



Eisenhower Business Improvement District (EBID)

Marketing Research Analysis

Macon, Georgia

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Prepared by:



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Table of Contents

Executive Summary Research	2
Top Selling Points	3
Top Challenges	5
Quality of Life, Culture & Entertainment	5
Coming Soon – Projects & Potential Impact	8
Job Sources & Skills	9
Workforce/Workforce Readiness	14
Higher Education	15
Elementary/Secondary Education	20
Demographics	23
Cost of Living	26
Net Migration	27
Socioeconomics	28
Wages	29
Poverty Rate	29
Public Transportation	30
Transportation	31
Utilities	33
Business Incentives	35
Cost of Doing Business	37
Retail Sales by Category	39
Top Industries/Employers	47
Target Industries	48
Industrial Sites	49

Executive Summary

This report shares 365° Total Marketing's findings of the Eisenhower Business Improvement District's (EBID) Market Research Analysis conducted during January-February of 2023. The Eisenhower Business Improvement District is the corridor that includes a portion of U.S. Highway 80, Eisenhower Parkway, between interchange 3 on I-475 east to the Macon Mall in Macon, GA. The businesses in the Eisenhower district voted in favor of paying an additional property tax to fund revitalization projects within its boundaries.

The analysis seeks to advance EBID's vision of an economically vibrant retail sector within Macon-Bibb County, Georgia. This project included an assessment of the EBID retail market to obtain a clearer picture of the marketplace, identifying the existing retail success, and providing strategic focus on "what's next" by categorizing opportunities for expansion and areas of oversupply. This work will help inform EBID decision makers about the potential for retail growth in the district for the next several years.

Specific goals of the market opportunity analysis are to:

GOALS

- ❖ Create an accurate and realistic picture of the Eisenhower Business Improvement District's retail potential within the region, including the location and character of the existing commercial supply; consumer preferences, needs and buying patterns; and opportunities and challenges for growth and development;
- ❖ Understand the gaps in the retail marketplace and the potential for increased development;
- ❖ Identify viable retail businesses based on existing market gaps and future development potential;
- ❖ Provide user-friendly market facts for promoting target business opportunities; and
- ❖ Provide a summary of key conclusions and high-level next steps recommendations to strengthen and diversify the EBID retail sector.

METHODOLOGY

Research (both primary and secondary) includes:

- ❖ Review of over a dozen research and planning documents including economic development assessment and strategy,
- ❖ Delineation of the EBID retail market area;
- ❖ Demographic analysis of Macon-Bibb County and EBID Census Tracts; the Census Tracts analyzed were 132.01, which is on the north side of Eisenhower Parkway, and 132.02 which is on the south side of Eisenhower Parkway.

CONCLUSIONS

There is a great deal of potential in the EBID district given that the district is practically bookended by two higher education institutions with enrollment of more than 2,300 college students and 1,000 faculty and staff members traversing the corridor every day. Another 5,000+ people live in the immediate vicinity of the EBID district, shopping in its shops and eating in its restaurants. Daily traffic counts at Eisenhower Parkway @ Bloomfield Road average 19,100 vehicles.

Ongoing developments around Macon Mall are poised to increase the traffic, and therefore the retail potential of the EBID district. Macon-Bibb County government plans to move government offices such as the board of elections, business services and planning and zoning commission to the mall. This will create an automatic customer base that could potentially attract more shops and restaurants to the mall and its surrounding area. The mall currently has about 20 retail and restaurant tenants.

Also under development at Macon Mall, in the anchor position that was formerly Belk, is a 32-court indoor pickleball facility. The facility will feature 16 lower-level and 16 upper-level concrete courts, a pro shop, tournament central, check in, and ample space, making it one of the largest indoor pickleball facilities in the world. This facility will be able to host major tournaments for this fast-growing sport, bringing in competitors from around the U.S. as well as the 800 members of the Macon Pickleball Association.

A 10,000-seat amphitheater is being built adjacent to the mall, filling a need for this size of facility in Middle Georgia. The amphitheater will have 2,500 fixed seats in a stepped seating bowl, 1,500 temporary seats on a flat floor between the fixed seats and stage, and 6,000 lawn seats outside the bowl and roof structure. VIP seating will be in 10 “boxes” between the pit and fixed seating. Two entrance plazas will have concessions, retail amenities, and restrooms. There will be other concession and retail options around the amphitheater, and plans could include construction of a full-service restaurant. Since 10,000 people coming to a show at the amphitheater means they are likely to eat in the local restaurants and stay in area hotels, it is anticipated the amphitheater will add as much as \$4 million to the local economy.

TOP SELLING POINTS

The above-mentioned developments around the Macon Mall, if marketed/programmed and supported with additional dining and lodging venues, could capture a bigger share of the visitor market in Macon. This also heralds growing interest in development all along the corridor, thus bringing more businesses to West Macon and adding value to the neighborhoods along Eisenhower Parkway. This should increase the general wealth of the residents along the corridor.

EBID itself is playing a major role in the sustainability and growth of the EBID corridor, providing beautification at intersections and along medians, additional law enforcement presence, and additional safety through extra lighting at major intersections. Ongoing beautification projects and infrastructure upgrades throughout the community will contribute to a strong retail business climate.

TOP SELLING POINTS (cont.)

New retailers may consider a location along the EBID corridor because of the reasonable rental rates per square foot. While rates in Bibb County may be as high as \$19 per square foot, rates along the EBID corridor tend to run between \$6 and \$12 per square foot. There are plenty of opportunities for additional retail in the EBID district. Three of the shopping centers in the district have significant space available: Parkway Village (61.5K SF), Summit at the Mall (92.9K SF) and Eisenhower Crossing (153.6K+ SF). EBID would be wise to create and maintain an inventory of developable commercial land and available retail space to help accommodate retail prospects and developers.

A cursory look at opportunities in the EBID corridor starts with a review of the retail that is already there.

- ❖ Grocery stores include: ALDI, Kroger, Sam's Club, Walmart Supercenter, plus a scattering of smaller neighborhood or ethnic specialty markets. ***Grocery services are expected to grow by more than \$64 million in Macon by 2027.*** One thing to note is that when EBID shoppers have been asked to identify their favorite grocery, Publix was near the top of the list. The nearest Publix is 3.6 miles from Eisenhower Parkway, taking shoppers out of the EBID district.
- ❖ Pharmacies include: CVS, Kroger Pharmacy, Macon Pharmacy, Sam's Club Pharmacy, Walmart Pharmacy, and Walgreen's. ***Pharmacy services are expected to grow by more than \$8 million in Macon by 2027.***
- ❖ Apparel stores include: Burlington, Clockwork, David's Bridal, Girl Factor, Finish Line, Jimmy Jazz, Purple Heart Label, Rainbow Shops, Ross Dress for Less, rue 21, Shoe Carnival, Shoe Dept., Walmart Supercenter. ***Apparel and related services are expected to grow by more than \$25 million in Macon by 2027.***
- ❖ Furniture stores include: Aaron's, Haverty's, Sam's Club, Walmart Supercenter. ***Furniture sales are expected to grow by more than \$16 million in Macon by 2027.***
- ❖ Gasoline stations include: Citgo, Kroger, Marathon (2), Murphy (Walmart), Sam's Club, Shell (2), Sunoco. ***Gasoline and motor oil sales are expected to grow by more than \$28 million in Macon by 2027.***
- ❖ Restaurants include: Bombay Curry, Burger King, Chen's Wok, Chick-fil-A, China Max, Cook Out, Cracker Barrel, Fajitas Mexican Grill, Firehouse Subs, Golden Corral, KFC, K Family Deli, Krystal, Macon Crab House, McAlister's Deli, McDonald's, New China Buffet, Pizza Hut, Rosa's Son's Café, S&S Cafeteria, Subway, Taj Indian Restaurant, Teriyaki Japan, Waffle House, Wendy's, Wingstop, Zaxby's. ***Food sales away from home are expected to grow by more than \$44 million in Macon by 2027.*** It is worth noting that the restaurants along the EBID corridor trend toward fast food, fast casual, and ethnic cuisines. People in the area who want fine dining or steak & seafood must leave the area to find it. With additional government offices, the 10,000-seat amphitheater, and the pickle ball courts, there is definitely a market for attracting nicer chain restaurants and upscale local cuisine locations. The nearby Helms College offers restaurant training which can make the difference in appealing to these restaurants.

TOP CHALLENGES

There are some challenges for retailers in the EBID district, not the least of which are the neighborhood demographics along the corridor. The 5,000+ people who live along the corridor have an annual median household income of \$29,976, which is about \$18,200 less than Macon households overall. Annual per capita income is \$14,644 compared to \$28,708 for all of Macon-Bibb County. The poverty rate along the EBID corridor is 40% compared to 24.7% for the entire county. The median home value along the corridor is \$83,200 compared to \$155,800 countywide. These financial characteristics of the area's residents signal that residents may be currently unable to support more retail, therefore retailers must rely on shoppers coming in from other areas to the new attractors and office space being built.

Another challenge is the educational attainment of residents along the corridor. The number of residents along the corridor who lack a high school diploma or equivalency (29.9%) is more than twice that of Bibb County as a whole (12.8%). And while the percentage of high school graduates or equivalent, as well as those with some college, exceeds that of Bibb County as a whole, the numbers drop off precipitously when it comes to residents getting higher education degrees. This lack of educational attainment speaks directly to the quality of the available workforce. However, Macon has an easy workforce commute area that allows for hiring throughout the city within 30 miles of Eisenhower. Macon-Bibb County Transit Authority (MTA) has 9 bus routes that operate regularly throughout the city on weekdays and Saturdays, transporting more than 280,000 riders per year. Two routes, Route 3 (West Macon/Macon Mall) and Route 7 (Eisenhower Parkway/Chambers Road), run daily to locations along the Eisenhower corridor.

While the EBID area supports 150 businesses, some shopping centers along the EBID corridor are empty or nearly so. EBID is working to improve these areas and spaces, and it is hoped the new Macon Mall developments will make the surrounding properties more attractive to retailers and thus fill those empty spaces.

QUALITY OF LIFE

Macon, GA, bills itself as the place "Where Soul Lives." We're a community with a big personality. Macon offers rich history, vibrant culture, and Southern charm. We have an active arts community, plenty of parks, and historical sites that date back more than 17,000 years. Several different groups of Native Americans once lived on the site now designated as the Ocmulgee Mounds National Historical Park.

If you love listening to live music, going to festivals, cheering at sporting events, and learning about history and culture, Macon is the place for you. Here, you can visit The Allman Brothers Band Museum at the Big House, the Otis Redding Museum, the Little Richard House, the Capricorn Sound Studios & Museum, and the Wall of Fame at Grant's Lounge. New, live music can be heard playing all over town and at signature events like Bragg Jam and GABBA Fest. The new amphitheater in process will enhance Macon's reputation as a music destination.

