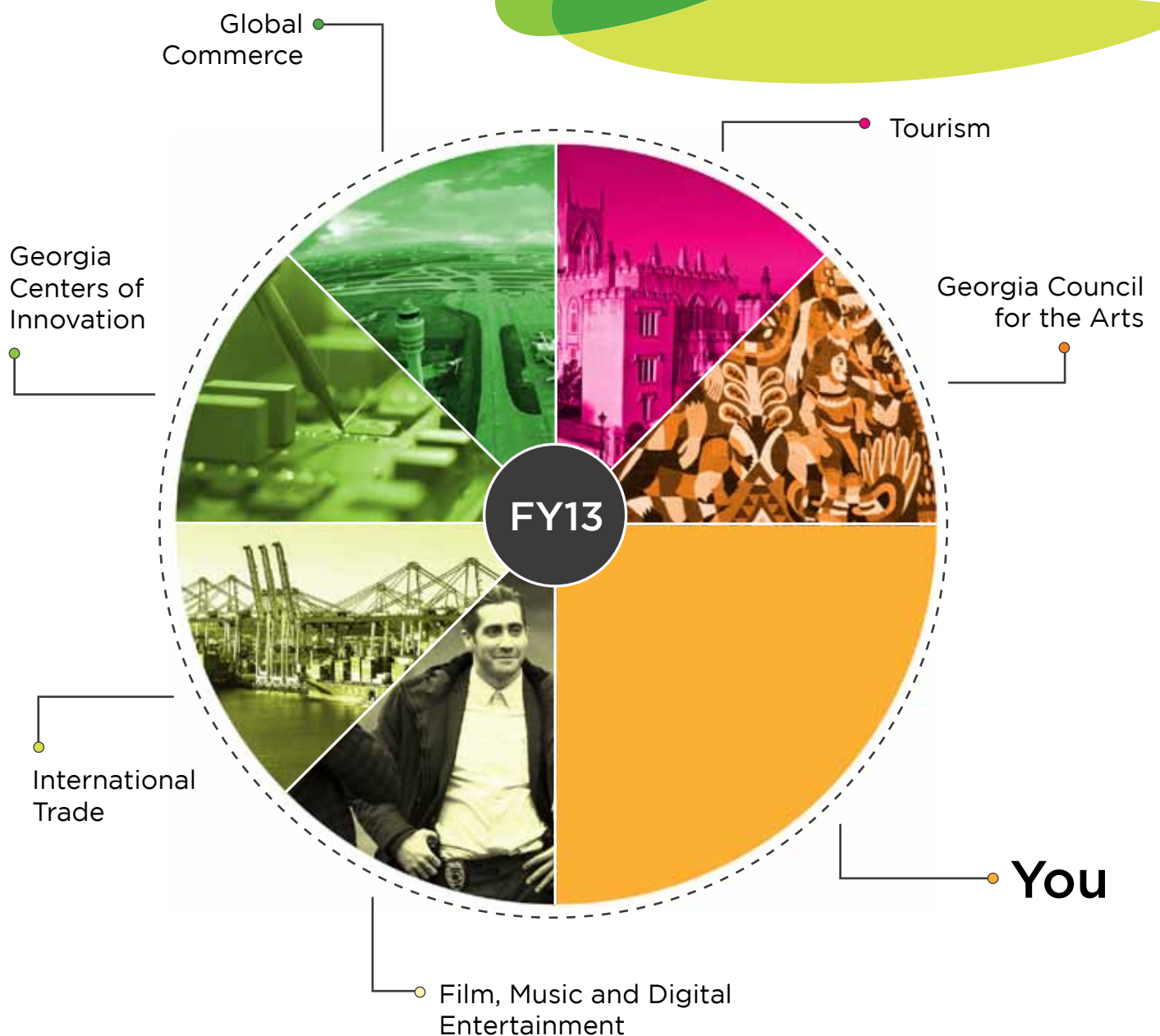


PARTNERS

IN PROGRESS
Year in Review





DEAR PARTNERS,

This year was an exceptional one for economic development in Georgia. I couldn't be more proud to say that our state has the **No. 1 business climate in the U.S.** This ranking is a testament to the commitment and support from our industry partners, communities and the citizens of Georgia.

OUR GOAL AT THE GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT (GDEC) IS TO MAINTAIN GEORGIA'S STATUS AS A LEADER IN THE GLOBAL MARKETPLACE; WHETHER IT IS THROUGH OUR GLOBAL COMMERCE, INTERNATIONAL TRADE, THE CENTERS OF INNOVATION, TOURISM, ENTERTAINMENT OR ARTS DIVISIONS.

Another year of record-breaking results emphasizes the status of Georgia's economic development efforts and they represent more than just numbers – these achievements represent a higher quality of life for Georgians. Each new job and dollar that goes into a community makes a difference in the daily lives of those who live and work in our state.

Through a collaborative approach that highlights our pro-business climate, business incentives, world-class transportation network, quality of life, skilled workforce and much more, we will continue to help create more jobs and investment opportunities in Georgia.

