

# 2005 Rome-Floyd County 20/20 Update

## PROGRESS OF GOALS

Since its inception in 1998, the Rome-Floyd 20/20 continues to make progress guiding the community's growth:

- to build a stronger economy.
- to build a more skilled workforce.
- to protect and improve our quality of life assets.
- to build a quality physical infrastructure for growth.
- to make more efficient use of government resources.

A five-year update was conducted by Market Street Services to analyze the progress of the 20/20 program. Just as the finding was then, we continue to succeed in productively building the quality of life in Rome and Floyd County.

As we enter the eighth year of implementation, our focus remains clear and steadfast to fulfill the needs and meet the challenges that were established as priority in those 20 goals.

## **SOME RECENT HIGHLIGHTS INCLUDE:**

### BUILDING A STRONGER ECONOMY

**Goal 1:** Build a business relocation effort aimed at small, growing companies (e.g. software, medical technology) that emphasizes Floyd County's lifestyle advantages and existing assets.

#### Accomplishments

- We annually attend the BIO trade show, monthly Georgia Biomedical Partnership meetings and other marketing events to promote our advantages.

**Goal 2:** Work with existing companies in a systematic, on-going way to retain and expand their investments in Floyd County.

#### Accomplishments

- Major expansions announced since the 5-year update:
  - 2003 – Neaton Rome, Rummel Stamping, Craton Promotions, Suzuki-Phase 2, F&P Georgia-Phase 2
  - 2004 – Southeastern Mills, Temple-Inland, Florida Tile, General Shale Brick-Phase 2, World Class Plastics, Branson Tractor, F&P Georgia-Phase 3
  - 2005 – Profile Extrusion, F&P Georgia-Phase 4, Nidaco Foods, Peach State Labs

Those expansions have totaled over \$164 million and 400+ new jobs.

- The Greater Rome Chamber of Commerce conducted 46 Business Recognition Expansion Program (BREP) surveys during Greater Rome Existing Industry Association (GREIA) site visits in 2005.
- Conducted a seminar to educate existing industry of expansion incentives.
- The Greater Rome Chamber of Commerce will continue Business Retention Expansion Program surveys in conjunction with regularly scheduled Greater Rome Existing Industry Association site visits.
- The Greater Rome Chamber of Commerce will conduct four quarterly seminars on business development and expansion.
- The Greater Rome Existing Industry Association program will meet monthly for plant tours and roundtable discussions to facilitate industry partnerships.
- The Greater Rome Chamber of Commerce will continue to facilitate the Information Technology monthly roundtable and Governmental Affairs Committee.

**Goal 3:** Create a “competitive advantage” for Floyd County in recruiting and retaining companies through local incentives and by creating the most “user friendly” business permitting process in Georgia.

#### Accomplishments

- Incentive package continues to be competitive, based on investment, employment, wages, and benefits.
- One-stop for permitting pulls together various departments from County and City, including the Planning Commission.
- Business-friendly environment now clearly apparent throughout the community.

**Goal 4:** Create more entrepreneurship, especially among companies that export their goods and services outside Floyd County.

#### Accomplishments

- Recently announced the Nidaco Foods, LLC project. Local entrepreneur plans to invest \$17 million and hire 125 people in start-up venture. ■