QUALITY OF LIFE (cont.)

Macon residents enjoy myriad parks and recreation facilities including numerous community centers, three tennis/pickleball facilities, a dog park, Bowden Golf Course, six swimming pools, five splashpads, and a variety of programs that include sports, culture, enrichment, special events, and more. Just west of the city, Lake Tobesofkee offers camping, biking, hiking, and a plethora of water sports.

Macon is popular with film location scouts due to our proximity to Atlanta, and our historic homes and buildings.

Sports events include Macon Bacon collegiate level baseball games and Macon Mayhem professional hockey, along with the collegiate sports at Mercer University, Macon State University, and Wesleyan College. Macon is also home to the Georgia Sports Hall of Fame.

With a vision to create a vibrant and authentic city experience unparalleled in the South, NewTown Macon has injected new life into the city similar to recent growth of other southern cities such as Asheville and Chattanooga. Today Macon has close to 700 market rate loft units in the central business district (with 600 more in the planning stages), 58+ restaurants, more than three dozen bars and music venues, stunning architecture dating back to the 1800s, and eight art galleries.

We have excellent schools, colleges and universities, world-class healthcare, first-rate utilities and infrastructure, and beautiful neighborhoods to call home.

The Bibb County School District educates nearly 22,000 students in 37 schools and programs and has increased its graduation rate nearly 30% in the past decade, to nearly 81% in 2022. The former Bibb County School Superintendent was named National Superintendent of the Year in 2019. Higher education includes Mercer University, which has one of the best undergraduate research programs in the U.S.; Middle Georgia State University, with five campuses, rated Georgia's most affordable public state university; Wesleyan College, the first college in the world chartered to grant degrees to women, in 1836; and the public, two-year Central Georgia Technical College, which produces more graduates and confers more awards than any other college in the Technical College System of Georgia.

Within the EBID footprint, Middle Georgia State University contributes several quality-of-life initiatives:

- The Waddell Barnes Botanical Gardens on the campus is divided into 16 distinct gardens located by plaques around the Macon Campus.
- Middle Georgia State University offers a wide variety of fitness and wellness programs. The Wellness Center offers individual and family memberships with no contracts, and includes access to the equipment, basketball courts, racquetball courts, group fitness classes, bowling, and the indoor swimming pool.
- The Robert F. Hatcher, Sr. Conference Center is one of the most frequented facilities on the Middle Georgia State University Macon Campus, drawing more than 31,500 visitors each year attending an average of 475 hosted events. Because of its central location in the state, the Conference Center attracts groups, conferences, and guests from all over Georgia, as well as the southeastern U.S.

QUALITY OF LIFE (cont.)

Healthcare in Macon-Bibb is provided by Atrium Health Navicent and Piedmont Healthcare. Atrium Health Navicent operates the 637-bed Navicent Medical Center, a nationally verified Level I-designated Trauma Center and a three-time Magnet Designated hospital for nursing excellence worldwide. Atrium's Primary Care West Macon serves the EBID district. Piedmont Healthcare, a regional system that includes 310-bed Piedmont Macon Medical Center, is a Level 1 Emergency Cardiac Care Center and is a Primary Stroke Center, and 103-bed Piedmont Macon North Hospital, which serves northside Macon and Middle Georgia.

COMING SOON TO MACON

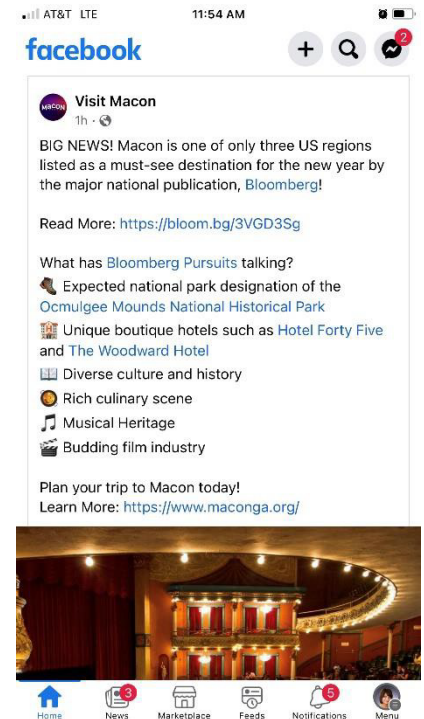
In January 2023, Bloomberg announced that Macon was one of only three U.S. regions listed as a “must-see destination for the new year,” citing the expected national park designation of the Ocmulgee Mounds National Historical Park, the new and unique boutique hotels such as Hotel Forty-Five and The Woodward Hotel, the city’s diverse culture and history, the rich culinary scene, musical heritage, and budding film industry. This designation is perfect timing as Macon kicked off its Bicentennial Celebration.

A new \$25 million loft complex is slated for downtown Macon, and at Middle Georgia Regional Airport, a groundbreaking ceremony is expected to launch a 600-foot runway extension to 7,100 feet, along with new office space at the airport, developments that are expected to attract more industry to the area.

The EBID district is well-positioned to take advantage of Macon’s growing residential, industrial and tourism base. Within the EBID footprint, Middle Georgia State University already plans to build a pavilion at its cross-country course, expanding recreation tourism in the community, and designs were unveiled in late 2022 for a new amphitheater, to be the second largest amphitheater in Georgia, part of a larger revitalization effort surrounding the redevelopment of the Macon Mall within the EBID district.

Macon Mall has been donated to the city-county government which, in addition to building the amphitheater, plans to retain existing retail stores, bring in more retail, attract new restaurants to and around the Mall, relocate government offices to vacant spaces, and include new sporting activities such as the world’s largest indoor pickleball center.

Already EBID has been actively working to revitalize the community and retain and recruit businesses, focused on beautifying the area, making it safer, and helping to market the businesses that are investing in the corridor.



Potential Annual Impact of Economic Announcements

Ocmulgee Mounds National Park designation	\$206.7 million
Macon Amphitheater	\$2 million-\$4 million
Middle GA Regional Airport runway extension	\$200 million+
MGA Cross-Country Pavilion.....	\$1 million

JOB SOURCES & SKILLS

The top job sources in the Macon-Bibb area are in the following industries:

Industry	Jobs	%
Healthcare	10,413	16.5
Retail Trade	7,426	11.8
Educational Services	6,542	10.4
Accommodation & Food Services	6,084	9.65
Manufacturing	5,388	8.55
Government	3,910	6.2
Finance & Insurance	3,840	6.1
Transportation & Warehousing	3,093	4.9
Professional, Scientific & Technical Services	2,737	4.3
Other Services except Government	2,727	4.3
Construction	2,712	4.3
Admin. Support & Waste Management Services	2,673	4.2
Real Estate Sales/Rentals/Leasing	1,425	2.3
Wholesale Trade	1,231	1.9
Arts, Entertainment & Recreation	1,093	1.7
Information	872	1.4
Agriculture, Forestry, Fishing & Hunting	402	0.6
Utilities	384	0.6
Mining, Quarrying, Oil & Gas Extraction	65	0.1

Source: Macon-Bibb County Industrial Authority

JOB SOURCES & SKILLS (cont.)

Training for these and other industries is available through multiple workforce training partners.

- ❖ [Quick Start](#) is an incentive to attract new and retain existing industry in Macon-Bibb County and the State of Georgia. Quick Start helps companies start up and expand their operations using customized training programs, providing qualified companies with a trained workforce in the shortest time possible at no charge to the company. The development and implementation of the training program is a three-way partnership among Quick Start, the company, and one of Georgia's technical colleges.
- ❖ Macon-Bibb businesses may also participate in the **On-the-Job Training (OJT) Program**, a program that provides reimbursement to employers to help compensate for the costs associated with skills upgrade training for current, full-time employees. OJT can assist employers who are looking to provide skills upgrade training to remain competitive and retain current employees. Employers may be eligible to receive reimbursement of 50% or more of training costs, based on the size of the company.
- ❖ Technical and career education is provided to Macon-Bibb residents by [Central Georgia Technical College](#). This college, part of the Technical College System of Georgia, serves more than 12,000 students and has a 99.9% job placement rating. The 150+ programs of study include many tuition-free career programs through the state's HOPE Grant. Central Georgia Tech is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate degrees, diplomas, and technical certificates of credit. In 2021, Central Georgia Technical College awarded 2,269 associate degrees, diplomas, and technical certificates of credit.
- ❖ [Helms College](#) in Macon is a private, two-year college just outside the Eisenhower Business Improvement District, offering an associate degree in Culinary Arts/Chef Training and certificates in Medical/Clinical Assistant, Nursing Assistant/Aide and Patient Care Assistant/Aide, and HVAC Maintenance Technology. Approximately 200 students are enrolled. This can be a huge asset for attracting new restaurants and businesses to the area.
- ❖ The Greater Macon Chamber of Commerce spearheads several programs to connect employers and job seekers. A career navigation/workforce platform – [Greater Career Works](#) – is a digital hub where students and job seekers can explore careers and connect to local educational and training opportunities, and employers can tell potential hires about their companies and post job and internship opportunities. The platform reaches out to all 6th through 12th graders in Bibb County two Fridays a month with information on our high demand career sectors. The Chamber's [Choose Macon](#) is a talent recruitment site with all the reasons why Macon is the place to live and work with information on jobs, industry, education, lifestyle, etc. It is a tool for industry, real estate professionals, and others to use to recruit people to live and work in Macon.

WORKFORCE/WORKFORCE READINESS

Macon has a skilled, capable, and reliable workforce. In addition, Macon offers access to local colleges and universities, as well as apprenticeship and training programs tailored to meet industry needs. Our location near Atlanta also provides access to an additional pool of highly skilled workers.

WORKFORCE ESTIMATES

	Labor Force	Employed	Unemployed	UE Rate
Macon-Bibb County MSA*	103,017	99,943	3,074	3.0
Warner Robins MSA*	86,456	84,060	2,396	2.8
Macon-Bibb County	67,748	65,580	2,168	3.2

Source: Georgia Department of Labor Estimates, December 2022

*The Macon-Bibb MSA includes the counties of Bibb, Crawford, Jones, Monroe, and Twiggs. The Warner Robins MSA includes the counties of Houston, Peach and Pulaski.

While there are 5,470 unemployed workers in the Macon and Warner Robins MSAs in December 2022, there may be as many as 9,091 open full-time positions.

