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Economic  
Development

## Quarterly Newsletter January 2026

[selectgeorgia.com](https://selectgeorgia.com)

# 18,000 + New Jobs, \$8.7B+ Capital Investment

\*Report Period 01/01/2025-12/31/2025

### GEORGIA POWER LOCATIONS & GROWTH IN 2025

As of December 31, 2025, Georgia Power's Economic Development Team had assisted **90 companies** in locating or expanding in Georgia, resulting in the creation and retention of **more than 18,000+ jobs** and **\$8.7 billion** in capital investment.

Manufacturing accounted for 62% of last year's job creation with transportation equipment making up nearly 4,000 of the total jobs.

Despite uncertainty with tariff policy, foreign direct investment (FDI) remained strong in Georgia, comprising over 30% of project activity. Companies investing in Georgia hailed from 15 different countries, demonstrating Georgia's reach on a global scale.

Looking ahead for 2026, the economic development pipeline remains robust. In partnership with the state and local communities, our team is excited for another successful year supporting a growing Georgia.

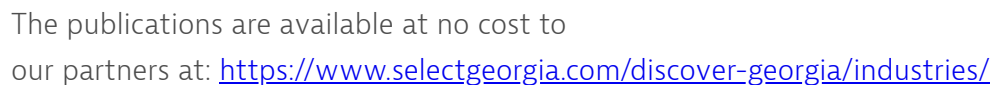
In this quarter's newsletter, learn about the tools and resources available to your community to help you reach your goals including our recently updated Industry Publications.

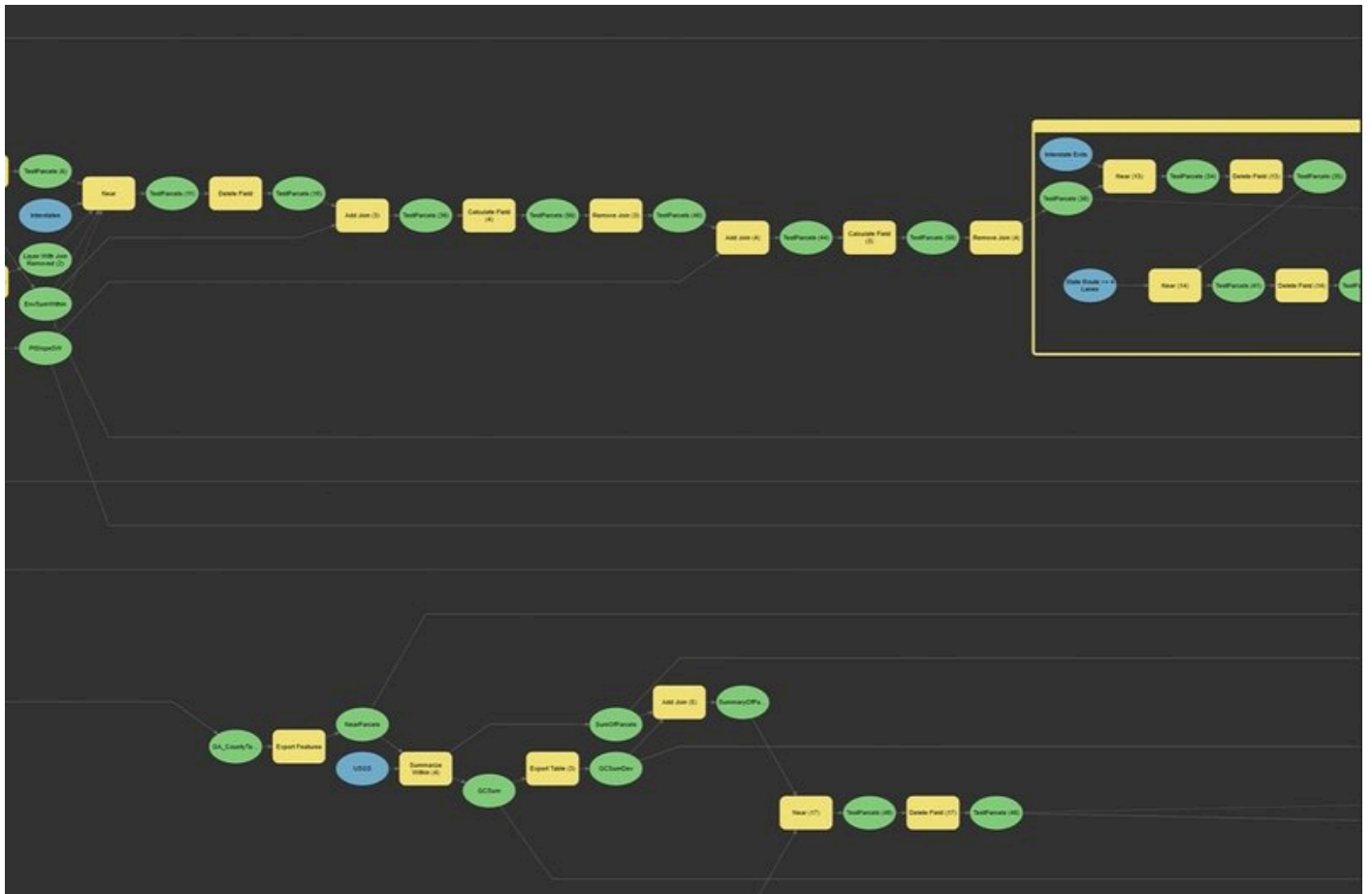
### TELL YOUR STORY WITH DATA

Data tells a story, and in Georgia, that story is one of incredible opportunities. Our award-winning economic development research team is excited to share its recently updated Georgia's Top Industry publications.