Sincerely,

Chris Carr
Commissioner

THE BOARD OF DIRECTORS OF GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT

1ST CONGRESSIONAL DISTRICT
The Honorable Kevin Jackson

2ND CONGRESSIONAL DISTRICT
The Honorable Mark Glass

3RD CONGRESSIONAL DISTRICT
The Honorable Philip Tomlinson

4TH CONGRESSIONAL DISTRICT
The Honorable Paul Wood

5TH CONGRESSIONAL DISTRICT
The Honorable Jerome Russell

6TH CONGRESSIONAL DISTRICT
The Honorable Penn Hodge

7TH CONGRESSIONAL DISTRICT
The Honorable Ron Garrard

8TH CONGRESSIONAL DISTRICT
The Honorable Allen Gudenrath

9TH CONGRESSIONAL DISTRICT
The Honorable Randall Pugh

10TH CONGRESSIONAL DISTRICT
The Honorable Tom Griffith

11TH CONGRESSIONAL DISTRICT
The Honorable Paul Bowers
(VICE CHAIRMAN)

12TH CONGRESSIONAL DISTRICT
The Honorable Wayne Christian

13TH CONGRESSIONAL DISTRICT
The Honorable Felker Ward

14TH CONGRESSIONAL DISTRICT
The Honorable Robert Kinard

MEMBERS AT LARGE

The Honorable Kent Fountain

The Honorable Ben Hall

The Honorable Charles Tarbutton
(CHAIRMAN)

The Honorable H. "Monty" Osteen
(SECRETARY)

The Honorable Eric Johnson

The Honorable Gardiner Garrard

The Honorable Sam Way

The Honorable Mike Nixon

The Honorable Jay Neely

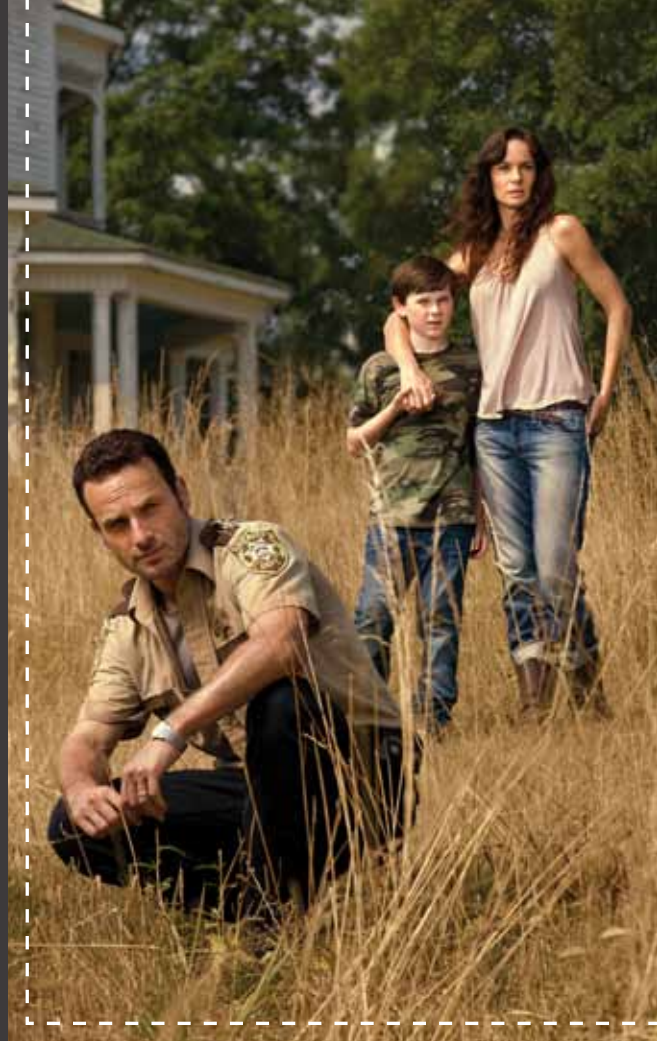
TABLE OF CONTENTS:

4

Global Commerce

13

International



16

Georgia Centers
of Innovation

18

Tourism

23

Film, Music and
Digital Entertainment

26

Georgia Council
for the Arts

GLOBAL COMMERCE

OVERVIEW AND BY THE NUMBERS

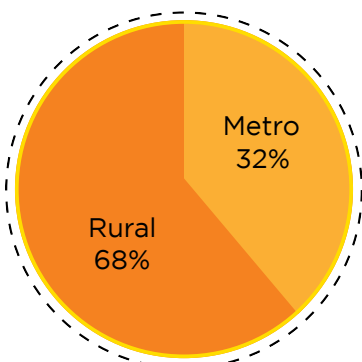
The Global Commerce team keeps our state competitive for attracting new business and investment. By identifying new and existing companies who are looking to relocate or expand, and promoting Georgia's many assets and resources that are available to these companies, Global Commerce supports the department's goal of keeping Georgia a leader in the global marketplace.

The division works aggressively to attract new business and support the retention of existing business within our state.

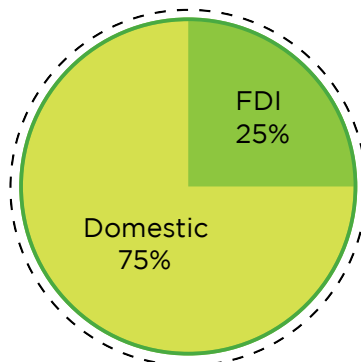
DIVISION RESULTS FOR FISCAL YEAR 2013:

| | 2009 | 2010 | 2011 | 2012 | 2013 |
|--------------------------------------|---------|---------|---------|---------|----------------|
| ANNOUNCEMENTS | 327 | 337 | 360 | 411 | 389 |
| JOBS | 17,467 | 19,627 | 22,005 | 28,624 | 31,656 |
| INVESTMENT | \$2.55B | \$3.74B | \$4.39B | \$5.99B | \$6.07B |
| LEADS | 1,402 | 1,304 | 1,107 | 1,228 | 796 |
| PERCENT OF LEADS TO LOCATIONS | 23% | 26% | 33% | 33% | 49% |

METRO VS. RURAL PROJECTS



FOREIGN DIRECT INVESTMENT PROJECTS



FEATURED PROJECTS LOCATED IN FY13:

Academy Sports + Outdoors

Expansion - July 2012

Value: \$44M

Jobs: 250

County: Twiggs

Ethicon, Inc.