The [Bibb County School District](#) is doing its part to train the future workforce. In addition to educating more than 21,000 students in 37 schools and programs, the [W.S. Hutchings College and Career Academy](#) provides traditional academic instruction and hands-on lab experience, as well as dual enrollment opportunities with [Central Georgia Technical College](#), in career pathways that include Aircraft, Audio/Video/Film, Automotive, Banking and Finance, Barbering, Call Center/Customer Service, Certified Warehouse & Distribution, College English, College Spanish, Construction, Cosmetology, Culinary Arts, Cyber Security, Emergency Medical Responder (EMR), Emergency Medical Technician (EMT), Engineering, Graphic Design & Communication, Health Science, Industrial Systems Technology (IST), Sports Medicine, Teaching, and Welding.

[Central Georgia Technical College](#) is committed to supporting on-the-job curricula through technical instruction in the form of [Registered Apprenticeship](#), a nationwide training system that produces high skilled workers to meet the demands of a skilled American workforce through on-the-job learning.

[Middle Georgia State University](#), home to Georgia's only public, four-year School of Aviation, is specifically targeting the sector with industry-serving programs, including professional flight, aviation management, aviation maintenance technology, air traffic management and aircraft structural technology, with support from Robins Air Force Base.

Additionally, area schools, universities and colleges routinely graduate more than 10,000 students annually.

Area Graduates, 2021

Bibb County School District	1,085
Central Georgia Technical.....	4,810
Fort Valley State University	492
Helms College	169
Mercer University.....	2,667
Middle Georgia State University.....	1,391
Wesleyan College	177
Total	10,791

Sources: Georgia Department of Education,
National Center for Education Statistics

HIGHER EDUCATION

Macon-Bibb County is home to several colleges and universities committed to providing exemplary education and preparing students for future success in their careers and lives. [Mercer University](#) enrolls more than 8,900 undergraduate and graduate students statewide, [Middle Georgia State University](#) enrolls more than 1,600 students in Macon, and [Wesleyan College](#) enrolls about 700 in Macon.

[Central Georgia Technical College](#), which has its Macon Campus on the edge of the EBID district, produces more graduates and confers more awards, and has the highest enrollment of any of the other 22 colleges in the Technical College System of Georgia.

Other programs in the Macon-Bibb area include [Fort Valley State University](#) in Fort Valley, named the #1 public Historically Black College and University in Georgia by *U.S. News and World Report*, and the Georgia College and State University Graduate Center which offers select College of Education graduate classes on the campus of Central Georgia Technical College.

BIBB COUNTY, EDUCATIONAL ATTAINMENT, AGE 25+

	Bibb County	EBID Census Tracts
Graduate/Professional Degree	12.0%	1.3%
Bachelor's Degree	13.3%	4.3%
Associate's Degree	10.1%	4.5%
Some College	21.6%	21.8%
High School Graduate or GED	30.2%	38.3%
Not High School Graduate or GED	12.8%	29.9%

Source: U.S. Census Bureau, 2021 American Community Survey

HIGHER EDUCATION (cont.)

MIDDLE GEORGIA STATE UNIVERSITY FACT SHEET

Middle Georgia State University enrolls approximately 7,885 students at five campuses – Macon, Warner Robins, Dublin, Cochran, and Eastman, and online. Flexible class scheduling includes in-class, hybrid, and fully online 8-week classes, and incorporates Honors Program, International Programs, Dual Enrollment, and Graduate studies.

7,885 Credit students enrolled	5 Campuses
1,391 Graduates (2021)	\$4,742 Low tuition per year
580 Dual enrollment	Top Subjects English, U.S. History, Math, Psychology
70+ Academic programs	313 Healthcare degrees conferred
700 Students in the Aviation program	Herbert Smart/Macon Downtown Airport Satellite Aviation Training Site
Online 8-week terms; credits possible for prior life or work experiences	Macon Campus Housing for 640 students

HIGHER EDUCATION (cont.)

CENTRAL GEORGIA TECHNICAL COLLEGE FACT SHEET 2022

During Academic Year 2022, CGTC produced more graduates, conferred more awards, had the highest enrollment, and the highest number of dual enrollment students of any of the other 22 colleges in the Technical College System of Georgia (TCSG).

12,783 Credit students enrolled	3,715 Graduates
6,170 Degrees, diplomas & Certificates Awarded	95.1% Placement rate in-field
4,677 Dual enrollment	1,505 Awards conferred
256 Companies served	4,711,487 Trainee contact hours
213 High school equivalency graduates	1,591 Adult Education students enrolled
Military Friendly Designated one of the top 25 Military-friendly two-year institutions in the US The Georgia VECTR Center provided 26,589 services to 6,940 unique individuals	Athletics Seven CGTC student-athletes received 2021-2022 GCAA All-Academic Team honors Five CGTC student-athletes received 2021-22 NJCAA All-Academic Team honors For the second-consecutive year, the CGTC men's basketball program was recognized as an NJCAA Academic Team of the Year. The Titans earned a 3.44 GPA, the fourth-highest GPA in the NJCAA for men's basketball.

ELEMENTARY/SECONDARY EDUCATION

With a vision that each student will demonstrate strength of character and will be college or career ready upon graduation, the [Bibb County School District](#) educates more than 21,000 students in 37 schools and programs. The student/teacher ratio is 17:1. Per pupil expenditure is \$13,856 (U.S. average is \$13,185). The System is district accredited by Cognia, formerly AdvancEd (SACS-CASI).

From the following data, it appears that children in poverty, those living in single parent households, and the student mobility rate (students moving from school to school) may be major factors in SAT scores and other test scores and graduation rates. Bibb County students are also suffering from the after-effects of the Covid pandemic that disrupted classroom learning in 2020 and 2021.

BIBB COUNTY SCHOOL DISTRICT, STATE & NATIONAL SAT SCORES, 2022

	Bibb County	Georgia	U.S.
Reading/Writing	454	536	521
Math	432	516	507
Composite	886	1,052	1,028

BIBB COUNTY SCHOOL DISTRICT SAT SCORES OVER TIME

	2022	2021	2020	2019
Reading/Writing	454	453	467	483
Math	432	432	438	459
Composite	886	885	905	942

Source: Georgia Department of Education

Graduation Rate, 2022—Bibb County School District has seen steady improvement in the Four-Year Cohort Graduation Rate over the last 8 years except for a drop in 2020 that is likely a pandemic-induced aberration. The systemwide graduation rate for 2022 is 81%; the graduation rate for Georgia is 84.1%. Career, Technical & Agricultural Education (CTAE) students in Bibb County Schools have a graduation rate better than 95%.

Since 2010, per an agreement among the nation's governors, every state uses the same formula, known as the cohort graduation rate.

Graduation Rate (%) Over Time – Bibb County School District

2022.....	81.0
2021.....	80.7
2020.....	76.1
2019.....	79.4
2018.....	78.5
2017.....	77.1
2016.....	71.6
2015.....	71.2

ELEMENTARY/SECONDARY EDUCATION (Cont.)

BIBB COUNTY SCHOOL DISTRICT SNAPSHOT, 2021

SAT Scores	
- Reading/Writing (EBRW)	453
- Math	432
- Composite	885
Graduation Rate	80.7%
Reading at Grade Level or Above, 8 th Grade, 2020	56%
Per Pupil Expenditure	\$13,856
Student:Teacher Ratio	17:1
Children in Poverty	38.3%
Children in Single Parent HH	10.8%
> Parent – Father/Grandfather/Other	0.1%
> Parent – Mother/Grandmother/Other	10.7%
Race of Children Under 18	
> White	27.2%
> Black	62.3%
> American Indian	0.2%
> Asian	1.9%
> Native Hawaiian/Pacific Islander	0%
> Other	2.2%
> Multi-racial	6.1%
> Hispanic, any race	5.5%
Children Being Raised by Grandparents/Other Relatives	12.6%
Students Identified as Homeless (includes those living in extended stay facilities)	692
Foster Children	2.4%
Student Mobility Rate	25.8%
% HH w/a Computer	89.7%
HH w/Broadband Internet	82.8%
% Children Living in Renter HH	35.1%
% Children Living in Owner HH	64.9%

Source: Georgia Department of Education, U.S. Census Bureau

ELEMENTARY/SECONDARY EDUCATION (Cont.)

EDUCATIONAL FACILITIES

Bibb County School District operates 33 schools (21,000+ students):

- ❖ 21 Elementary Schools (Grades PreK-5), including Alexander II S.T.E.M.-Focused Magnet School, Heard Elementary School Academic Magnet, and Vineville Academy of the Arts
- ❖ 6 Middle Schools (Grades 6-8), including Miller Fine Arts Magnet Middle School
- ❖ 6 High Schools (Grades 9-12)
- ❖ 6 Special Programs, including Elam Alexander Academy, part of the Georgia Network for Educational and Therapeutic Supports (GNETS); Northwoods Academy, an early childhood learning center for children 3-4 years old; SOAR Academy, for students who need flexibility in how, when and where they learn; VIP Academy, for virtual instruction; and W.S. Hutchings College and Career Academy.

The school system also collaborates with **Foothills Education Charter High School**, which offers a full-range of mastery-based high school courses offered in a flexible, self-paced format during the evening hours. Foothills Charter helps students at risk of leaving school due to work and family obligations and those who have decided to re-enroll in school.

PRIVATE SCHOOLS

There are several private schools in Bibb County, many of which are affiliated with a specific religious doctrine: Bethany Junior Academy (K-8); Central Fellowship Christian Academy (PK, K-12); Covenant Academy (PK, K-12); First Presbyterian Day School (PK, K-12); M.A. Evans Grade School (K-2); Montessori of Macon (PK, K-11); Mount de Sales Academy (6-12); St. Andrews Montessori School (PK, K-3); St. Joseph's Catholic School (PK, K-6); St. Peter Claver Catholic School (PK, K-8); Stratford Academy (PK, K-12); Tattnall Square Academy (PK, K-12); Wimbish Adventist School (K-8); Windsor Academy (PK, K-12); Woodfield Academy (3-12)

DEMOGRAPHICS

POPULATION, BIBB COUNTY

Population, 2020 Census	157,346
Population, 2021 Est.	156,762
Population per Square Mile, 2020	630.9
Population Growth, 2010-2021	7.1%
Projected Population in 2050	158,934
Projected Population Increase by 2050	2,172
Projected Annual % Population Increase by 2050	.05%
Foreign-Born Population	3.0%
Place of Birth for Foreign-Born	
>Europe	7.4%
>Asia	47.5%
>Africa	6.9%
>Oceania (Australia & Pacific Islands)	4.1%
>Latin America	32.0%
>North America	2.2%
*percentage of Foreign-Born population	

Sources: U.S. Census, 2020 & Estimates for 2021; Georgia Governor's Office of Planning and Budget

DEMOGRAPHICS (Cont.)

