

Left to Right Front Row: Greg Parker, Joyce Roche', Kay Ford, Kalpesh Patel, Paul Hinchey

Not pictured: Karen Bogans, Ruel Joyner, Paul Mosley, Ansley Williams



Savannah Harbor-Interstate 16 Corridor Joint Development Authority & Regional Development



Savannah Harbor-Interstate 16 Corridor
Joint Development Authority

BRYAN • BULLOCH • CHATHAM • EFFINGHAM

Regional Development

Infrastructure

- Finalize construction improvements to Bryan County Megasite (BCMS) Storm Water Retention system.
- Complete and turn over all road projects at BCMS to local government.
- Complete relocation of American Tower infrastructure at BCMS.
- Complete water and sewer improvements to ancillary properties at BCMS.
- Coordinate with Georgia DOT on all other transportation improvements in northern Bryan County including new interstate interchange project, US 280 roundabout construction, US 280 interchange improvements and other surface transportation projects.
- Coordinate water service delivery strategy on comprehensive surface water infrastructure and conveyance for the region.
- Continue to coordinate with Bryan County and City of Savannah on regional wastewater infrastructure implementation.
- Support Hyundai/LG Joint Battery in the completion of facility construction and close on primary bond financing package in coordination with the state, Bryan County and HMGMA.
- Provide regional partnerships between HMGMA affiliates at BCMS including Mobis, Glovis, Hyundai Steel, Transys, Hyundai Materials and Hyundai/LG Battery JV.
- Continue to support Georgia EPD and Bryan County in the environmental oversight of BCMS in partnership with HMGMA and all affiliates.
- Coordinate with Hyundai in preparation for large-scale grand opening of HMGMA and affiliates in first half of 2025.
- SEDA will continue to manage the Savannah JDA with Bryan, Bulloch and Effingham development authority partners.

Suppliers

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

Grants

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

Regional Development

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 regard to HMGMA and HMGMA suppliers.
- Continue to work with Savannah JDA partners on regional marketing efforts.

Administration and Accounting

- Oversee accounting for grants associated with HMGMA.
- Manage finances consistent with budget for Savannah JDA.
- Coordinate Savannah JDA board of directors meetings.



Business Development

2




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



	2024 Actual as of 11.1.2024	5-year average (2019-2023)
 Expansions & Announcements	7	14
 New Job Opportunities	345	1,437
 Capital Investment	\$282,000,000	\$409,528,125

Five-year average includes business attraction, business expansion and retention and innovation and technology. Excludes HMGMA & HMGMA Tier 1 suppliers.



Existing Industry

	2024 Actual as of 11.1.2024	2025 Target
 Existing Industry Visits	83	86

Business Attraction

	2024 Actual as of 11.1.2024	5-year average (2019-2023)
 New Projects	60	81
 Prospect Visits	47	67

Lead Generation Activities

	2024 Actual as of 11.1.2024	2025 Target
 Local/Regional/State Networking & Outreach	385	350
 Conferences/Tradeshows	23	20

Strategic Initiatives

- Launch Strategic Business Development Plan effort. Coordinate efforts to complete plan that is anticipated to have potential additional impacts on previously approved 2023 SEDA Incentive Guidelines.

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.
- 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.
- Work with marketing to generate new and innovative BRE content.
- Continuously share best practices through the updated Good Corporate Citizens website



86 existing
industry visits



Pro-actively share
best practices via
updated 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.



Five Educational
Partnership
Programs

Business Development

- Host Economic Development for Educators annually, in partnership with Savannah Chatham County Public School System.
- Host and support second annual Chatham County Career Connection. This job fair provides support to industrial partners located exclusively in Chatham County.
- Coordinate with RISE to support all career efforts and actively participate in the regional job fairs.



Host Chatham County Career Connection

Lead Generation

- Through targeted outreach and hosting, continue building solid relationships with statewide economic development project managers, site selection consultants, and local/regional/national real estate brokers.
- Host GDEcD and/or site selectors with focus on Savannah Chatham Manufacturing Center (SCMC).
- Promote Savannah/Chatham 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
 - COI 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
 - Manifest



350 local, regional and state networking outreach opportunities



Host two targeted familiarization site tours



Attend 20 conferences & tradeshows

Targeted Industry Efforts

Headquarters

- Coordinate with marketing, develop and execute strategies targeting regional headquarters.

