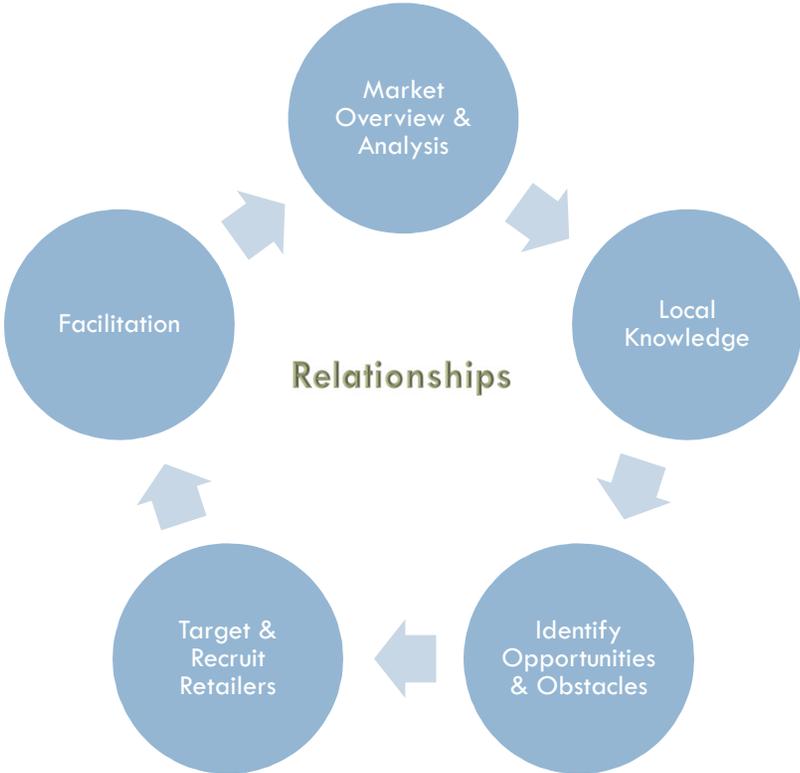


Economic Development

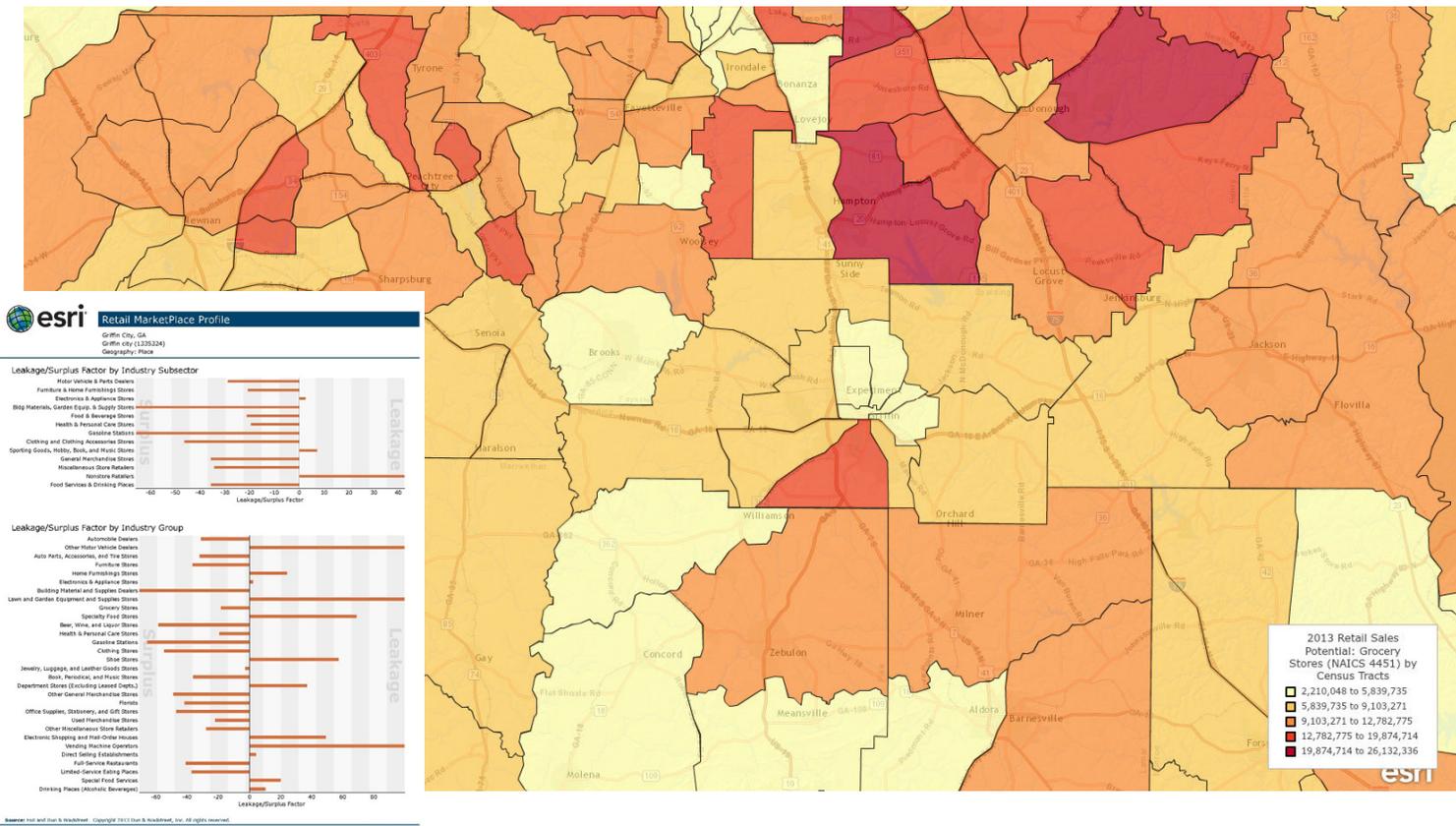
Retail Process



Retail Drivers

- Average Household Size
- Average Income
- Competition
- Crime
- Daytime Population
- Demographics
- Educational Attainment
- Ethnic Composition
- Homeownership
- Homes Sales
- Income Changes
- Major Employers in the Area
- Median Income
- Neighborhood Orientation
- Number of Households
- Pedestrian Traffic
- Population Change
- Population Size
- Traffic Flow & Access
- Visibility