Expansion - September 2012

Value: \$185M

Jobs: 75

County: Clarke

KIA Motors

Expansion - November 2012

Value: \$1.6B

County: Troup

AirWatch

Expansion - January 2013

Value: \$4M

Jobs: 800

County: Fulton

General Motors

Expansion - January 2013

Value: \$26M

Jobs: 1,000

County: Fulton

Koch Foods

Expansion - March 2013

Value: \$49M

Jobs: 750

County: Harris

DURING FISCAL YEAR (FY) 13, THE GLOBAL COMMERCE TEAM HELPED TO BRING IN MORE THAN \$6 BILLION IN INVESTMENT TO GEORGIA, RESULTING IN MORE THAN 30,000 JOBS FOR COMMUNITIES ACROSS THE STATE.

Kubota Corp.
Expansion - April 2013
Value: \$73M
Jobs: 200
County: Jefferson

Engineered Floors
Expansion - May 2013
Value: \$450M
Jobs: 2,000
Counties: Whitfield & Murray

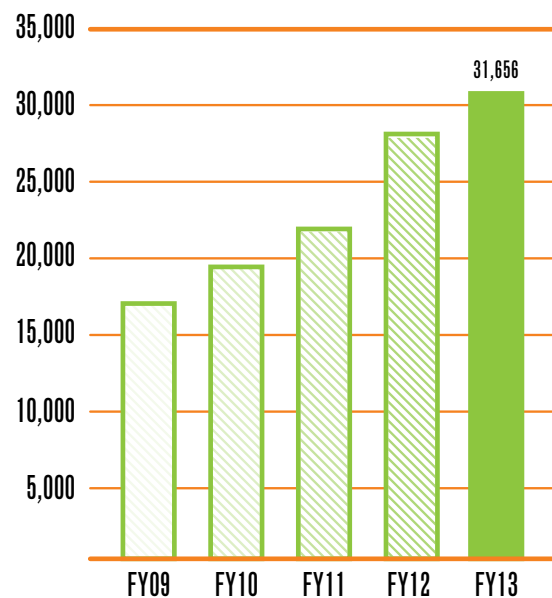
PulteGroup
New - May 2013
Value: \$10M
Jobs: 310
County: Fulton

AT&T
New - June 2013
Value: \$4.5B
Jobs: 600
County: Statewide

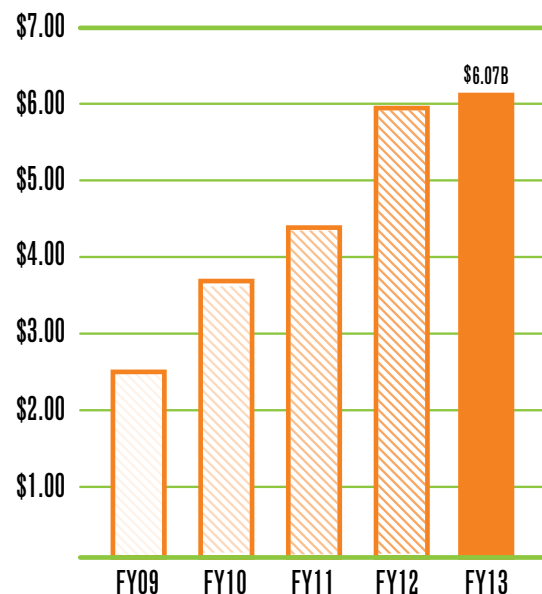
Inalfa Roof Systems
New - June 2013
Value: \$17.1M
Jobs: 300
County: Cherokee

Nordic Cold Storage
Expansion - June 2013
Value: \$30M
Jobs: 150
County: Chatham

JOBS



INVESTMENT (\$B)



INALFA ROOF SYSTEMS

PROJECTS LOCATED:

10 (3% OF TOTAL)

JOBS:

1,142

(4% OF TOTAL)

INVESTMENT:

\$15M

(3% OF TOTAL)

Team Snapshot

Aerospace, Defense and Advanced Manufacturing (ADAM)

The ADAM team works with companies in aerospace, defense and advanced manufacturing sectors to identify business challenges and match them with opportunities that exist in Georgia, including innovation and R&D resources. In FY13, the ADAM team assisted Inalfa Roof Systems, a global automotive manufacturer, in choosing Georgia's interconnected transportation network and strong automotive manufacturing presence over other competition. The Netherlands-based company established its first manufacturing plant in the Southeast.

Inalfa Roof Systems invested \$17M into the project, creating 300 jobs for Cherokee County.

VOESTALPINE



Team Snapshot

International Investment Team

The International Investment team serves as a business liaison to help internationally based companies looking to establish, relocate or expand their business in the U.S. This year, the team's biggest project was the voestalpine manufacturing plant near Cartersville, Ga. The company chose Georgia's interconnected logistics infrastructure and strong manufacturing network and utilized one of Georgia's GRAD-certified sites to locate its new facility.

voestalpine invested \$62M into the project, creating 220 jobs for Bartow County.