Aerospace Manufacturing Industry

- Attend National Business Aviation Association Convention & Exhibition and Paris Air Show.

Food and Beverage Manufacturing

- Coordinate with marketing, develop, and execute strategies targeting food and beverage industry.
- Pursue climate-controlled logistics projects to support regional industry and F&B industry.
- Attend relevant conferences, i.e., IFT First – Food Science or others supported by GDEcD.

Metals and Critical Minerals Manufacturing

- Coordinate with marketing, develop and execute strategies targeting metals manufacturing industry.
- Attend targeted conferences.

Alternative Mobility and Future Fuels

- Support HMGMA in H2 trucking infrastructure build out.
- Coordinate with marketing, develop and execute strategies targeting future fuels industry.
- Attend targeted conferences.

Business Development Support Services

- Maintain a database of relevant community information including available properties, demographics, workforce data and other information pertinent to Savannah's/Chatham'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.
- Develop additional materials to illustrate the industrial assets in Chatham County.



Promptly respond to project RFI's



Perform fiscal impact analyses on active final-stage projects

Product Development

Savannah Chatham Manufacturing Center

- 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.
- Work with Chatham County officials to invest SPLOST VII funds towards SCMC completion.

Other Product Development

- Coordinate with Chatham County to develop strategy for TSPLOST.
- Renovate or rebuild 905 Abercorn to serve as class-A office space for use by SHIP, Startup Savannah, 912 Angels, and others. This space will serve as a meeting space and a location for collaboration to take the next step in building this pillar of the regional economy.
- Continue to support and contribute to the Savannah MSA West Chatham Master Drainage Study implementation to support sustainable growth in West Chatham County.
- Explore opportunities to support housing initiatives 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/technical institutions.

Innovation, Technology & Entrepreneurship

- Work closely with Startup Savannah, Savannah Harbor Innovation Partnership (SHIP) and 912 Angels to support our region's Innovation, Technology and Entrepreneurship investment.
- Collaborate with the Savannah Regional Film Commission to facilitate attraction efforts for sound stage development. Efforts will consider entire production life cycle including pre- and post-production opportunities.
- Pursue and engage larger tech companies that provide value to the region and may consider a location in Chatham County.
- Organize a "Best Practices" delegation visit to Chattanooga, Tennessee. This will focus on how Chattanooga embraces innovation in its economic development efforts.
- Collaborate with SHIP, Startup Savannah, and 912 Angels to support and provide opportunities for the region's entrepreneurial and tech ecosystems.

Startup Savannah

- Invest funds as a Presenting member.
- Maintain active board seat.
- In addition to two annual entrepreneur cohorts, Startup Savannah brings together techies, business leaders, and creatives around innovation topics in various formats throughout the year.

912 Angels

- Support efforts to activate and educate venture capital in Savannah/Chatham region.
- Maintain active membership.
- Consult on appropriate pitch deck, local investor introductions and community engagement efforts.

Savannah Harbor Innovation Partnership (SHIP)

- Support partnership with Georgia Southern University and others.
- Maintain active board seat.
- Fund SHIP at appropriate level.
- Work with Georgia Centers of Innovation, Metro Atlanta Chamber of Commerce and others to showcase Georgia as the leaders in logistics technology at conference and potential marketing campaigns.
- Work with SHIP to actively recruit growth-stage companies considering a location in the Southeast United States.



Regional Industry Support Enterprise



RISE |

Regional
Industry
Support
Enterprise

3

RISE

Formed in 2024, the mission of the Regional Industry Support Enterprise (RISE) is to be the key facilitator of industry support services and workforce development in the Savannah/Chatham region.

RISE is focused on key areas of workforce development to include K-12 education, higher education, housing, military, transportation, underrepresented and marketing. Employer forums and childcare are also an emphasis.

