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5,360+ New Jobs, \$1.4B+ Capital Investment

*Report Period 04/01/2025-06/30/2025

MANUFACTURING LEADS THE WAY

By midyear, the Georgia Power Economic Development team helped nearly 60 companies locate or expand in Georgia, **generating 7,699 jobs** and **\$2 billion** in investment. Activity increased in the second quarter with office-related projects accounting for almost half of the new jobs.

Foreign direct investment made up 30% of total locations despite tariff and economic uncertainty. The project pipeline is at its highest, led by manufacturing, with power supply remaining critical for large projects, especially data centers.

Read the growth report on selectgeorgia.com for more on 2025 Top Locations.

ARE YOU RETAIL READY?

If you've ever wondered, "Where the next [Famous Fried Chicken Franchise] is going to locate?" then you don't want to miss Georgia Power Economic Development's Retail Ready Summit.

Attend one of our upcoming events to learn about retailer site selection, prepare your community for retail, explore project lifecycles, review case studies and incentives, and network with consultants and developers.

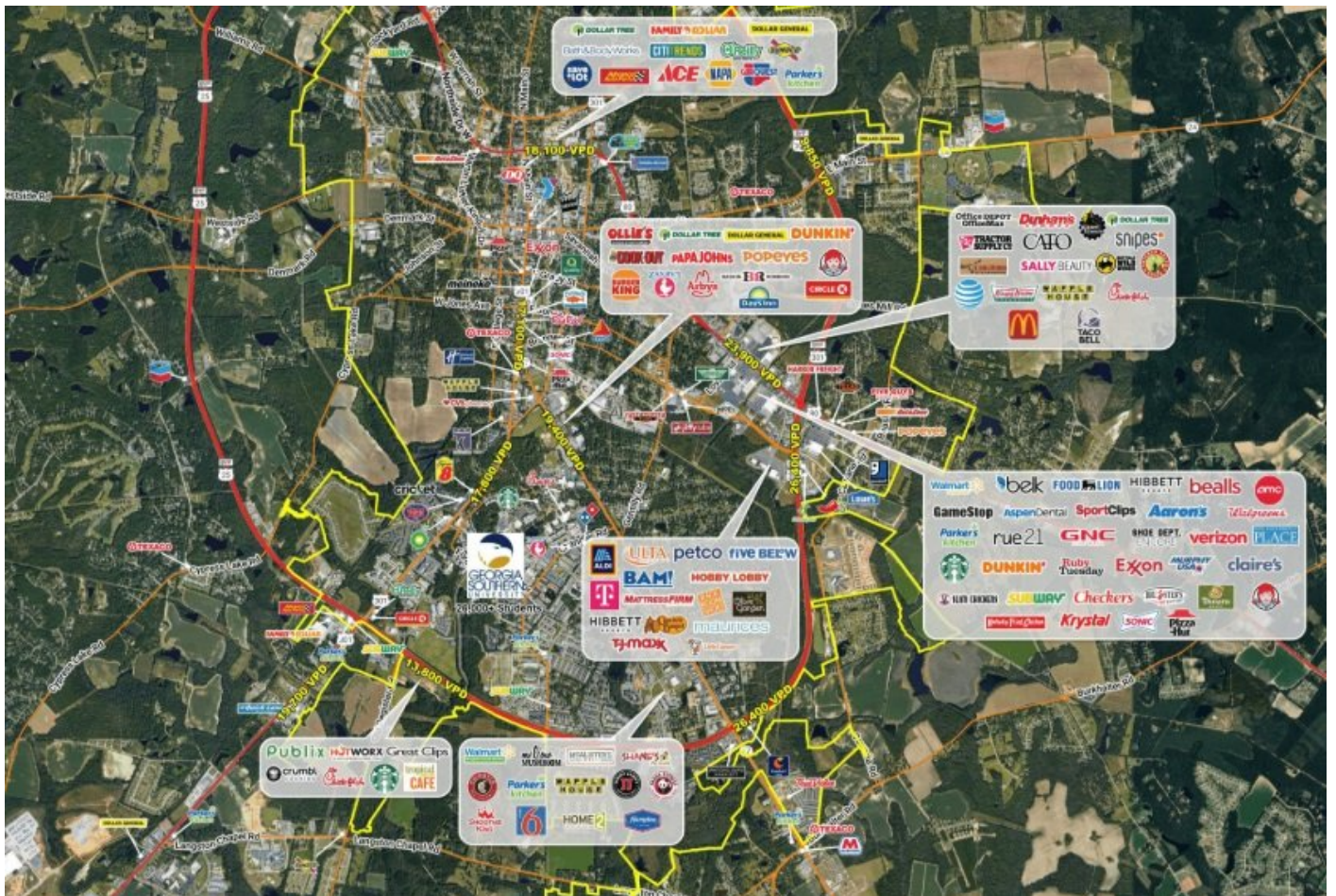
2025 Retail Ready Dates and Locations:

- August 28, Acworth, GA, 9:00 am – 4:00 pm
- October 23, Macon, GA, 9:00 am – 4:00 pm

[CLICK HERE](#) to save your spot!

