



MOVING FORWARD

A VISION FOR ECONOMIC
DEVELOPMENT IN BRUNSWICK
AND GLYNN COUNTY

FISCAL YEARS 2020 AND 2021



BRUNSWICK &
GLYNN COUNTY
DEVELOPMENT AUTHORITY



Shared Community Vision

Working together to make Brunswick and the Golden Isles an exceptional place in Georgia to live, work, and visit by strengthening our communities and enhancing the quality of life.

Brunswick and Glynn County Development Authority Organizational Aspirations

Brunswick and Glynn County will be recognized as a community with a diverse, growing, and sustainable economy. The Brunswick and Glynn County Development Authority will realize this goal by being a trusted and forward-thinking partner for economic opportunity in our community.

Mission

Promote economic prosperity for Brunswick and Glynn County by assisting with the expansion of existing industries and securing new diversified industries to locate here and creating job opportunities and capital investments.

To achieve this mission, the Brunswick and Glynn County Development Authority focuses on:



Creating new jobs



Growing the tax base through capital investment



Being a catalyst for workforce development in the community

Target Industries

Brunswick and Glynn County has a diverse economy composed of key industries like **manufacturing, aviation, hospitality, health care, logistics, and the federal government.**

Based on available resources, a trained workforce, growth opportunities, and a significant concentration of existing industry, the Brunswick and Glynn County Development Authority will focus its economic development on four target industries for business recruitment:



AEROSPACE



FOOD PROCESSING AND MANUFACTURING



CHEMICAL MANUFACTURING



TRANSPORTATION, LOGISTICS, AND DISTRIBUTION

FIVE KEY FOCUS AREAS FOR ECONOMIC DEVELOPMENT IN BRUNSWICK AND GLYNN COUNTY



New Business Attraction

The Brunswick and Glynn County Development Authority will work to attract new companies and jobs to our community. We will focus resources and time on our four target industries. Our attraction efforts will involve a reinvigorated marketing program to site selectors and project managers, increased attention to building talent pipelines, and ensuring there are adequate sites for businesses to establish their facilities.



Business Retention and Expansion

Existing industries form the bedrock of our community's economy. A majority of job growth in a local economy comes from existing industry.¹ The Business Retention and Expansion (BRE) program will focus on working with existing industry to strengthen relationships and ensure ongoing communication. The BRE program will help to make sure that existing industries have the resources and support they need to continue to expand their operations.



Workforce Development

The availability of skilled labor is a top site selection factor according to site selectors and corporate CEOs.² The Brunswick and Glynn County Development Authority will partner with Coastal Pines Technical College, the College of Coastal Georgia, the Golden Isles College and Career Academy, and other workforce development organizations to help inform workforce development efforts and train the workforce to support current employers and attract additional jobs.



Marketing

It is critical that corporate executives, site selection consultants, project managers, brokers, and other key economic development professionals have our community on their minds as they are making decisions around creating jobs and expanding operations. The Brunswick and Glynn County Development Authority will launch a marketing plan that will involve an enhanced web presence, social media interaction, brand development, and in-person outreach efforts.



Product Development

Effective economic development efforts require a variety of sites and buildings that are well suited for the community's target industries. If a community does not have sites that fit a company's specifications, then it will be passed over early in the economic development site selection process. The Brunswick and Glynn County Development Authority will work with public-sector and private-sector partners to review existing sites and identify opportunities to enhance our community's economic development efforts through new or enhanced facilities and infrastructure.

1. www.sba.gov/sites/default/files/Job_Creation.pdf

2. www.areadevelopment.com/Corporate-Consultants-Survey-Results/Q1-2018/32nd-annual-corporate-survey-14th-annual-consultants-survey.shtml



BRUNSWICK AND GLYNN COUNTY IS MOVING FORWARD



A Diverse Economy

Glynn County is home to several major industries, including manufacturing (2,045 jobs), health care (5,024 jobs), hospitality and tourism (12,973 jobs), and transportation and warehousing (1,381 jobs).³

Access to Market

Businesses in Glynn County can take advantage of three shipping ports and commercial flights from three convenient airports in Brunswick, Jacksonville, and Savannah. In addition, Interstate 95 and two Class I railroads allow goods and materials to be transported easily.

A Growing Community

Glynn County is a growing community, and its population is projected to increase by 50% of over the next two decades.⁴

An Educated Community

More than 60% of Glynn County's population has completed some postsecondary education. 29% of the population has a bachelor's degree or a graduate degree.⁵



A Great Place to Live and Do Business

The Brunswick region offers a high quality of life that includes excellent recreational opportunities, access to a strong health care system, and strong K-12 and postsecondary education institutions.

Glynn County Has a Workforce Pipeline

The College of Coastal Georgia awarded nearly 600 bachelor's degrees and associate's degrees in 2017. Coastal Pines Technical College has more than 4,000 students enrolled and awarded nearly 1,300 degrees or certificates in 2017.⁶

MOVE FORWARD WITH US

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3. EMSI, inc.
4. Governor's Office of Planning and Budget. 2015 Population Projections.
5. US Census Bureau American Community Survey 2017 5-Year Estimates
6. EMSI Inc. and Coastal Pines Technical College 2017 Annual Report

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