

Having trouble viewing this email? View in [browser](#).



Quarterly Newsletter  
June 2025

[growgeorgia.com](http://growgeorgia.com)



## NEW RESOURCES

Check out the resource partners we've recently connected with:

- Savannah Harbor Innovation Partnership (SHIP) helps tech-enabled companies connect to the resources they need to scale their business.
- Innovate Hub Southwest Georgia provides a space where creatives, creators, and entrepreneurs can collaborate and flourish.

Find resources that help small businesses and entrepreneurs' network, meet new customers, access capital, or gain new skills at [growgeorgia.com](http://growgeorgia.com).

## SMALL BUSINESS, BIG IMPACT

Often when asked about small businesses, the town's "Main Street" entrepreneurs come to mind. The funky coffee shop or boutique with a carefully curated collection from regional artisans. While those small businesses have a critical role in the culture of a community and its economy, small businesses are finding success in nearly every top industry in Georgia. More than that, they have a significant economic impact on the residents who live where these businesses are created.

Research shows that microbusinesses, defined as having 10 or fewer employees, play a significant role in boosting local economies. They act as job creators and wealth builders, with a "multiplier effect" that extends beyond their immediate operations.



For example, a small marketing firm hiring three employees also generates economic activity by increasing spending at local restaurants and businesses like print shops. Data from the American Community Survey highlights the connections between microbusiness growth and factors such as household income, further emphasizing their positive impact on communities.

Do you want to know how small businesses are affecting your hometown? [Get in touch with your Regional Economic Development Manager](#) at Georgia Power to discuss the data and research we provide to help communities grow.

## SUCCESS STORIES

### Business is Blooming in Eatonton, GA

Entrepreneurs like Myrna Taylor know that successful businesses need connections in the local community. Putting that to practice, her business quickly became a success story in rural Georgia through her commitment to nurturing relationships and investing in the student workforce.

Myrna Taylor, owner of Taylor Floral Designs and Gifts, LLC, initially noticed hesitation among florists to share knowledge, fearing competition. However, that hesitation did not hold Myrna from seeking opportunities to collaborate with businesses like hers.

"Every day we meet new people and strengthen the relationships that we've had here since we started in this area about four years ago," she said.

Her efforts helped her not only establish trust with neighboring companies but the local school system as well. This philosophy is helping Taylor gain recognition as a leading business in her community, recently recognized as Eatonton-Putnam's Business of the Year.



## 2025 Small Business ROCK STARS

The Georgia Department of Economic Development and the Georgia Economic Developers Association annually present the Small Business ROCK STARS awards.

These awards recognize small businesses with fewer than 300 employees for their risks, innovations, community impact, and state origins. Since 2013, over 4,000 nominations have been received, and more than 50 businesses have been honored.

This year's recipients span artisans to aerospace. Watch their stories on [www.georgia.org/rockstar](http://www.georgia.org/rockstar).

## Social + Butter = FLY!

When entrepreneur Tresena Bowe found herself behind the counter of a fast-food chain working alongside the high school students she once supported, she knew it was time to start believing in herself.

Tresena poured her belief into a dream – entrepreneurship. Her retail incubator, Brown Butter Shop, opened in 2024, and quickly became a cultural hub. Serving as a bridge for artisans to test their products in a retail setting.

Nearly a year later, she partnered with Shemeka Frazier Sorrells to create The Social Butterfly in Brunswick, GA. A buzzing social scene that curates' collisions through shared experiences like wine tastings or art classes.

Coastal residents and visitors see first-hand how powerful Tresena's belief and vision is when they step through the partner's doors and experience what it means to FLY!

Find these success stories and more at  
[www.growgeorgia.com](http://www.growgeorgia.com).



## CREATE ENTREPRENEURSHIP SUMMIT

Calling community leaders! The first CREATE (Cultivating Resilient Entrepreneurs and Transforming Economies) Entrepreneurship Summit is scheduled for August 13, 2025, in Macon, Georgia.

Join us at CREATE 2025 to:

- Understand the significance of a healthy entrepreneurial support system for local economies.
- Find assets and gaps in your community's business support system.
- Network with state partners and funding sources to support your projects.
- Learn best practices from other Georgia communities.
- Hear from successful small business owners about their needs.

The summit is designed to help community leaders understand and implement entrepreneurship and small business growth plans. This event is intended for community leaders and professionals that are currently, or interested in, planning or supporting programs that help small businesses in Georgia.

[RSVP](#) to reserve a seat!

Explore programs focused on accelerating the growth  
of Georgia's small businesses and communities.

Visit [Grow Georgia](http://GrowGeorgia.com)



Economic  
Development



Georgia Power | 241 Ralph McGill Blvd. | Atlanta, GA 30308

Click [here](#) to unsubscribe