AGE DEMOGRAPHICS, BIBB COUNTY, 2021

Median Age	35.7
< age 20:	27.4%
Under age 5	6.6%
Ages 5-9	6.3%
Ages 10-14	7.4%
Ages 15-19	7.1%
Ages 20-64:	56.6%
Ages 20-24	7.4%
Ages 25-34	14.3%
Ages 35-44	11.5%
Ages 45-54	10.9%
Ages 55-59	6.8%
Ages 60-64	5.7%
age 65>:	16.0%
Ages 65-74	9.8%
Ages 75-84	4.3%
Ages 85 and older	2.0%

Source: U.S. Census Bureau, 2021 Estimate

RACE DEMOGRAPHICS, BIBB COUNTY, 2021

White	36.0%
Black	55.2%
Native American	0%
Asian	2.4%
Pacific Islander	0%
Two or More Races	3.6%
Hispanic/Latino (any race)	3.9%

Source: U.S. Census Bureau, 2021 Estimate

DEMOGRAPHICS (Cont.)

GENDER DEMOGRAPHICS, BIBB COUNTY, 2021

Female	52.6%
Male	47.4%

Source: U.S. Census Bureau, 2021 Estimate

DEMOGRAPHICS IN PROXIMITY TO MACON MALL (EBID FOOTPRINT)

	5 Minutes	10 Minutes
Population	4,960	57,102
Households	2,029	67,983
>Family Households	1,021	11,241
>Non-Family Households	1,008	9,492
Gender – Male	32.7%	45.3%
Gender – Female	67.3%	54.7%
Median Age	37.47	31.15
>Gen Alpha	20.1%	21.5%
>Gen Z	10.4%	18.6%
>Millennials	21.7%	20.9%
>Gen X	16.6%	14.9%
>Baby Boomers	21.7%	19%
>Silent/Greatest	9.5%	5.1%
Ethnicity		
>Black	83.3%	76.9%
>White	7.8%	17.6%
>Hispanic/Latino	5.7%	2.7%
>Other	1.7%	<0.5%
>Asian	1%	0.7%
>Multi-racial	<0.5%	1.5%
>Hawaiian/Pacific Islander	<0.5%	<1.5%
>Native American	0%	<0.5%

Source: Placer Labs Inc. via Macon-Bibb County Industrial Authority

COST OF LIVING

COST-OF-LIVING INDEX*, BIBB COUNTY, 2022

	Bibb	Georgia	U.S.
Overall	76.3	94.5	100
Grocery	94	95.5	100
Healthcare	103.7	99.8	100
Housing	36.6	82.4	100
Median Home Cost	\$106,700	\$240,000	\$291,700
Utilities	103.3	103.2	100
Transportation	84.5	105.1	100
Miscellaneous	97.9	83.8	100

Source: BestPlaces.net

**The cost-of-living index is based on a U.S. average of 100. An amount below 100 means Bibb County is cheaper than the U.S. average. A cost-of-living index above 100 means Bibb County, Georgia is more expensive.*

NET MIGRATION

NET MIGRATION, 2016-2020, BIBB COUNTY

Moving Out of Bibb County		Moving Into Bibb County	
Same State	4,628	Same State	8,658
Different State	2,237	Different State	2,249
Foreign		Foreign	584

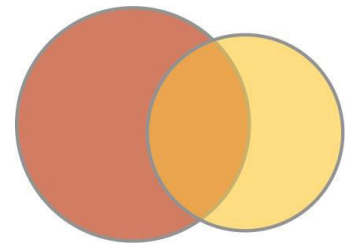
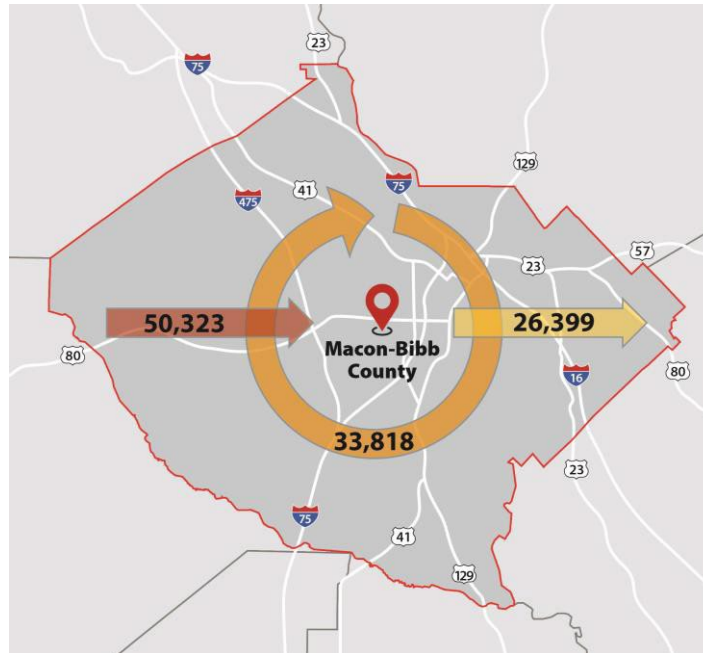
Source: U.S. Census, Census Flows Mapper, <https://flowsmapper.geo.census.gov>

NET MIGRATION (Cont.)

INFLOW/OUTFLOW JOB COUNTS, BIBB COUNTY 2019

Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

-  Employed and Live In Selection Area
-  Employed in Selection Area, Live Outside
-  Live in Selection Area, Employed Outside



50,323 – Employed in Selection Area, Live Outside

26,399 – Live in Selection Area, Employed Outside

33,818 – Employed and Live in Selection Area

Source: U.S. Census Bureau Employment Mapping, <https://onthemap.ces.census.gov>

BIBB COUNTY, 2019

Employed in Bibb County	84,141
Employed in Bibb County but Living Outside Bibb	50,323
Employed and Living in Bibb County	33,818
Living in Bibb County	60,217
Living in Bibb County but Employed Outside Bibb	26,399
Living and Employed in Bibb County	33,818

Source: U.S. Census Bureau Employment Mapping, <https://onthemap.ces.census.gov>

SOCIOECONOMICS

SOCIOECONOMICS, 2021

	Bibb County	EBID Census Tracts
Population	157,346	5,382
Median HH Income	\$48,176	\$29,976
Mean (Average) HH Income	\$71,476	\$32,710
Per Capita Income	\$28,708	14,644
Poverty Rate	24.7%	40%
Population 16+ in Civilian Labor Force	71,193	3,525
Population 16+, Female, in Civilian Labor Force	37,243	2,741
Households	57,677	2,004
Housing Units	71,906	2,524
>Single-family	70.7%	49%
>Multi-family	29.3%	51%
Owner-occupied Housing Unit Rate	55.8%	39%
Median Value of Owner-occupied Housing	\$155,800	\$83,200
Median Monthly Mortgage	\$1,245	\$937
Median Gross Rent	\$896	\$696
Language Other than English Spoken at Home	5.2%	1.7%
Pop. Driving Car/Truck/Van to Work	92.0%	89.5%

Source: U.S. Census Bureau, 2021 Estimates

WAGES

AVERAGE WEEKLY WAGE, BIBB COUNTY

	Bibb County	Georgia	U.S.
Average Weekly Wage	\$960	\$1,222	\$1,085
Primary Industry by Total Employees /Avg. Wage	Healthcare / \$1,162	Government / \$1,257	Healthcare / \$1,099
Highest Avg. Wage/Industry	\$1,439 / Paper Manufacturing	\$1,809 / Utilities	\$1,729 / Management

Sources: Georgia Dept. of Labor, Q2, 2022; U.S. Bureau of Labor Statistics

POVERTY RATE

POVERTY RATE OVER TIME

	Bibb County	EBID Census Tracts	Georgia	U.S.
2021	24.7%	43.7%	14.0%	11.6%
2020	24.5%	40.2%	14.3%	11.4%
2010	25.9%	16.3%	17.9%	15.1%
2000	17.2%	21.2%	12.6%	12.2%

Source: U.S. Census Bureau

PUBLIC TRANSPORTATION

MACON-BIBB COUNTY TRANSIT AUTHORITY (MTA)

Georgia Power Company operated a street railway system in Macon for many years. Gradually, the rail system changed from rail lines to bus lines. With citizens' preference for bus service, all remaining rail lines were abandoned in 1938.

In June 1949, the rail system was purchased by a private owner and named the Bibb Transit Company. In 1973, the City of Macon purchased the Bibb Transit Company and managed it until 1981 when the Macon-Bibb County Transit Authority (MTA) was formed, pursuant to an Act known as the "Macon-Bibb County Transit Authority Act of 1980," approved March 26, 1980 (Ga. L. 1980, p. 4313).

In December 2022, MTA was honored by the Georgia Transit Association with an award for "Exceptional Innovations in Serving the Public This Year, Customer and Community Service," citing MTA's free veteran's program Ride Forever (perhaps one of the only such initiatives in the nation), the Transfer Station and Poplar Street Tunnel murals, and MTA's newest electric bus, Macon Music Masters, affectionally named Melody.

MTA has 9 bus routes that operate regularly on weekdays and Saturdays, transporting more than 280,000 riders per year, as well as special routes for Mercer University activities downtown. Fares for the past 15 years have been \$1.25, but are expected to rise 50 cents in 2023, to \$1.75.

For customers who are not able to travel using MTA's fixed route services, Paratransit service is available to offer efficient, cost-effective transport for non-emergency travel so that riders can conduct daily business and activities including, but not limited to, doctor's appointments, work, training, education, shopping, entertainment, events, and social engagements. Individuals who qualify for Paratransit may schedule a ride with one day's prior notice; rides are scheduled until 4:30pm on the day before the planned trip.

Macon's historic Terminal Station, now MTA's Transfer Station, is included on the National Register of Historic Places and is part of Macon's Historic District. The former railroad station, built in 1916 in the Beaux Arts style, was then owned by the Macon Terminal Company and served as the union station for all 15 railroads operating in Macon at that time. After nearly 60 years of service, the Terminal Station closed in 1975 and in 1982 was purchased by the Georgia Power Company, serving as its local headquarters until the 1990s. In 2002, the City of Macon purchased the Terminal Station and renovated it in 2014, restoring it to its former glory, then transferring the title to the Macon-Bibb County Transit Authority (MTA).

MACON-BIBB ECONOMIC OPPORTUNITY COUNCIL, INC.