In 2025, RISE will serve eight counties: Bryan, Bulloch, Candler, Chatham, Effingham, Evans, Liberty and Screven.



Organizational

- Finalize establishment of 501(c)(6).
- Establish 501(c)(3).
- Develop metrics to measure success.
- Organize best practices trip.



Finalize establishment of 501(c)(6) & establish 501(c)(3)

K-12 Education

- Continue CTAE manufacturing pathway revamp/rollout process.
- Continue to implement K-12 alignment summit goals with specific emphasis on:
 - Host senior events to possibly include job fair, signing day, keynote speaker, etc.
 - Explore eighth grade experience event(s).

Higher Education

- Host higher education alignment summit to determine short- and long-term program of work.



Host higher education alignment

Housing

- Facilitate next steps of housing study results as applicable to RISE.
- Partner with organizations to explore solutions for attainable housing.

Military

- Convene industry and military partners to determine the best ways to connect the military community with regional job opportunities.
- Plan and implement virtual hiring event(s) if warranted.

Underrepresented

- Continue to pilot Opportunity Youth events as applicable.
- Explore an underrepresented hiring event in partnership with non-profits.

Transportation

- Research best practices for innovative regional transportation strategies for current and future industrial workforce.
- Explore regional transportation solutions for industrial employers based on demand from the current and future workforce.



Research best practices for regional transportation

Marketing

- Develop and roll out Industry Influencers program.
- Support SEDA marketing with implementation of RISE and Succeed in Savannah campaigns.



Launch Industry Influencers program

Employer Forums

- Continue to support forums throughout the region allowing attendees to learn about best practices, share information and network.



Support Employer Forums

Childcare

- Secure funding for Georgia Southern University to conduct regional childcare needs assessment to analyze the demand from industrial employers.
- Collaborate with regional partners to understand the childcare supply available in the region.
- Determine if childcare needs to be its own working group.



World Trade Center Savannah



WORLD TRADE CENTER®
SAVANNAH

4

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

	2024 Actual as of 11.1.2024	2025 Target
 Partner/Sponsor Revenue*	\$270,762	\$275,000
 Foreign-Trade Zone Revenue	\$215,082	\$242,500

Economic Development Outcomes

	2024 Actual as of 11.1.2024	5-year average (2019-2023)
 Trade Service Projects	112	78
 Trade Service Hours	505	594
 Inbound & Outbound Delegations	20	16

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 tools, education and resources to economic development partners through research and support.
- Communicate with each partner and understand their goals & needs.



\$275,000 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.



\$242,500 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.
- Expand TradeBridge to include County Limerick.



Inbound & outbound missions with Ireland



Expand TradeBridge to County Limerick

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 2025 WTCA Global Business Forum in Marseille, France.

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.



**Host Prosperity
Through Trade
Luncheon**



**Eight Global
Education
Programs**

Community Development

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

Marketing & Public Relations

- Send bi-monthly email with WTCSav staff news and partner stories.
- Design new PowerPoint presentations for each audience, international delegates and local partners.
- Utilize website, partner resources, SEO and monitor analytics.
- Create and publish content highlighting WTCSav resources, activities, partners and relevant articles.
- 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 driven board led and measured by past chair to align board participation with mission and vision.

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 (Georgia Southern University and Savannah State University) annually.
- Engage interns in professional opportunities provided by staff.
- Promote employment opportunities to graduated interns.



Savannah Regional Film Commission

5

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/Chatham 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/Chatham region. We also provide location assistance and coordination with local crew and support services.