Existing & Potential Sales Analyst

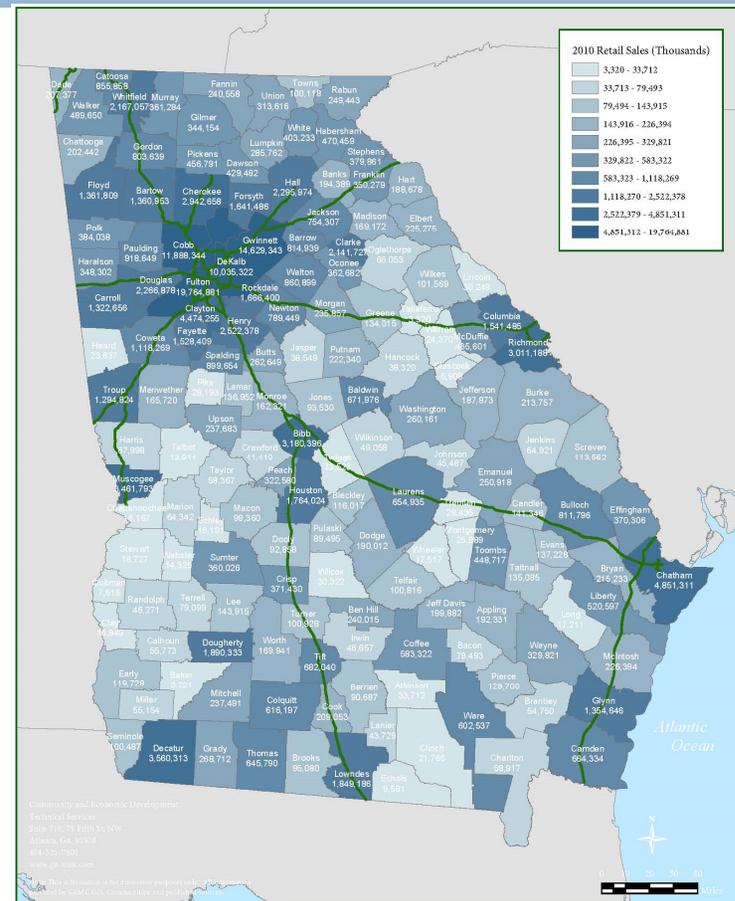


Retailer Demographic Requirements

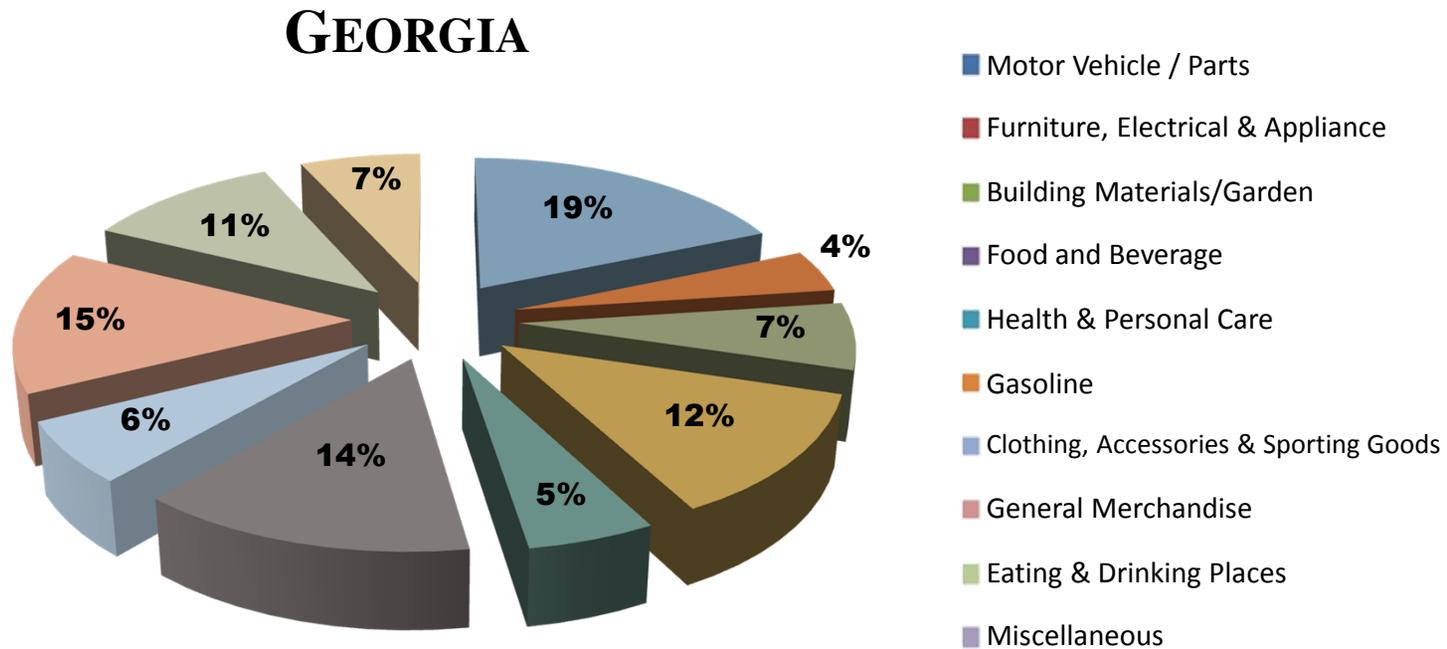
Retailer	Trade Area (Radius)	Population	Income
Fresh Market	5 Miles	150,000	\$75,000
Whole Foods	3 Miles	250,000	\$75,000
Costco	5 Miles	200,000	\$75,000
Pet Supermarket	5 Miles/15 Minute DT	50,000	\$50,000