Macon-Bibb Economic Opportunity Council, Inc. provides free transportation for eligible client families and individuals of the Department of Family and Children Services (DFCS), Georgia Vocational Rehabilitation Agency (GVRA), Department of Behavioral Health and Disabilities (DBHDD), Seniors Centers and Area Agency on Aging. These services are provided for Bibb, Crawford, Peach, Monroe, Baldwin, Putnam, Wilkinson, Houston, Twiggs, Pulaski, and Jones counties. Transportation services are available 24 hours a day, 7 days a week, using a fleet of more than 25 vehicles.

TRANSPORTATION

Those who live in Macon have access to a network of public transportation, highways, and international and regional airports – allowing easy transportation within the state and beyond. One of Macon-Bibb County’s strengths is its convenient location in the heart of Georgia. Our transportation infrastructure provides easy access to major cities in the Southeast and makes global access simple.

ROADS

Two major highways keep Macon connected — I-75 from north to south, going through downtown Macon, and I-16 from Macon east 165 miles to Savannah. Atlanta is less than 100 miles north of Macon, and Nashville and Orlando are both less than 400 miles away.

I-475 helps redirect thru-traffic, especially trucks, around Macon rather than through the downtown area on I-75.

A network of federal and state highways converges in Macon, including U.S. 41, U.S. 23, and Georgia Highways 19, 22, 49, and 74.

Macon-Bibb County Public Works maintains 1,064+ miles of paved registered roads and 39 miles of unpaved registered roads throughout Macon-Bibb County, along with maintenance of various alleyways.

AVERAGE DAILY TRAFFIC (source GDOT 2021)

- ❖ Interstate 75 @ Interstate 16: 89,900 vehicles daily; 10% is truck traffic
- ❖ Interstate 75 @ Interstate 475 North: 55,900 vehicles daily; 24-25% is truck traffic
- ❖ Interstate 75 @ Interstate 475 South: 61,600 vehicles daily; 11% is truck traffic
- ❖ Eisenhower Parkway @ Bloomfield Road: average 19,100 vehicles; 4% is truck traffic

AIRPORTS

Macon is served by two local airports. [Middle Georgia Regional Airport](#) is 10 miles from downtown Macon and offers commuter flights to and from Baltimore, MD, and various casino charter flights. Middle Georgia Regional Airport is also a good central airport for cargo operations, a standing that is expected to be enhanced with a 600-foot extension to Runway 5 that is currently underway. Several of the region’s major employers are located at Middle Georgia Regional Airport, and a variety of rental car agencies, cab and limousine services are available at the airport to serve travelers.

Middle Georgia Regional Airport has two asphalt-paved runways, Runway 5 that is currently 6501ft x 150 ft, and Runway 14 that is 5000ft x 100ft.

TRANSPORTATION (Cont.)

AIRPORTS (cont.)

Middle Georgia Regional Airport plays a vital role in supporting the region with 1,925 jobs generating an annual payroll of \$85,596,100, and \$198,544,400 in economic output for the local and regional economies.

About five miles from downtown Macon, [Macon Downtown Airport](#) is designed to accommodate private planes and offers no commercial service.

Because Macon is only about one and a half hours from Atlanta, residents and businesses have convenient access to one of the world's busiest and most efficient global gateways, [Hartsfield-Jackson Atlanta International Airport](#). Hartsfield-Jackson offers nonstop service to more than 150 domestic and 70 international destinations. [Groome Transportation](#) provides hourly service daily between Macon and Hartsfield.

RAIL

Georgia's rail system consists of more than 5,000 route miles that run through most of the state's 159 counties. Macon provides access to Norfolk Southern Railroad's largest switching yard in the Southeast.

Cordele Intermodal Services, one hour's drive south of Macon, offers overnight rail access three times weekly to the Georgia Ports Authority in Savannah, GA.

PORTS

Macon is 165 miles from the Port of Savannah and 224 miles from the Port of Brunswick. These two deepwater ports, together with inland terminals in Chatsworth, Bainbridge, Columbus, and Gainesville, are the critical conduits through which raw materials and finished products flow to and from Georgia and destinations around the globe.

UTILITIES

WATER & SEWER INFRASTRUCTURE

The [Macon Water Authority](#) (MWA) operates the world-class water and sewer utility in Macon-Bibb County. The MWA has been recognized for producing the Best Tasting Drinking Water in North America. The MWA supports relocation and expansion, and site selection for industries, by providing plentiful water and sewer capacity, the highest quality facilities and services, highly skilled professionals and technical expertise on staff, and additional benefits for companies seeking to locate in Macon-Bibb County.

- ❖ 222 employees
- ❖ 51,000 metered accounts
- ❖ 155,000 water customers
- ❖ 1,665 miles of water mains and service lines
- ❖ 250 miles of interceptor sewers
- ❖ 977 miles of sanitary sewer lines
- ❖ 45,000 sewer customers

MWA customers receive clean, safe drinking water 24 hours a day, seven days a week, produced at the Frank C. Amerson, Jr. Water Treatment Plant – a five-time winner of the Plant of the Year award in Georgia and multiple winner of the industry’s Award for 100% Permit Compliance.

The Amerson Plant has an average demand of 24 million gallons per day (MGD) with a finished drinking water production capacity of more than twice that at 60 MGD. This adds up to at least 36 MGD of water available for future growth. The MWA produces 290 million gallons on average each month and 8.9 billion gallons annually. The Amerson Plant has infrastructure in place to expand to 90 MGD in the future.

The MWA obtains its raw water for drinking water production from its off-stream reservoir, Javors Lucas Lake, and from the Ocmulgee River. Javors Lucas Lake is a 589-acre reservoir that can hold approximately 5.9 billion gallons of water at full pool.

Once finished drinking water is produced at the Amerson Plant, it is stored in 23 storage tanks with 36.9 million gallons of capacity. MWA water then is distributed to customers through approximately 1,665 miles of water mains and service lines.

MWA also has sewer capacity and has been selected twice as Georgia’s Sewer Collection System of the Year. Wastewater collected through the MWA system flows or is pumped through more than 960 miles of sanitary sewer lines into either the Lower Poplar Street or Rocky Creek Water Reclamation Facilities for treatment. These facilities are among the best in Georgia, having received multiple Awards for 100% Permit Compliance.

The Lower Poplar Plant treats 12.5 MGD, on average, although its capacity is 20 MGD. The Rocky Creek Plant treats an average of 19.2 MGD with a capacity of 28 MGD. In total, MWA currently has more than 16 MGD of wastewater treatment capacity.

Macon Soils, an MWA subsidiary, handles the recycling of biosolids from wastewater treatment at MWA’s water reclamation facilities, distributing these by-products to area farmers for agricultural purposes.

UTILITIES (Cont.)

ELECTRIC

[Georgia Power](#) is the major electric provider in the Macon-Bibb County area. Georgia Power is ranked number one for residential customer satisfaction among Large Utilities in the South by J.D. Power in its 2022 Electric Utility Residential Customer Satisfaction StudySM. Most notably, it is highest among all utilities in Price, Corporate Citizenship and Customer Care. The company was also recently ranked number one for business customer satisfaction among Large Utilities in the South by J.D. Power in its 2022 Electric Utility Business Customer Satisfaction StudySM.

Committed to delivering clean, safe, reliable and affordable energy at rates below the national average, Georgia Power maintains a diverse, innovative generation mix that includes nuclear, coal and natural gas, as well as renewables such as solar, hydroelectric and wind.

BROADBAND ACCESSIBILITY

Multiple broadband providers serve Macon-Bibb County. Fiber infrastructure in designated industrial parks provides ready access to critical business and industrial usage.

UTILITY COSTS

Water—base fee of \$9.50/mo. + \$2.95 per 100 cubic feet (CCF) of water used. Base fee is based on 5/8" size main; larger mains incur a larger base fee, up to \$456.07 for a 10" main.

Sewer—base fee of \$9.50/mo. + \$3.18/CCF. Base fee is based on 5/8" size main; larger mains incur a larger base fee, up to \$304.13 for a 10" main.

Stormwater—all MWA residential customers are billed a flat fee of \$4.99/mo. for stormwater services, which is added to their water/sewer bill.

Electric—The average commercial price for electricity in cents per kWh is 9.22. Bibb County is served by Georgia Power, a Southern Company subsidiary. Commercial rates in Georgia average 9.58¢/kWh and the U.S. ranges from 6.86¢/kWh to 34.88¢/kWh.

Natural Gas—Bibb County is part of Georgia's deregulated natural gas environment. Atlanta Gas Light Company became a pipes-only gas company in 1998, when it elected to open its territory to competition pursuant to the Natural Gas Competition and Deregulation Act of 1997. Thirteen certified natural gas marketers now serve customers on AGLC's system. The prices charged by marketers are market-based, but rates for AGLC's distribution service are still regulated by the Georgia Public Service Commission. Variable prices charged by marketers range from \$1.18/therm to \$2.14/therm.

Broadband Internet—Prices start at \$30/mo.

BUSINESS INCENTIVES

The [Macon-Bibb County Industrial Authority](#) (MBCIA) works with the State of Georgia, and regional and local partners to develop customized incentive packages for qualifying businesses and industry partners. Incentive packaging for every investment is done with the individual industry in mind.

JOB TAX CREDITS

Each Georgia county is assigned an annual tier ranking to determine eligibility for state job tax credits, which may be used against Georgia income taxes for any business or headquarters of any such business engaged in manufacturing, warehousing and distribution, processing, telecommunications, broadcasting, tourism, research and development industries, or services for the elderly or persons with disabilities that create and maintain sufficient numbers of new full-time jobs.

- ❖ Tier 1 counties necessitate at least 2 net new jobs to be eligible for a credit of \$3,500 per job.
- ❖ Tier 2 counties necessitate at least 10 net new jobs to be eligible for a credit of \$2,500 per job.
- ❖ Benefits and requirements are scaled for lesser-developed areas, with Tier 3 counties necessitating only 15 net new jobs to be eligible for a credit of \$1,250 per job.
- ❖ Tier 4 counties necessitate at least 25 net new jobs to be eligible for a credit of \$750 per job.

Macon-Bibb County is designated in 2023 as a **Tier 2 county**. Eligible businesses in Macon-Bibb County can receive a job tax credit, currently \$2,500 per fulltime job created, with a carry forward of five years (must create a minimum of 10 new fulltime jobs).

Several census tracts in Macon-Bibb County qualify for Less Developed Census Tract designation, meaning they are statistically similar to the bottom seventy-one (71) counties (Tier 1) and are contiguous to at least nine other such tracts. Businesses in these “less developed” areas are eligible for benefits similar to Tier 1 counties.

In addition to job tax credits, Georgia offers several incentives attractive to a variety of businesses and industries, including:

LOCAL INCENTIVES

Incentives that may be available locally include:

- ❖ Property Tax Abatement
- ❖ Grant Financing / Discretionary Funding
- ❖ Tax Exempt Industrial Revenue Bonds
- ❖ Foreign Trade Zone 104
- ❖ Business Retention and Expansion Services
- ❖ Infrastructure Assistance
- ❖ Sales Tax Exemption
- ❖ Local Vendor Programs

BUSINESS INCENTIVES (Cont.)