PROJECTS LOCATED:

29 (7% OF TOTAL)

JOBS:

611
(2% OF TOTAL)

INVESTMENT:

\$130M
(2% OF TOTAL)

NORDIC COLD STORAGE

PROJECTS LOCATED:

16 (4% OF TOTAL)

JOBS:

2,139 (7% OF TOTAL)

INVESTMENT:

\$223M

(4% OF TOTAL)

Team Snapshot

Logistics, Energy, Agribusiness and Food Processing (LEAF)

The LEAF team works with companies in some of Georgia's most vital industries - logistics, energy, agribusiness and food processing - to match business needs with opportunities in Georgia. In FY13, the LEAF team assisted Nordic Cold Storage in finding temperature-controlled logistic opportunities with the Port of Savannah. The new [Nordic Cold Storage facility](#) extended the Port of Savannah's temperature-controlled storage space to more than 200,000 square feet.

Nordic Cold Storage invested \$30M into the expansion, creating 150 jobs for Chatham County.

AIRWATCH

Team Snapshot

Healthcare, Life Science, Advanced Communications and Technology (HSAT)

The HSAT team guides companies in healthcare, life science, advanced communications, new media, information technology and R&D to provide essential resources across the total value chain. In FY13, the HSAT team assisted AirWatch, a leader in mobile technology and headquartered in Georgia for 20 years, in choosing Georgia's skilled workforce as a reason to expand its headquarters.

AirWatch invested \$4M into the expansion, creating 800 jobs for Fulton County.

PROJECTS LOCATED:
30 (8% OF TOTAL)

JOBS:
2,667 (8% OF TOTAL)

INVESTMENT:
\$224M (4% OF TOTAL)

GENERAL MOTORS



PROJECTS LOCATED:
16 (4% OF TOTAL)

JOBS:
5,375 (17% OF TOTAL)

INVESTMENT:
\$113M
(2% OF TOTAL)

Team Snapshot

Corporate Solutions

With more than 440 Fortune 500 companies and 16 Fortune 500 headquarters in Georgia, the Corporate Solutions team helps companies leverage the state's many advantages, including highly reliable power and fiber optic infrastructure and smart industrial power costs, to meet their specific needs. In FY13, the Corporate Solutions team assisted General Motors in opening an IT innovation facility to further advance its global business initiatives.

General Motors invested \$26M into the expansion, creating 1,000 jobs for Fulton County.

ENGINEERED FLOORS

Team Snapshot

Existing Industry and Regional Recruitment (EIRR)

The EIRR team assists businesses in Georgia's existing industries to ensure that companies who choose Georgia to call home have access to the right resources to help their business grow. The top FY13 project for the EIRR team was in the textile industry. **Engineered Floors chose Georgia's strong flooring network and logistics infrastructure to expand its business.**

Engineered Floors invested \$450M into the project, creating 2,000 jobs in Murray and Whitfield Counties.

PROJECTS LOCATED:
288 (74% OF TOTAL)

JOBS:
19,722
(62% OF TOTAL)

INVESTMENT:
\$5.2B
(86% OF TOTAL)

CAFÉ CAMPESINO



Small Business "Rock Stars"

Atlanta Light Bulbs, Inc.
Azalea Health Innovations
Café Campesino
FactoryMation
Lauri Jo's Southern Style Canning
Restaurant Interiors, Inc.

Team Snapshot

Entrepreneur and Small Business

The Small Business team directs companies, small enterprises and economic development partners to the proper resources that can directly provide beneficial services and opportunities. The department's Small Business team alone served over 1,000 businesses in FY13 with direct one-on-one guidance and exposure to state resources and opportunities. Check out the state's small business resource directory by visiting Georgia.org/SmallBusiness.

In FY13, the state, in partnership with the Georgia Economic Developers Association (GEDA) paid tribute to six outstanding small businesses, recognizing them as Georgia's Small Business "Rock Stars."

INTERNATIONAL OVERVIEW



Georgia is home to more than 400 Japanese companies.

2013 marked the 40th anniversary of Georgia's representation in Japan and Europe. These two markets are traditional leaders in trade and investment for the state. Together they are responsible for creating more than 52,000 jobs and \$10.4 billion in investment in Georgia since 1988*.

Georgia's international footprint continued to grow as GDEcD embarked upon efforts to expand in Latin America by adding new representation in Colombia to that in Brazil, Chile and Mexico. The department also grew its presence in Asia with new investments in representatives in Qingdao and Shanghai respectively, and began preparations for a Governor-led mission to China to announce this new development.

In pursuit of jobs, trade, tourism and investment, Governor Nathan Deal went on four international business missions. In July 2012, he visited four cities in Canada, calling on potential and existing investors and marketing Georgia as a tourism destination. In July 2012, he also went to Switzerland and the Netherlands to meet with investors. Governor Deal also attended the Southeastern U.S.-Japan Conference in Tokyo, Japan in September 2012, and met with aerospace companies at the Paris Air Show in June 2013. On the home front, GDEcD hosted 41 official visits from 35 countries.



More than 500 aerospace companies call Georgia home.

Governments from 70 countries have consular offices or trade representation in Georgia, including 25 career consulates, 48 honorary consular offices, and a dozen dedicated trade and investment agencies. GDEcD supports this Consular Corps with local programs, a springtime reception at the Governor's mansion, and the International VIP Tour, which hosted 25 dignitaries in Southwest Georgia for a three-day visit in March 2013.