People follow jobs & Retail follows people

Source: Georgia EMC



Retail Sales - Georgia



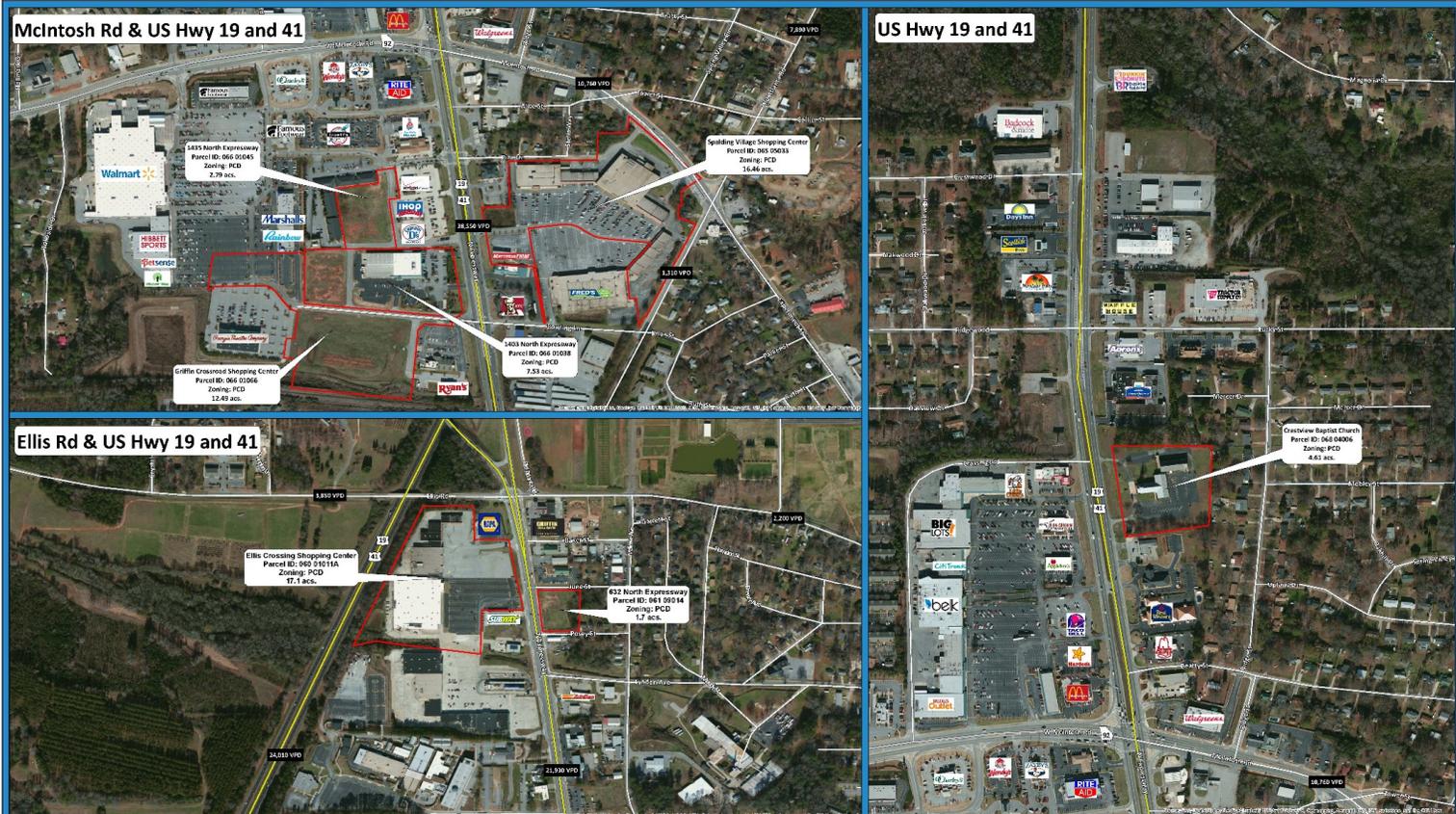
Source: Woods & Poole Economics

Retail Players

- Retailer
- Developer
- Broker
- Local Government



Griffin Retail Detail Map



Griffin/Spalding County

770.563.0028 | LocationGeorgia.com | info@locationgeorgia.com





Downtown Development Authority

Downtown Development Authority

- Local Government Authority authorized by state
 - 7-member board appointed by City Board of Commissioners
 - Board of Commissioner representative: Ryan McLemore