Until then, learn from Georgia communities like Statesboro in Bulloch County who are taking lessons learned from last year's Retail Ready summit and applying them to their own regions. Statesboro is projected to grow by nearly 8% over the next five years, making it a strong candidate for identifying retail businesses that can meet the needs of new residents.

In collaboration with Retail Strategies and Georgia Power, they are analyzing research findings and developing a comprehensive marketing plan aimed at attracting new restaurants, retail establishments, and additional amenities. Read the full article on selectgeorgia.com/blog.



HOW ARE YOU CREATE'ING OPPORTUNITIES FOR YOUR COMMUNITY'S ENTREPRENEURS?

Last call to sign up for the CREATE Entrepreneurship Summit (Cultivating Resilient Entrepreneurs and Transforming Economies). The CREATE program is designed to help community leaders implement entrepreneurship and small business growth plans.

This year, we are excited to bring together statewide economic development partners from across the state for a one day educational event focused on building and enhancing your region's entrepreneurship ecosystem.

- Wednesday, August 13, 2025, 8:30 am - 4:30 pm
- Robert F. Hatcher, Sr. Conference Center at Middle Georgia State University, 100 University Pkwy, Macon, GA 31206-5100

Program materials and lunch will be provided. We only have a few seats left, so [RSVP TODAY](#) to save your seat for the summit.

REDEVELOPMENT TIPS FROM EDIE WEINTRAUB, TERRA ALMA

Redevelopment breathes life back into forgotten spaces, supports local economies, and creates community hubs. Have you passed an old structure in your town and daydreamed, "Wouldn't it be cool if they turned that into...?"

While visions are important, successful projects demand a strategy that aligns community needs, tenant goals, and investor priorities. Consultant Edie Weintraub shared best practices for retail development including:

- Anchor Efforts Around Community Needs
- Leverage Historic and Architectural Appeal
- Create a Cohesive Retail Mix
- Foster Engagement Through Events and Activations
- Strike a Balance Between Development and Convenience
- Support Local Businesses

She also urged community leaders to make decisions that are informed by data. Reliable information can offer valuable insights on trends and consumer behavior when selecting a redevelopment project that makes sense for your area. Dive deeper into these best practices at selectgeorgia.com/blog.

PASS IT ON! SMALL COMMERCIAL DIRECT INSTALL PROGRAM FROM GEORGIA POWER

Helping small and local businesses in your community thrive often means recommending programs that meet their goals – including energy solutions.

A retail store in Atlanta recently upgraded to LED lighting through Georgia Power's Small Commercial Direct Install (SCDI) Program. The results were impressive.

- \$38,238 in project costs covered
- 71,110 kWh saved annually

This success story highlights the potential benefits for businesses in your community. The SCDI Program offers up to 70% coverage for high-efficiency upgrades in small businesses (not applicable to new construction projects).

A range of upgrade opportunities and benefits include:

- Smart Thermostats: Optimize energy use for enhanced comfort and savings.
- LED Lighting: Enjoy lighting with reduced energy and maintenance costs.
- HVAC Maintenance: Improve efficiency, air quality, and system longevity.

Act Now: The deadline for scheduling a free assessment is September 15th. Encourage small businesses that are existing Georgia Power customers to get in touch with our energy efficiency team for more information.

Get in Touch:: For additional support or to schedule your assessment, please call 1-855-950-GPDI (4734) or email smallbiz@southernco.com. For more information, visit our website at georgiapower.com/smallcommercial.

TEAM UPDATES

We are excited to share updates to Georgia Power Economic Development. Please join us in welcoming and congratulating these team members!

- Arthur Tripp, Jr. named Vice President of Economic Development
- Arnive Blanchard has been promoted to GIS Administrator
- Joshua Fletcher joins the team as the Lead Content Producer

Connect with them and others at selectgeorgia.com/about-us/our-team.



Arthur Tripp, Jr.



Arnive Blanchard



Joshua Fletcher

FEATURED EVENTS

Our team is supporting local and national partners across the state this coming quarter. Join us in attending or celebrating these upcoming events.

- SEDC Annual Conference, Oklahoma City, Aug 10
- Georgia Power Economic Development CREATE, Macon, Aug 13
- GEDA Sidebar Training, Virtual, Aug 13-14

- GA Academy for Economic Development Presents “AI 101”, Griffin or Valdosta, Aug 14 or 19
- Georgia Certified Economic Developer - Housing Policies & Best Practices, Aug 21
- Georgia Power Economic Development Retail Ready, Acworth, Aug 28
- GEDA Annual Conference, Savannah, Sep 17-19

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

- [GPC Names Arthur Tripp as Vice President of Economic Development](#)
- [Ellijay, Georgia Welcomes a Wave of New Entrepreneurs and Industry Opportunities](#)
- [Governor Kemp Announces Second Round of Rural Site Development Grants](#)
- [More Than Main Street - Entrepreneur Friendly Cities at GMA](#)
- [Georgia Public Service Commission Approves 2023 Integrated Resource Plan](#)
- [Statesboro, GA is Retail Ready](#)
- [Stay Calm & Trade On - Recap of GPA Logistics Summit](#)
- [Upcoming Events with Registration Links](#)

Get the full stories and more at selectgeorgia.com.

News and Updates



Economic
Development



*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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