**The earliest date for which GDEcD maintains foreign direct investment statistics.*

GDECD MARKETS

| | | | | | | | | | | |
|------------------------------|----------------|----------------|-------------------|--------------------|--------------|----------------------------|-----------------------|--------------------|-------------------|---------------------|
| China Qingdao Shanghai | Korea Seoul | Japan Tokyo | Canada Toronto | Israel Tel Aviv | EU Munich | UK & Ireland Beechstone | Mexico Mexico City | Colombia Bogotá | Chile Santiago | Brazil São Paulo |
|------------------------------|----------------|----------------|-------------------|--------------------|--------------|----------------------------|-----------------------|--------------------|-------------------|---------------------|

NANOLUMENS

**NUMBER OF DEALS:**

420

LEADS DEVELOPED:

25,560

VALUE:

\$35.8M

Team Snapshot

International Trade

Georgia's trade promotion is an integral component of economic development and an ideal platform for growing and retaining jobs in Georgia. Exports create twice as many jobs as domestic trade, and for every job created in making a product, another is created in getting the product to an international market. Exporting firms pay higher wages, grow faster and are less likely to go out of business. GDEcD's International Trade team specializes in Georgia's strategic industries and exports throughout the state. NanoLumens, a Norcross, Georgia company designs and manufactures LED displays in any size, shape, or curvature, is one such company assisted by the International Trade team. NanoLumens received in-country assistance, made connections with new international partners and signed a million dollar deal with their client in South America.

PECAN EXPORTER



Team Snapshot

International Trade's G.R.O.W. Program

The G.R.O.W. (Georgia Reaching Out Worldwide) program is funded in part through a grant from the U.S. Small Business Administration's State Trade and Export Promotion (STEP) Grant Program. Designed to increase Georgia's small business exports, G.R.O.W. offers new export services and reduced fees for existing export services. Qualified companies are able to meet with incoming buyer delegations. Companies that have participated in the past were in the sectors of aerospace, agriculture, chemicals, food processing machinery, ICTs and life sciences. **One of the international buyers who participated in G.R.O.W. is an Israeli importer of dried food, nuts and seeds. To date, the company has purchased \$2.6 million Georgia agricultural products.**

**PARTICIPATING
COMPANIES:**

148

**PARTICIPATING INT.
BUYERS/DISTR.:**

18

NEW SALES:
\$1.6M AND GROWING

GEORGIA CENTERS OF INNOVATION OVERVIEW

In FY13, the Georgia Centers of Innovation helped more than 3,000 clients, free of charge, to tap new markets and accelerate product development by providing technical expertise, cutting-edge research and strategic partnerships.

The Georgia Centers of Innovation are aligned to Georgia's six strategic industries:



Aerospace



Agribusiness



Energy



Life Sciences & IT



Logistics



Manufacturing



Systems Technologies to test their unmanned aerial vehicle crop imaging technology over fields in Moultrie, Georgia.

Guided Systems Technologies:

The Centers of Innovation for Aerospace and Agribusiness enabled Guided



connections leading to their first North American office.

SolarMax:

The Center of Innovation for Energy assisted SolarMax with resources and university



resulted in a new location and 180 jobs in Georgia.

Caesarstone:

The Center of Innovation for Logistics provided Caesarstone with strategic supply chain data that

Initiatives such as the Georgia Logistics Summit continued its success by welcoming more than 2,000 attendees from 30 states and nine countries.



YAMAHA MOTOR MANUFACTURING



Yamaha Motor Manufacturing

Newnan-based Yamaha Motor Manufacturing Corporation of America, wanted to improve the manufacturing process of nanomaterials used in their wave runner. To find a solution, they turned to the Georgia Center of Innovation for Manufacturing who connected them to appropriate research engineers and is currently assisting them in building a pilot manufacturing line to continue research and development. Once completed, the pilot line will enable Yamaha, the Georgia Tech Manufacturing Institute and other industry partners to further develop a material process that's more efficient and cost effective. Yamaha expects the results to improve the performance of their vehicles as well as increase fuel efficiency.