- Powers: buy/sell property, enter contracts, issue bonds

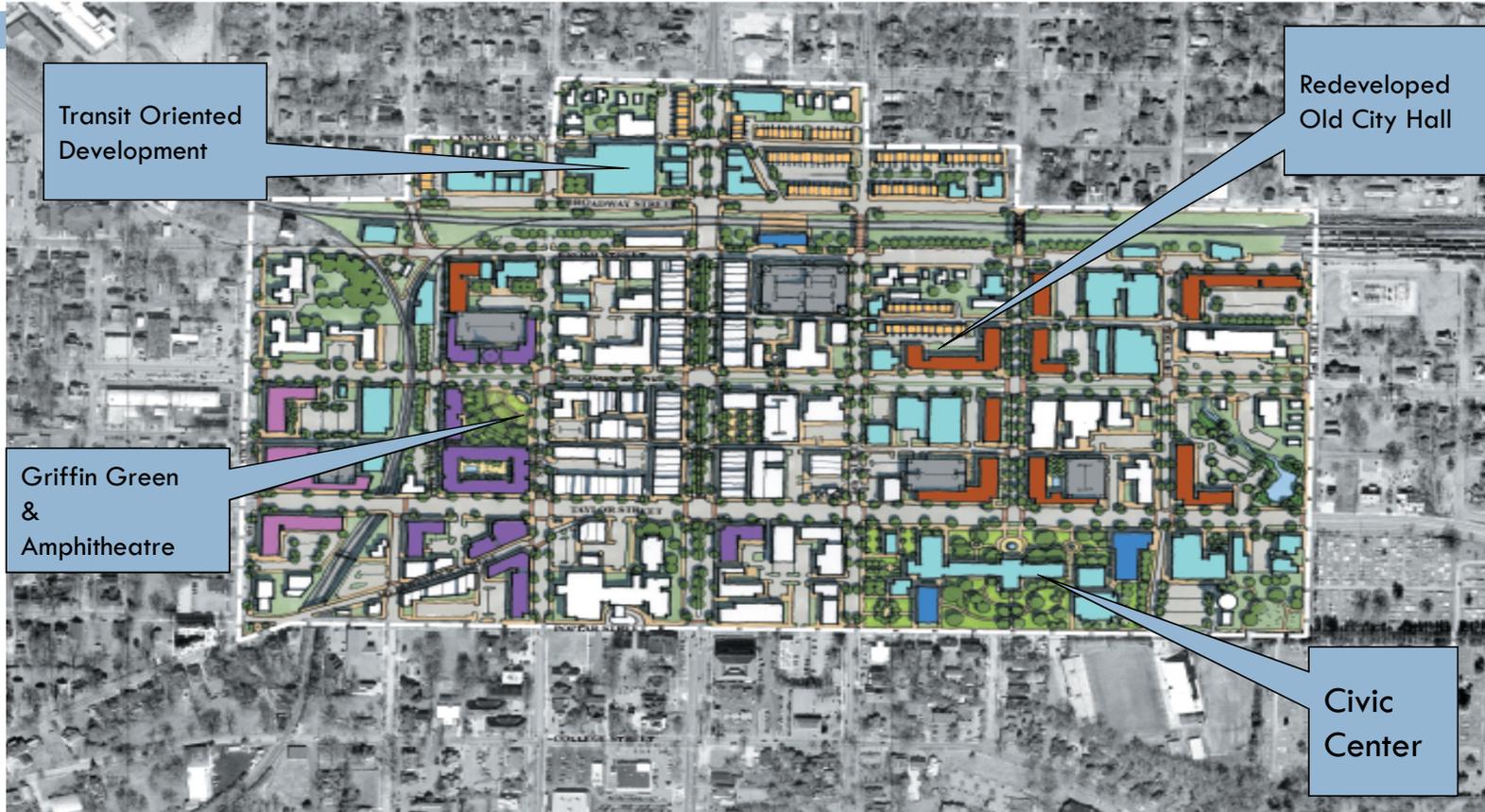
- Advocates for businesses & property owners
 - Recruitment: build relationships, ordinance updates, look for
 - Incentives: EZ & OZ, Façade Grant, Revolving Loan Fund
 - Funding: regional/state grants, Tax Allocation District

- Implements Town Center Livable Centers Initiative program
 - Atlanta Regional Commission transportation funds