The Macon Bright Program provides an effective “tax freeze” at current levels for renovated, rehabilitated, and/or re-purposed property for a time not to exceed five (5) years for properties pre-qualified under the Macon Bright Program, operated by MBCIA.

Macon has two active Business Improvement Districts (BIDs): [Eisenhower BID](#), which focuses on a portion of Eisenhower Parkway, and [Newtown Macon](#), which concentrates efforts on Macon’s downtown district. BIDs are a form of self-taxation by the business community in the designated district, with funds allocated to improvement projects or supplemental services within the district boundaries. In the case of the Eisenhower BID, funds have applied to:

Beautification

- ❖ **Interstate 475 Exit 3** was completely cleared, redesigned by local landscape architect Wimberly Treadwell, and replanted to create an inviting exit for local and long-distance travelers. The idea is to invite people to stop at the exit and then encourage them to continue along the Eisenhower Commercial Corridor for their dining, shopping, sleeping, entertaining and business needs.
- ❖ **A Blight Removal Grant** awarded by Macon-Bibb County Commissioners was used to clear Exit 3 for replanting and to clean up overgrown banks and roadsides.
- ❖ **Landscape maintenance** is conducted no less than twice a month to maintain Exit 3, the rights of way and medians along Eisenhower Parkway.
- ❖ **Porter Service** is used to pick up trash, grocery carts and illegal signage along Eisenhower Parkway.
- ❖ **The Wildflower Project** enhances medians along Eisenhower Parkway with its colorful blooms twice a year.
- ❖ **An REBC (Roadside Enhancement and Beautification Council) grant** awarded by the Georgia Department of Transportation will be used to enhance the landscape design of I-475 Exit 3.

Security

- ❖ **EBID initiated & financial sponsored installation of 29 additional streetlights** at major intersections along Eisenhower Parkway.
- ❖ **Off-duty Sheriff’s deputies:**
 - ❖ Patrol the businesses within the district 7 days a week from 9am-7pm.
 - ❖ Deter crime, panhandling & loitering.
 - ❖ Are available to EBID businesses by direct cell phone.
 - ❖ Perform goodwill gestures.

BUSINESS INCENTIVES (Cont.)

Marketing

Maintains focus on the Eisenhower Commercial Corridor as a vital part of Macon-Bibb County via:

- ❖ Website: ebidmacon.com.
- ❖ **Online Business Directory and Map** providing a guide to all businesses in the district.
- ❖ **Social Media presence** on Facebook (Eisenhower Business Improvement District) and Instagram (ebidmacon).
- ❖ **Market Analysis** to help identify strengths, weaknesses, opportunities and treats to develop strategies to address those.
- ❖ **Video** to celebrate the recent improvements and herald anticipated developments.

Looking Forward

- ❖ **Continued beautification enhancements** and maintenance.
- ❖ **Business development** and recruitment.
- ❖ **Increased marketing presence** through events and special promotions.

COST OF DOING BUSINESS

Businesses in Macon-Bibb County enjoy the same affordable/low costs of doing business as those enjoyed by businesses throughout the state. Georgia has a low 5.75% corporate tax rate effective January 2019. Before then, it was 6% - for half a century. Georgia also has single factor apportionment, with in-state sales being the only factor determining state income tax liability.

Georgia is also one of 13 states with the highest credit marks. And for 23 consecutive years, Georgia has maintained the highest bond ratings from each of the Big Three – Moody's, Fitch and Standard & Poor's.

In Georgia, a balanced state budget is required by law. Georgia also maintains one of the lowest debt per capita levels in the nation.

Macon-Bibb County's advantage over other counties in the state may be in the cost of real estate and office space on which to build a business. The County's Office Market in 2021 saw average rents at \$15.68/SF, average sales at \$63.29/SF, and a vacancy rate of 9.39% (7.77% in downtown Macon). While rates in Bibb County may be as high as \$19 per square foot, rates along the EBID corridor tend to run between \$6 and \$12 per square foot.

Macon-Bibb County currently has on the market industrial/flex space with nearly 2 million square feet.

COST OF DOING BUSINESS (Cont.)

COST OF DOING BUSINESS	Macon-Bibb County	Georgia	U.S.
Labor – mean hourly wage (<i>source: Bureau of Labor Statistics 2021</i>)	\$21.98	\$25.93	\$28.01
Avg. Rent (<i>source: CommercialCafe.com</i>)	\$15.68/SF per mo.	\$22.93/SF per mo.	\$38.67/SF per mo.
UTILITIES			
Water – Approx. monthly bill based on 5,000 gals. used (<i>source: https://dashboards.efc.sog.unc.edu/ga</i>)	\$27.16	\$29.22	\$45.44
Sewer – Approx. monthly bill based on 5,000 gals. used (<i>source: https://dashboards.efc.sog.unc.edu/ga</i>)	\$28.70	\$33.49	\$66.20
Electric (<i>source: https://dashboards.efc.sog.unc.edu/ga</i>)	\$137/mo.	\$210/mo.	\$202/mo.
Natural Gas (<i>source: https://psc.ga.gov/utilities/natural-gas/</i>)	Variable prices charged by marketers range from \$1.07/therm to \$2.55/therm.	Variable prices charged by marketers range from \$1.07/therm to \$2.55/therm.	\$1.82/therm
TAXES			
Property Taxes – millage rates	.38	0	0
Corporate Income Tax	0%	5.75%	15%--35%
Business License Fee (100 employees)	\$3,965/yr.	\$0	\$0
Certificate of Occupancy Fee	\$35.00 MINIMUM; \$4.00 per thousand of valuation	\$0	\$0
Sales Tax	4%	4%	0%
Hotel/Motel Tax	8%	0%	0%

RETAIL SALES DATA

RETAIL DEMAND OUTLOOK – MACON-BIBB COUNTY

CATEGORY	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel & Services	\$113,528,468	\$138,870,187	\$25,341,719
Computers	\$103,079,991	\$105,382,454	\$2,302,463
Entertainment & Recreation	\$169,017,353	\$206,821,181	\$37,803,828
>Fees & Admissions	\$37,300,381	\$45,658,317	\$8,357,936
>TV/Video/Audio	\$64,381,102	\$78,759,556	\$14,378,454
>Pets	\$37,264,611	\$45,603,751	\$8,339,140
>Toys/Games/Crafts/Hobbies	\$6,308,587	\$7,716,990	\$1,408,403
>RVs and Associated Fees	\$5,493,528	\$6,729,229	\$1,235,701
>Sports/Recreation/Exercise Equip.	\$8,937,243	\$10,936,983	\$1,999,740
>Photo Equipment/Supplies	\$2,442,237	\$2,987,572	\$545,335
>Reading	\$5,452,665	\$6,671,150	\$1,218,485
Food	\$487,549,576	\$604,209,973	\$116,660,397
>Food at Home	\$289,454,699	\$354,078,506	\$64,623,807
>Food Away from Home	\$200,094,877	\$244,770,651	\$44,675,774
>Alcoholic Beverages	\$32,921,542	\$40,282,358	\$7,360,816
Health	\$32,074,092	\$39,247,860	\$7,173,768
>Nonprescription Drugs	\$8,332,611	\$10,194,885	\$1,862,274
>Prescription Drugs	\$18,619,579	\$22,784,673	\$4,165,094
>Eyeglasses & Contact Lenses	\$5,121,902	\$6,268,302	\$1,146,400
Household Furnishings & Equip.	\$74,355,590	\$90,991,883	\$16,636,293
Housekeeping Supplies	\$41,758,387	\$51,098,872	\$9,331,485
Personal Care Products	\$25,645,346	\$32,593,561	\$5,948,215
School Supplies & Books	\$6,912,373	\$8,454,163	\$1,541,790
Smoking Products	\$22,921,486	\$28,018,908	\$5,097,422
Transportation	\$328,414,343	\$401,805,776	\$73,391,433
>Vehicle Payments (excludes Leases)	\$140,437,234	\$171,846,626	\$31,409,392
>Gasoline and Motor Oil	\$128,162,227	\$156,779,121	\$28,616,894
>Vehicle Maintenance/Repairs	\$59,814,882	\$73,180,029	\$13,365,147
Travel	\$101,117,124	\$123,774,831	\$22,657,707
>Airline Fares	\$31,412,974	\$38,448,110	\$7,035,136
>Lodging on Trips	\$36,214,406	\$44,337,725	\$8,123,319
>Auto/Truck Rentals on Trips	\$2,790,452	\$3,415,115	\$624,663
>Food/Drink on Trips	\$30,699,292	\$37,573,881	\$6,874,589

Source: Esri via Macon-Bibb County Industrial Authority

RETAIL SALES DATA (Cont.)

FOOT TRAFFIC ALONG THE EBID CORRIDOR, September 1, 2021 - August 31, 2022

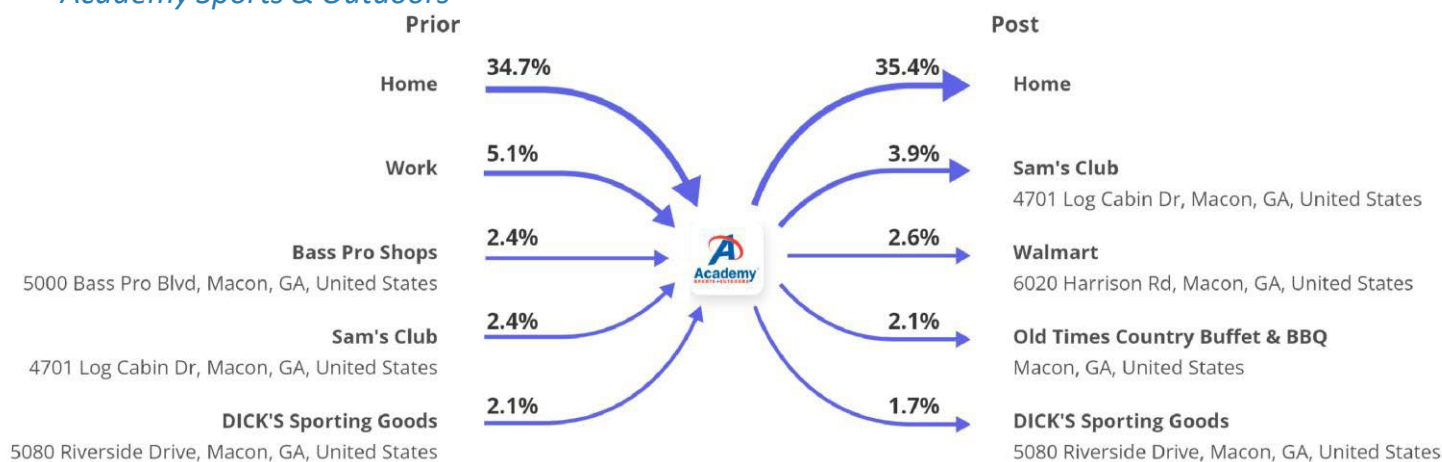
	Visits	Visitors	Visit Frequency	Avg. Dwell Time
Academy Sports & Outdoors	441.K	211.6K	2.06	34 minutes
Central Georgia Technical College	220.7K	27.6K	7.99	156 minutes
Chick-fil-A	268.7K	168.3K	1.6	28 minutes
Eisenhower Crossing III	246.5K	31.1K	7.94	79 minutes
Middle Georgia State University	638.2K	75K	8.84	404 minutes
Parkway Village Shopping Center	190.K	84.2K	2.29	45 minutes
Summit at The Mall	195.6K	69.3K	2.77	51 minutes
Walmart	1.8M	253.3K	7.27	39 minutes