Savannah Regional Film Commission

Economic Development Outcomes

	2024 Actual as of 11.1.2024	5-year average (2019-2023)
 Direct Spend	\$4,771,800	\$113,142,258
 Professional Productions	51	76
 Location Packages Created	77	137

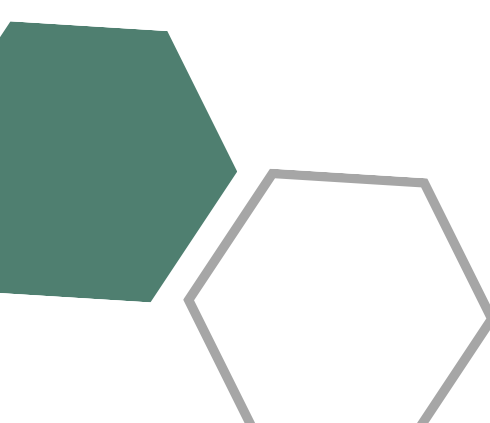
- Maximize local economic impact from entertainment productions by actively recruiting film, television and commercial projects to the Savannah/Chatham region. Encourage productions to utilize local businesses and employ local crew and work closely with production staff to increase local spend.
- Cultivate,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



Maximize local economic impact



Promote and administer Savannah/Chatham 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/Chatham region at strategic film and television marketing festivals, events and conferences such as, but not limited to:
 - Sundance Film Festival
 - Berlin Film Festival
 - Cannes Film Festival
 - Georgia Night in Los Angeles
 - AFCI Cineposium
 - Produced By: New York City & Los Angeles
 - SCAD Savannah Film Festival
 - Focus, London
 - International film festivals, industry conferences, expos and events as appropriate
- 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/Chatham 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/Chatham region crew, businesses and film-friendly locations. Promote and grow the list of film locations and vendors.
- Maintain website and social media accounts and promotional materials.
- Sponsor and collaborate with local, regional, state organizations, educational institutions as well as local festivals and screenings such as Savannah Women in Film and Television; Georgia Entertainment News; 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/
Chatham region
at film festivals,
events and
conferences**

Savannah Regional Film Commission

- Facilitate, plan and host location scouts for productions considering the Savannah/Chatham region.
- Host Fam Tour for select group of industry professionals.
- Maintain Association of Film Commissioners International (AFCI) membership and participate in training programs for certification.
- Focus on ongoing needs for future growth and development of the Savannah/Chatham 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.
- Increase the Savannah Entertainment Production Incentive from \$100,000 to \$175,000 (features) and \$250,000 to \$300,000 (TV series) with the Chatham County spend minimum increasing to \$1 million.



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 2025 business plan.
- Manage and execute RISE marketing strategies:
 - Succeed in Savannah
 - Students, parents, educators
 - Industry influencers program
 - RISE website
- Create and manage content creation for marketing platforms including but not limited to:
 - Social Media
 - Blog posts
 - Video
 - Website
 - Newsletters
- 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/Chatham market.
 - Respond to open records requests.
- Plan and execute 100 year anniversary, annual meeting and other events.
- Manage Savannah JDA communications.



Two media trips



RISE Marketing



Savannah JDA marketing



Content creation



SEDA 100 year anniversary



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.
- Manage regional job board to ensure accuracy and representation from all eight RISE counties.
- 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/Chatham's participation in the Council for Community and Economic Research's Cost of Living Index three times per year.



Manage and maintain accurate data



Manage regional job board



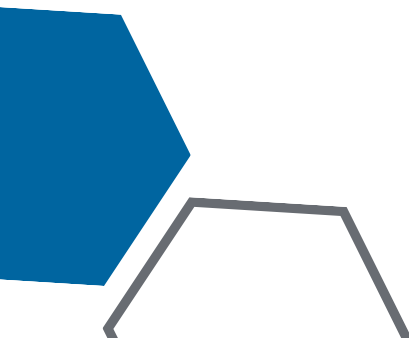
100 percent of all incentivized projects have a LOCI performed



100 percent of all incentivized projects go through verification process



Three COLI price collections annually





Finance, Property & Administration

Finance, Property & Administration

- Oversee annual financial audit.
- Manage finances consistent with budget:
 - SEDA
 - WTCSav
 - Savannah Regional Film Commission
 - RISE
 - Savannah JDA
 - Crossroads Owners Association
 - Savannah Chatham Manufacturing Center
 - Rockingham
 - Bloomingdale
- Manage development construction and funding:
 - 905 Abercorn
 - SCMC improvements/SPLOST funding
 - Bryan County Megasite
- 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.
- Professional/leadership development for SEDA team members.