ACTIVE PROJECTS:
239

CLIENTS ASSISTED:
3,000

MEDIA IMPRESSIONS:
280 MILLION
ACROSS 80
PUBLICATIONS

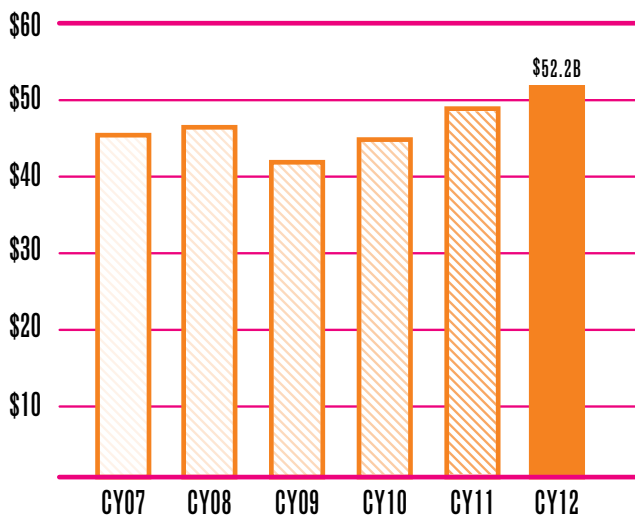
TOURISM

OVERVIEW AND BY THE NUMBERS

GEORGIA TOURISM INDUSTRY IMPACT SURPASSED \$50 BILLION FOR THE FIRST TIME

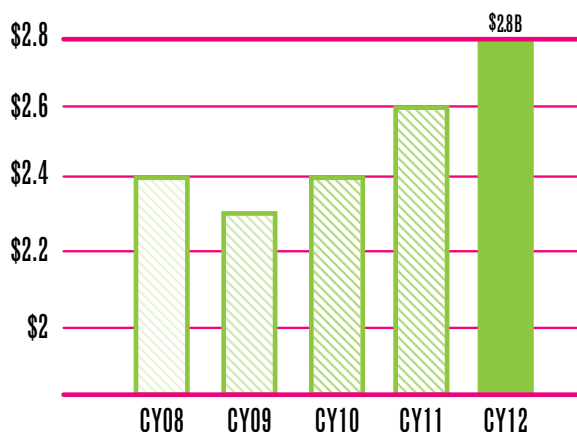
The Georgia Tourism division is the state's leading voice for tourism entities and destinations across the state – a sector that affects every part of Georgia's economy. Thousands of tourism partners, including attractions, destinations, accommodations and event organizers, work in collaboration with the Georgia Tourism team to bring in new jobs and investment through tourism opportunities. **Georgia's tourism industry has directly and indirectly sustained 405,000 jobs and is responsible for 10.2 percent of all jobs in the state.**

TOURISM IMPACT YEAR OVER YEAR (\$B)



According to the U.S. Travel Association and Tourism Economics

STATE & LOCAL TAX GENERATED (\$B)



SOCIAL MEDIA GROWTH



- ▶ 14,055 people shared our posts
- ▶ The most popular post reached 465,664 people and received 632,208 impressions
- ▶ 165,262 acquired Facebook fans with a growth of 43% in fan base



- ▶ 27,442 Twitter followers with a growth of 86% in fan base



- ▶ 3,706 new Pinterest followers
- ▶ Explore Georgia boards are No. 14 out of the 444 active destination marketing organizations nationwide



- ▶ 2,363 new Instagram followers
- ▶ More than 10,000 #ExploreGeorgia photos were tagged



- ▶ Revamped our channel to playlists for all nine tourism regions



- ▶ Explore Georgia has 34 Foursquare lists that represent Georgia's nine tourism regions. Unique topics include: Civil War, film, regional features, holiday and more.

IN FY13, GEORGIA CLIMBED THE CHARTS FROM NO. 21 TO NO. 8 IN THE NATIONAL RANKING OF STATES ON SOCIAL MEDIA.

THE TOURISM DIVISION, THROUGH ITS NETWORK OF REGIONAL AND INTERNATIONAL REPRESENTATIVES, ATLANTA OFFICE AND 11 VISITOR INFORMATION CENTERS, ASSISTS THE STATE'S COMMUNITIES AND ATTRACTIONS IN DRAWING POTENTIAL TRAVELERS TO THEIR AREAS, AND HELPS INDIVIDUAL VISITORS AND GROUPS DISCOVER GEORGIA'S UNIQUE VACATION OPTIONS.

VISITOR INFORMATION CENTERS

FY13 saw the creation of new and unique opportunities for tourism industry partners to increase their visibility at the state's 11 Visitor Information Centers. A record 14.3 million visitors stopped at our centers.

Being the first point of contact for the millions of visitors that travel through Georgia each year, the visitor centers continue to be a resource for tourists across the globe.



Yumion, the official mascot of Georgia's Vidalia Onion, greets visitors at a Visitor Information Center.



Atlanta Metro Travel Association representatives on the Marietta Square for Georgia Tourism's Twist Road Trip.

TWIST ROAD TRIP WINS MERCURY AWARD

Eager to differentiate Georgia from neighboring states as an ideal vacation spot, GDECD's Tourism division took a "Twist Road Trip" across nine tourism regions, introducing the "South with a Twist" campaign to key influencers along the way.

In FY13, the Tourism division was awarded the National Council of State Tourism Directors (NCSTD) Public and Media Relations Mercury Award for the state's "Twist Road Trip." The Mercury Awards recognize members for excellence and creative accomplishment at the state level in tourism marketing and promotion, and inspire the continued development of exciting destination marketing and promotion programs.

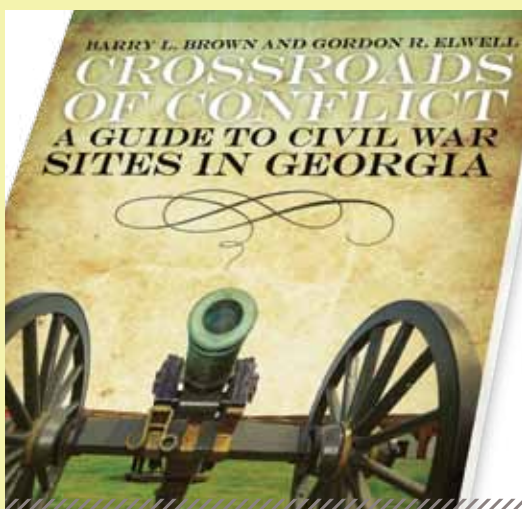
VISITOR INFORMATION CENTER LOCATIONS

Augusta Columbus Kingsland Lavonia Plains Ringgold Savannah Sylvania Tallapoosa Valdosta West Point

THE CIVIL WAR'S IMPACT ON GEORGIA WAS GREATER THAN ANY OTHER EVENT IN THE STATE'S HISTORY

THE CIVIL WAR IN GEORGIA COMMEMORATING 150 YEARS

Home to more than 400 Civil War sites, Georgia has a wealth of battlefields, cemeteries, arsenals, museums, mansions and stories. From Chickamauga, the largest national military park and the second-bloodiest battle of the Civil War, to Andersonville, the most notorious prison camp of the War, to Madison's beautiful antebellum homes that were left untouched by Sherman's torch, and the battle-filled Atlanta Campaign – Georgia offers visitors the opportunity to experience all facets of our Civil War history. Much of the Sesquicentennial planning done during FY13 was in preparation for the upcoming Atlanta Campaign and March to the Sea taking place in 2014.