Source: Placer Labs Inc. via Macon-Bibb County Industrial Authority

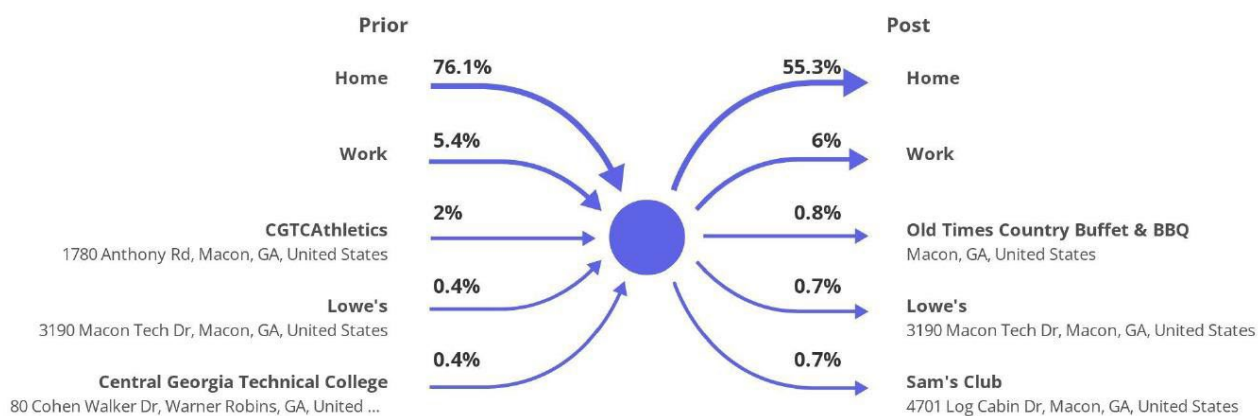
VISITOR JOURNEYS, September 1, 2021 – August 31, 2022

Source: Placer Labs Inc. via Macon-Bibb County Industrial Authority

Academy Sports & Outdoors

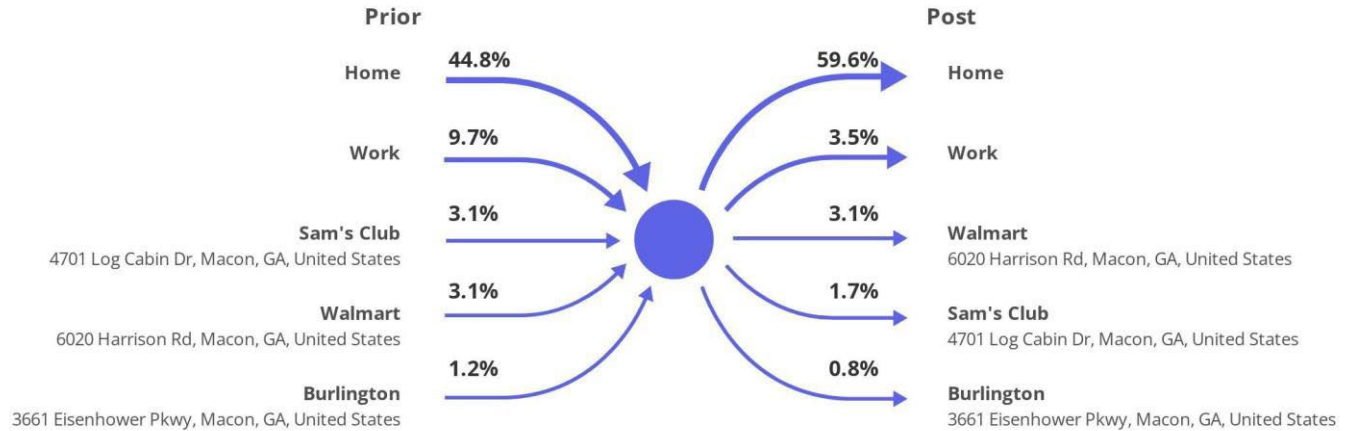


Central Georgia Technical College

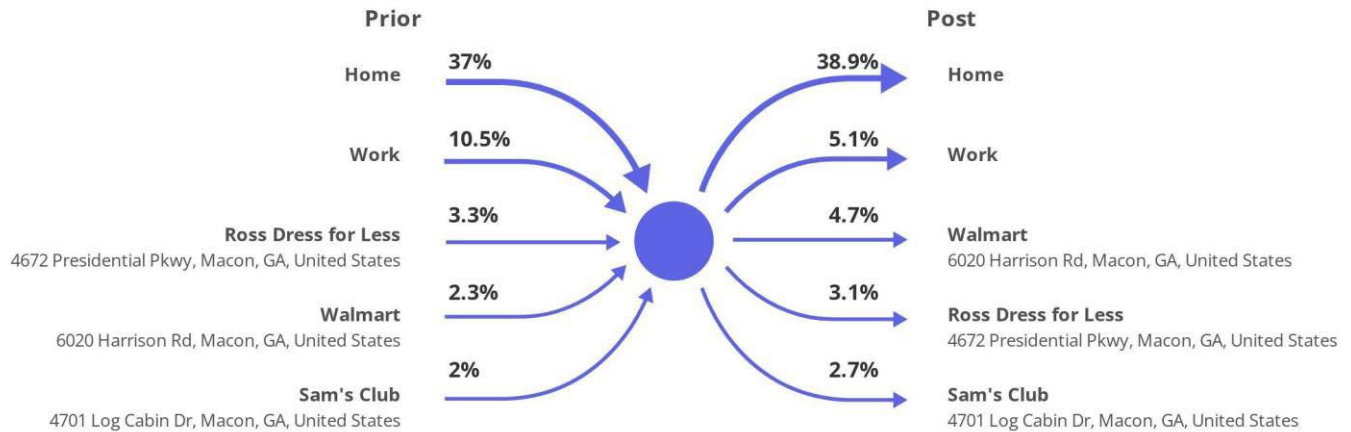


RETAIL SALES DATA (Cont.)