Marion Phillips, Research Manager.

- Industry workforce snapshots
- Cost analysis and comparison for doing business in Georgia
- Companies within or supplying Georgia's top industries





## SAM™: A Smarter Approach to Site Identification

Georgia Power has an eye on the future of industrial sites in Georgia. Our Site Assessment Matrix (SAM™) — a proprietary and now trademarked evaluation model — proactively identifies and ranks potential industrial sites before they're even on the market.

SAM™ leverages a combination of GIS analysis, infrastructure modeling, and local field verification to score each site across key dimensions like access to power, gas, water, and sewer systems, proximity to transportation infrastructure, workforce accessibility, environmental factors, and community engagement. Each site is then ranked based on these weighted criteria, creating a clear, data-backed snapshot of industrial development viability.

The hybrid model of data science and local expertise allows our team to pinpoint high-potential properties long before they appear on a client's shortlist.

"When we present a site to a company, that due diligence has already been done," said Jennifer Zeller, Strategic Solutions Director, "That means fewer surprises, and more confidence in the final location."

Learn more about how SAM is supporting your region by contacting your [Regional Economic Development Manager](#).

**GEORGIA IS OPEN FOR BUSINESS**

Business Facilities (BF), The Source For Site Selectors, has recognized Georgia Power as a Top Utility for the fourth consecutive year. Annually, BF celebrates utilities that are ready to power progress and offer innovative programs and expert guidance to meet the needs of growing businesses and communities.

"Georgia Power's commitment to growth extends far beyond keeping the lights on — it's about being a true partner in Georgia's long-term success," said Arthur Tripp, Jr., Vice President of Economic Development at Georgia Power. "Last year, we partnered with the state and local communities to support thousands of new jobs and billions of dollars in capital investment across the state. This collaboration is key to our state's success, and we're proud to work alongside our partners to ensure Georgia remains the best place to live, work, and build the future."

Thank you to our state and local partners for their partnership in their role achieving recognition like this for our state. Together we are telling the world that Georgia is open for business!

## TEAM UPDATES

We are thrilled to welcome new members across our organization. Each plays a critical role in supporting mission of powering prosperity and generating opportunity. Please join us in congratulating Alex, Matt, and Andy!

There have also been some changes to our Regional Economic Development territories. View the latest map and find contact information at [Regional Economic Development](#).



Alex Coffey



Matt Colvin



Andy Camp

### Alex Coffey, Engagement Coordinator

In this new role, Alex will work closely with our statewide team and lead the planning, execution, and strategy behind high-impact events designed to deepen engagement and drive business opportunities to Georgia.

Alex brings more than eight years of experience in marketing and event strategy, with roles at the Georgia Chamber of Commerce, Gas South, Chesapeake Utilities Corporation, and Shepard Exposition Services. Alex is a graduate of the University of West Georgia where she received a Bachelor of Science in Mass Communications and Marketing.

#### **Matt Colvin, Regional Economic Development Manager, Metro North Region**

With nearly two decades of experience across business recruitment, higher education, public policy, and government, Matt has served in various roles at key Georgia organizations including the University of Georgia (UGA), Board of Regents of the University System of Georgia, Georgia Department of Economic Development, Electric Cities of Georgia, Georgia Chamber of Commerce, and the Georgia General Assembly.

He holds a bachelor's and MBA from the University of Georgia and is pursuing his Ph.D. at UGA. He lives in Cobb County with his family.

#### **Andy Camp, Regional Economic Development Manager, West Region**

Andy has over 20 years of experience in economic and real estate development, with leadership roles at several firms and organizations. His career includes leadership roles with Thomas & Hutton, Barge Design Solutions, Gaskins + LeCraw, and NextSite, as well as extensive experience in local economic development with Carroll Tomorrow in Carroll County, Ga and the City of LaGrange in Troup County, Ga.

He holds a Bachelor of Building Science from Auburn University, is a LEED Accredited Professional, and actively participates in economic development groups. Andy lives in Carrollton and supports community initiatives in West Georgia.

### **ICYMI - IN CASE YOU MISSED IT HERE'S A ROUND-UP OF UPDATES & BLOGS**

- [2025 Growth Report](#)
- [Site Selection Trends at GEDA](#)
- [Planning for Retail Recruitment](#)
- [New! Frequently Asked Questions](#)
- [Georgia's Powering Educational Leaders](#)
- [Powering the Next Chapter of Site Selection](#)
- [Highlights from the 2025 Good News Gathering](#)

Get the full stories and more at [selectgeorgia.com](https://selectgeorgia.com).

**News and Updates**



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\*Total jobs and capital investment estimates from project announcements made in partnership with the Georgia Department of Economic Development. These may not include all projects and are subject to change as yearly totals continue to be reported from businesses.

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