"Crossroads of Conflict: A Guide to Civil War Sites in Georgia" is available on GACivilWar.org.

FY13 ACCOMPLISHMENTS:

- The third edition of Georgia's Guide to the Civil War brochure, featuring 85 Civil War sites, was printed and distributed at Georgia's 11 Visitor Information Centers. Highlighted features include the Battle of Chickamauga and Battle of Ringgold Gap. The 2013 edition also featured a story about Michelle Obama's great-great-great-grandmother Melvinia Shields, who worked as a slave on a farm in Rex, Georgia. A monument dedicated to her life was erected and dedicated in Rex in June 2012.
- The Battle of Chickamauga audio tour was produced. The 23-stop audio tour features the route of the military campaign leading up to the Battle of Chickamauga.
- Georgia Tourism's fastest growing e-mail newsletter – "The Dispatch: Georgia's Civil War Sesquicentennial Newsletter" – is now distributed monthly.
- The Atlanta Campaign audio tour featuring 33-stops was produced. The collateral brochure will be released in winter 2014.
- The March to the Sea audio tour featuring 37-stops was launched. It will be completed in the spring of 2014.

These audio tours, special events, activities, reenactments and more can be found across the state in commemoration of the 150th Anniversary of the Civil War. Visit GACivilWar.org to learn more.

GEORGIA BUFFALO RANCH & TRADING POST



Product Development

The Product Development team assists private, non-profit and government clients to help identify and create tourism opportunities in the area to positively impact Georgia's visitor industry. Georgia Buffalo Ranch & Trading Post, in Townsend, Georgia, is a thriving buffalo farm with products in fine restaurants all over Georgia who recognized a new market for tourists to visit its buffalo ranch. After constructing motorized "Buffalo Buggies" and a Buffalo Trading Post, visitors can not only be taken into buffalo pastures and feed the cattle, but they can also take home bison meat and other Georgia-made products at the trading post.

18 product development projects

974 technical assists

6 communities participated in a product development resource team visit.

THE 1842 INN

**349 domestic group
tour itineraries**

25 new itineraries

2,689 group nights

Business Development

The Business Development team focuses on promoting Georgia's tourism product to group tour/travel operators around the world. The Tourism division enticed 20 tour operators who never carried a Georgia product to start selling Georgia as a tourism destination. The development of several new tour operator training programs and GA in the KNOW e-newsletter promotes Georgia tourism opportunities to tour operators. The Tourism team assisted the Macon-Bibb County Convention and Visitors Bureau with attracting international visitors to the city's famed 1842 Inn, a classic southern bed and breakfast. Agreements were signed with international group travel planners from the UK, Austria, Germany and Brazil for overnight accommodations here.

FMDE

OVERVIEW AND BY THE NUMBERS

FILM, MUSIC AND DIGITAL ENTERTAINMENT (FMDE)

The FMDE team guides and helps attract film, television and music entertainment to the state, helping production companies find filming locations, crew, and the resources to best meet their unique needs.

Georgia-lensed film and television productions generated an economic impact of \$3.3 billion in the state during FY13 — growing more than 1300 percent since 2007.

With the state's record year, Georgia has experienced tremendous long-term growth in infrastructure including several large scale soundstage facilities: Pinewood Atlanta in Fayette County and Atlanta Campus Studios in Gwinnett.

While we once touted our crew base as “two deep,” meaning we could support two major films at a time with a highly trained and experienced crew, the Motion Picture Association of America (MPAA) now reports Georgia as being nine to ten crews deep.

Production companies continue to choose Georgia because of our entire production package offering – incentives, accessibility, locations, infrastructure, a skilled crew base, our Camera Ready program and much more.



“Anchorman 2: The Legend Continues” starring Will Ferrell, Steve Carrell, Paul Rudd and many more filmed in Georgia during FY13.

TOP FY13 FILM PROJECTS

Notable feature films shot in Georgia during FY13 include:

- “**The Hunger Games: Catching Fire**” starring Jennifer Lawrence, Woody Harrelson and Donald Sutherland
- “**Anchorman 2**” starring Will Ferrell, Paul Rudd and Steve Carrell
- “**Million Dollar Arm**” starring Jon Hamm
- “**Prisoners**” starring Hugh Jackman and Jake Gyllenhaal
- “**Solace**” starring Anthony Hopkins and Colin Farrell

A record number of television series and pilots were shot in Georgia in FY13, including:

- AMC’s “**The Walking Dead**”
- CW’s “**Vampire Diaries**”
- AMC’s “**Halt and Catch Fire**”
- Lifetime’s “**Drop Dead Diva**”
- BET’s “**The Game**”
- “**Family Feud**”
- ABC’s “**Resurrection**”

FY10
\$1.6B*

FY11
\$2.4B

FY12
\$3.1B

FY13
\$3.3B

*The FY10 figure includes interactive entertainment; the FY11 - FY13 numbers include only film and television production.

"HUNGER GAMES: CATCHING FIRE"



Launched
March 26, 2013

28,750 unique
visitors

54,107 page views

ComeTourGeorgia.com

Film tourism has significantly increased in Georgia, as more and more productions choose Georgia. To capitalize on the release of the "Hunger Games: Catching Fire," and to help attract visitors interested in Georgia's entertainment industry, the state launched ComeTourGeorgia.com on March 26, 2013. This new interactive website promotes Georgia's film and music history, film tours, Georgia-filmed productions, film locations, destinations, festivals and other events. By increasing visitation to entertainment-related destinations across the state, the website will enhance the film industry's long-term impact on Georgia tourism.