- Reports to City Manager & Board, coordinates with P&D
 - Also “Camera Ready” coordinator for film/television projects



Downtown Development Authority 25 Year Master Plan



	Existing Building		Medium Use - Residential, Office
	Medium Use - Residential, Office		Medium Use - Residential, Retail
	Transit Station		Low Density
	Multi-Story Residential		Potential TAD Boundary

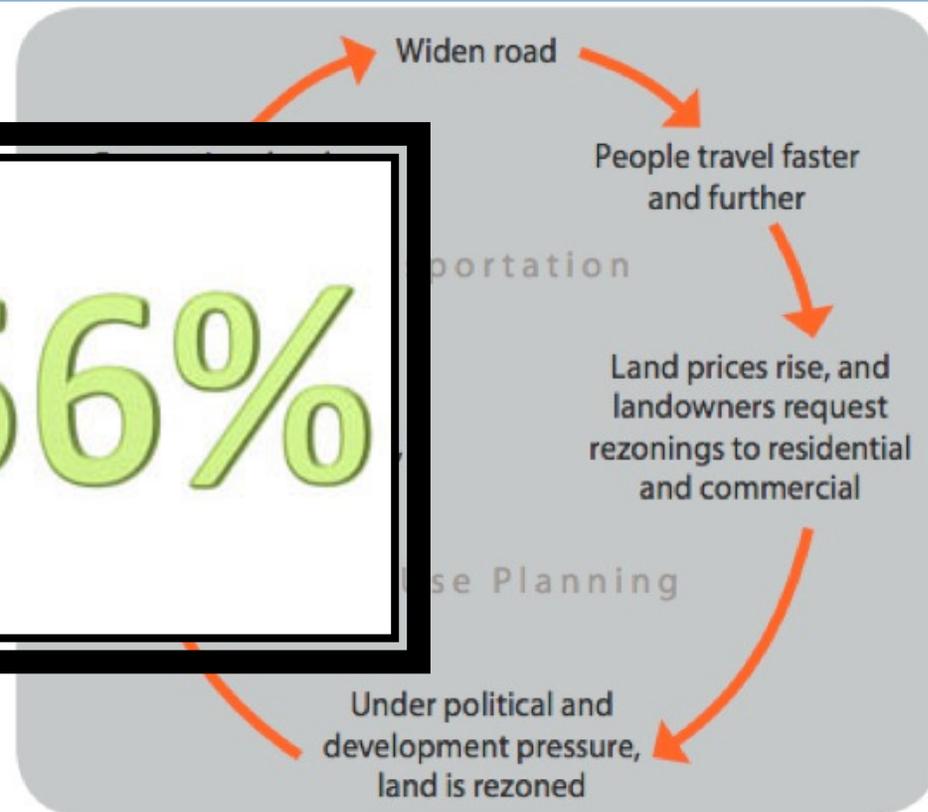
Illustrative Plan
OCTOBER 2007
GRIFFIN, GEORGIA
 Downtown Redevelopment Planning



Why Worry About Downtown?

- Existing infrastructure
 - Economic development
- Efficient land use
 - Fosters interactivity & community
- Historic & unique character
 - Demographic shift in customers

56%



State of Downtown Redevelopment

Challenges

- ❑ Market Share
- ❑ National Brands
- ❑ Unexperienced tenants
- ❑ Space limitations (supply) issue not demand
- ❑ Renovations cost

Opportunities

- ❑ Unique products
- ❑ Locally developed and operated
- ❑ Historic atmosphere
- ❑ Pedestrian oriented
- ❑ Centrally located
- ❑ State funding

ToolBox

Incentives

- Density bonuses
- Opportunity Zone Designation
- Façade Grant
- Enterprise Zone Designation
- Design Assistance
- Financing (DDRLF, GCF, Bonds)
- Tax Credit Programs – HTC, NMTC
- Utility Reduction Incentive
- Permit and Fees Rebates
- Design Assistance (*Main Street*)
- Market data
- Site selection

Partners

- Electric Cities of Georgia (ECG)
- International Council of Shopping Centers (ICSC)
- Small Business Development Center (SBDC)
- SCORE (SBA)
- School System
- Technical Colleges and Universities
- Chamber of Commerce
-who else?

Including you...



Vision of downtown...