THROUGH BUILDING PARTNERSHIPS BETWEEN THE PUBLIC AND PRIVATE SECTORS AND RENOWNED ARTISTS, WE HAVE SEEN A NUMBER OF SUCCESSFUL MUSIC PROJECTS IN FY13.



Governor Nathan Deal and Zac Brown at “Just An Old Sweet Song” at the Tabernacle in Atlanta on Jan. 29, 2013

FY13 initiatives focused on promoting the state’s music assets to targeted audiences. In January, industry insiders representing music business, education and tourism joined Georgia GRAMMY® winners and nominees including Luke Bryan, Zac Brown Band, Chris “Ludacris” Bridges, Chris Tomlin, Mac Powell of Third Day and members of the Atlanta Symphony Orchestra, to share with an audience of business leaders and elected officials, including Governor and Mrs. Deal, a snapshot of the significant economic, educational and cultural benefits that music generates statewide. Proceeds from “Just An Old Sweet Song,” held at the Tabernacle in Atlanta, benefitted music education and outreach programs.

In March, Film, Music and Digital Entertainment (FMDE) team hosted an event for music supervisors at SXSW in Austin to promote the music provision of the Georgia Entertainment Industry Incentive Act. Later that month, FMDE and The Recording Academy® Atlanta Chapter presented “Roll The Credits,” a panel of four prominent music supervisors at the Atlanta Film Festival to a capacity crowd of industry representatives.

During the 2013 Georgia General Assembly, HB 529 created the Georgia House Music Industry Study Committee to evaluate the issues facing the state’s music industry, identify opportunities and explore strategies to retain existing industry and talent and ensure future growth, investment and jobs. FMDE assisted the five committee members in gathering research and scheduling more than 80 speakers to give testimony in five communities across Georgia.



Georgia's own Jason Aldean headlined the first-ever concert in Sanford Stadium in Athens. Ludacris joined him for a song.

GA ARTS

OVERVIEW AND BY THE NUMBERS

The Georgia Council for the Arts (GCA) became a division of the Georgia Department of Economic Development in July 2011. Its mission is to cultivate the growth of vibrant, thriving Georgia communities through the arts. GCA provides grant funding, programs and services statewide that support the vital arts industry, preserve the state's cultural heritage, increase tourism and nurture strong communities. During FY13, GCA team members visited 52 counties to offer assistance to those interested in bolstering their arts and culture tourism assets. Several of these counties received grants through GCA's grant programs.

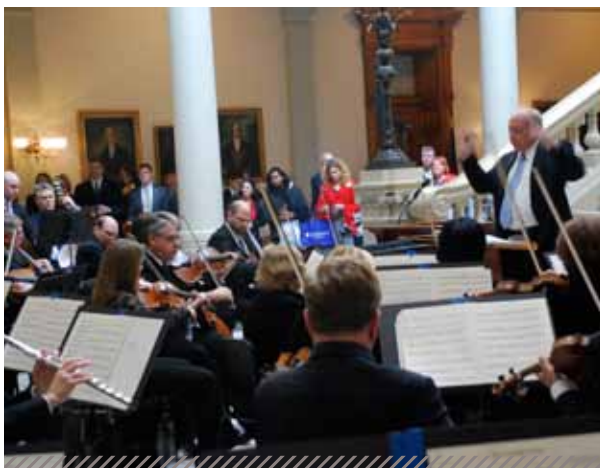
RESULTS FOR FY13

| | |
|--------------------------|-----------|
| TOTAL GCA GRANTS AWARDED | 122 |
| TOTAL ALLOCATED GRANT \$ | \$904,877 |
| TOTAL CITIZENS REACHED | 10.6M |
| NO. OF YOUTH REACHED | 1.8M |

ART AT THE CAPITOL

As a collaborative project between GCA and the Governor's Office, the program sought to bring arts and humanities to the Capitol. This included:

The Atlanta Symphony Orchestra performance at the State Capitol was the first performance at the Capitol by the ASO since 1974. This event was free and open to the public.



The Atlanta Symphony Orchestra performs at the Georgia State Capitol.

NON-PROFIT ARTS INDUSTRY SPOTLIGHT

| | |
|--|--------|
| TOTAL NONPROFIT ARTS, CULTURE & HUMANITIES ORGS IN GEORGIA | 2,386 |
| TOTAL REVENUE | \$713B |
| TOTAL ASSETS | \$2.5B |
| TOTAL PAYROLL TAX | \$13M |

"THE ART OF GEORGIA" EXHIBIT INCLUDED 38 GEORGIA ARTISTS AND 58 WORKS OF ART DISPLAYED IN THE OFFICE OF THE GOVERNOR



Governor Nathan Deal and Georgia artist Steven M. Tette with Tette's "Concept of Self (Family Affair)."

GOVERNOR'S AWARDS FOR THE ARTS & HUMANITIES

GOVERNOR'S AWARDS FOR THE ARTS & HUMANITIES

In October 2012, the Governor and Mrs. Deal honored 12 individuals and organizations that have made significant contributions to Georgia's civic and cultural vitality through service to the humanities or excellence in the arts. The award itself was created by third generation Georgia wood turner, Matt Moulthrop (shown in image).

12 award recipients
in 2013

More than 60
nominees

Approximately 300
attendees at the
awards ceremony
at the Capitol



Georgia Department of Economic Development

75 Fifth Street NW | Suite 1200 | Atlanta, GA 30308 - USA | +1.404.962.4000 | Georgia.org