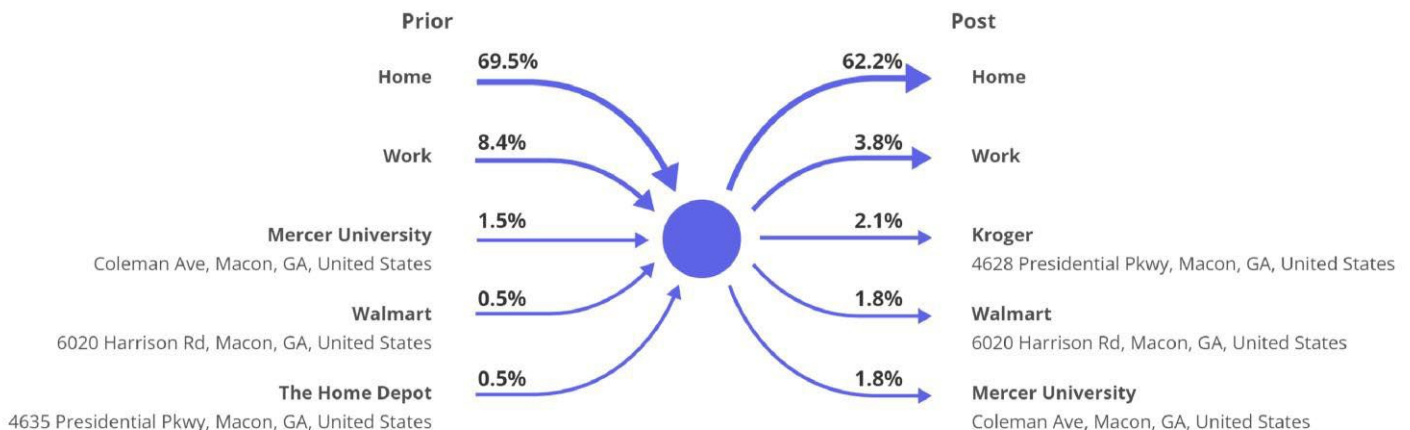
Eisenhower Crossing I



Eisenhower Crossing II

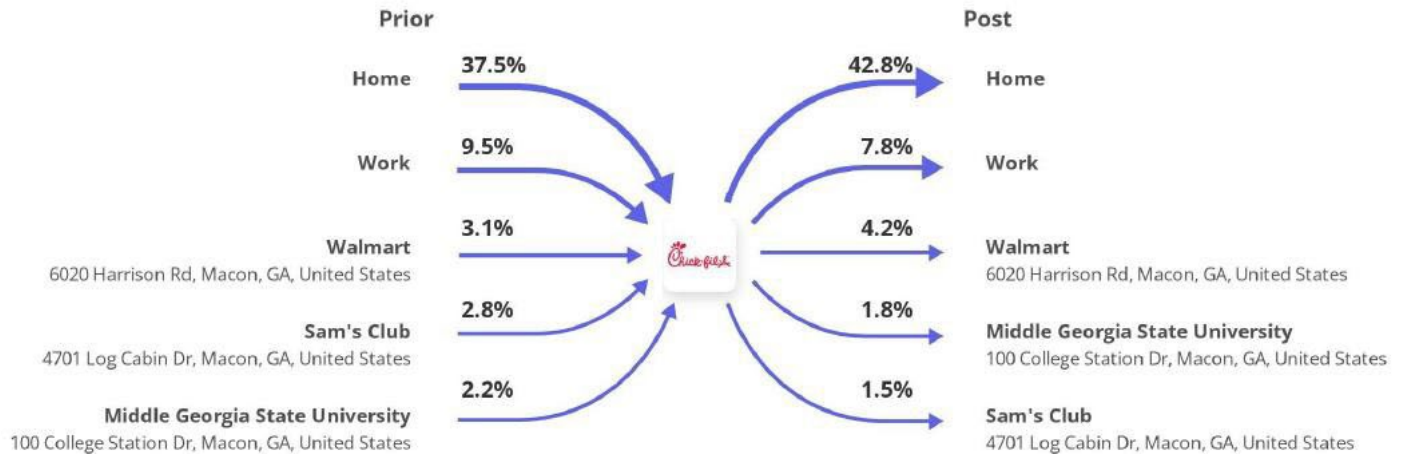


Eisenhower Crossing III

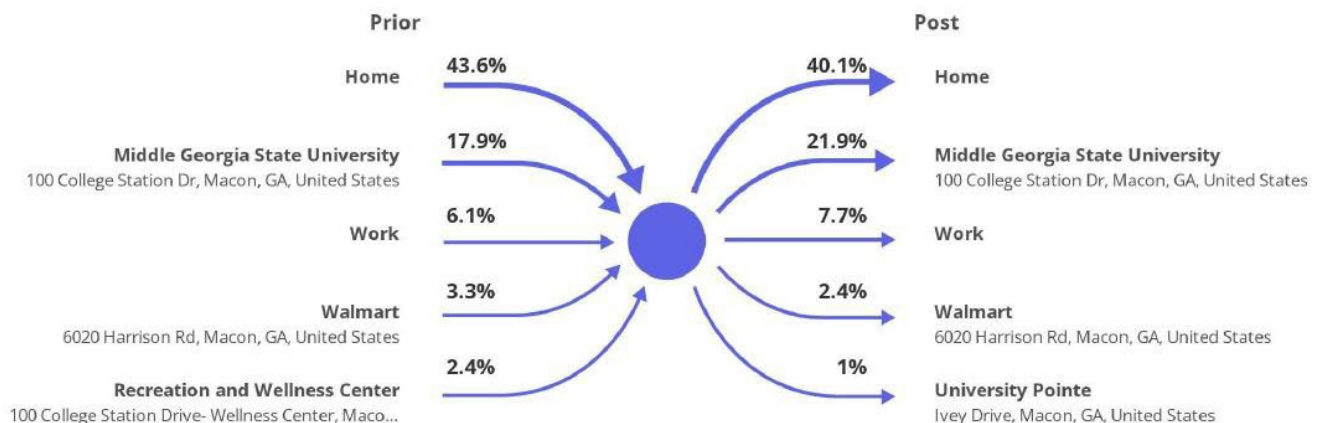


RETAIL SALES DATA (Cont.)

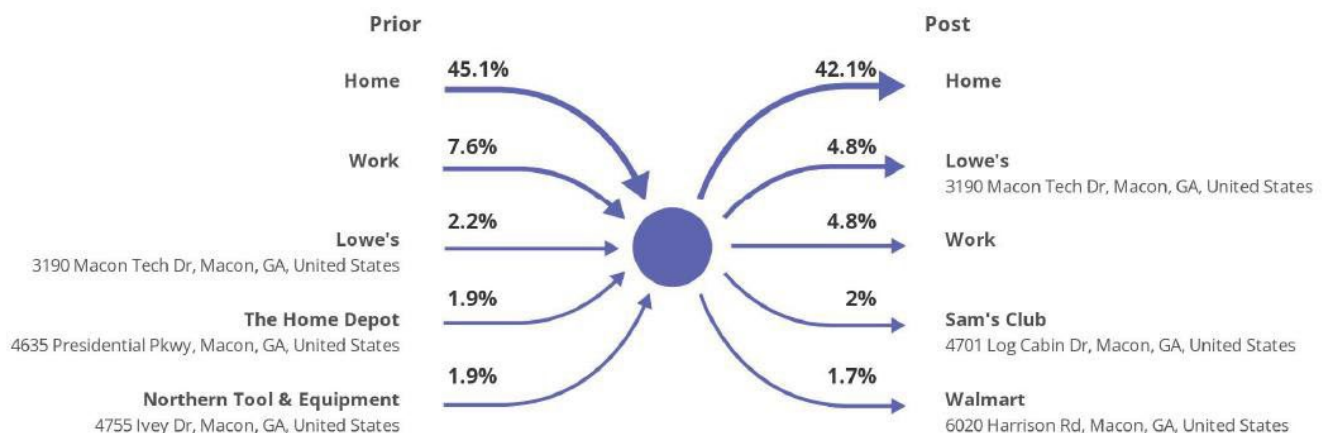
Chick-Fil-A



Middle Georgia State University

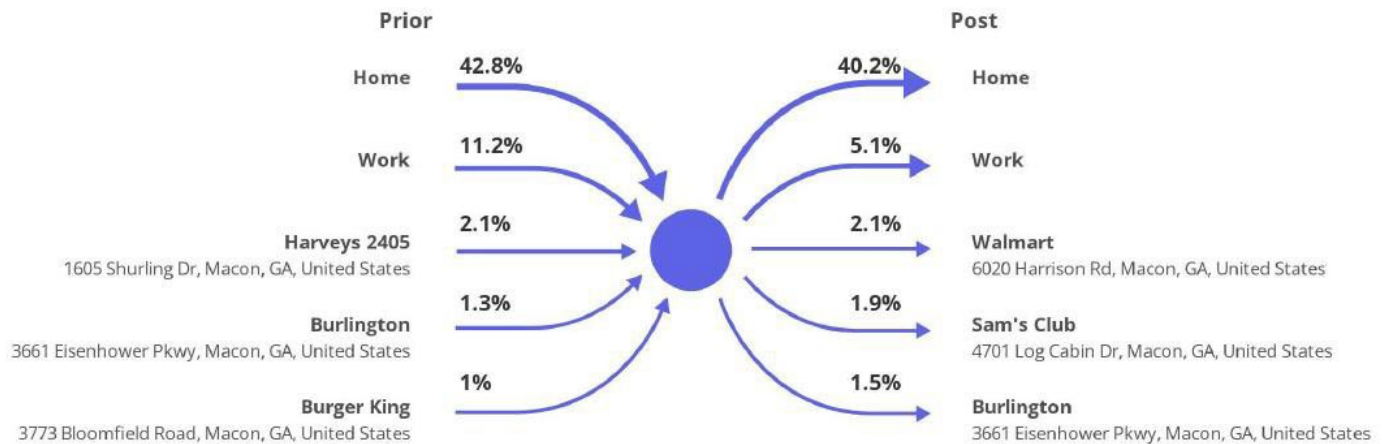


Parkway Village Shopping Center

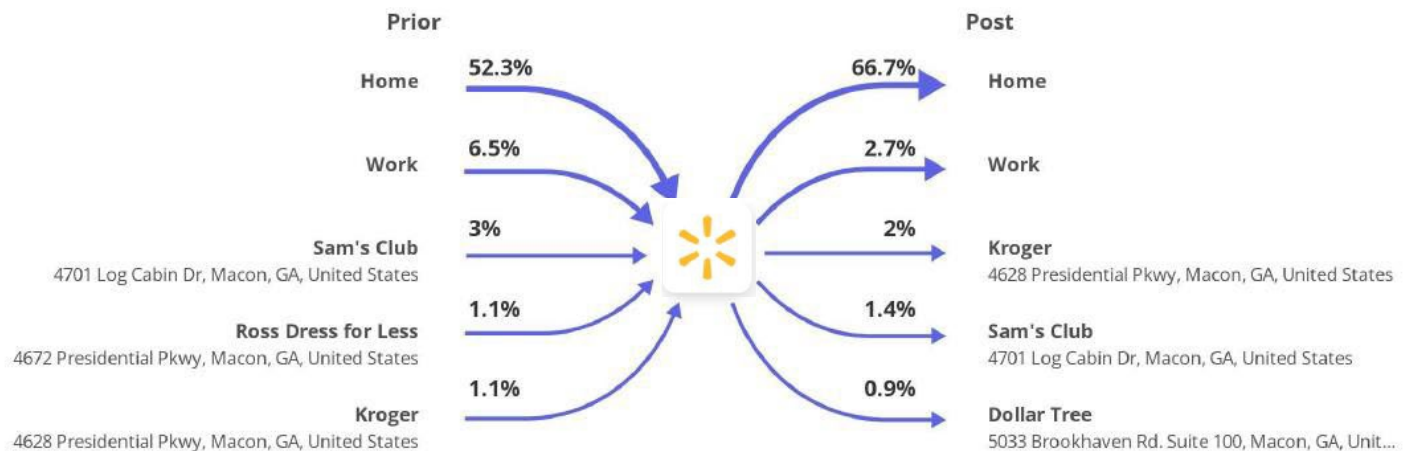


RETAIL SALES DATA (Cont.)

Summit at the Mall



Walmart



Visitor Journey data from Placer Labs, Inc./placer.ai, for the period Jul 1, 2022-Jun 30, 2023

RETAIL SALES DATA (Cont.)

FAVORITE CHAIN RETAILERS OF THOSE LIVING IN OR FREQUENTING THE EBID AREA

	Chain Located within EBID
Burger King	Yes
Chick-fil-A	Yes
Dollar General	No – just outside EBID
Dollar Tree	Yes
Family Dollar	Yes
Kroger	Yes
Lowe's	Yes
McDonald's	Yes
Publix	No
Sam's Club	Yes
Target	Yes
The Home Depot	Yes
Waffle House	Yes
Walmart	Yes
Wendy's	Yes
Zaxby's	Yes

Source: Google Maps, 2023

RETAIL SALES DATA (Cont.)

MAJOR RETAILERS IN VICINITY OF EBID SHOPPING CENTERS

Eisenhower Crossing I	
Retailers	Restaurants
Aaron Brothers	Firehouse Subs
Best Buy	My Fit Yogurt
Kroger	Red Claw Juicy Seafood & Bar
Macon Pharmacy	Wings & Burger Factory
Party City	Wingstop
Rainbow Shops	
Ross Dress for Less	
Staples	
Take 5 Oil Change	

Eisenhower Crossing II	
Retailers	Restaurants
Bath & Body Works	Fajita's Mexican Grill
GameStop	Golden Corral
Macon Deals	McAlister's Deli
Mavis Tires & Brakes	Zaxby's
Sally Beauty	
Shoe Carnival	
T-Mobile	

Eisenhower Crossing III	
Retailers	Restaurants
ALDI	Papa John's Pizza
Bombshell Beauty	
Guitar Center	
Macon Vape	
Sears Hometown Stores	
The Home Depot	
Verizon	

Walmart	
Retailers	Restaurants
Several Hotel Properties	Chick-fil-A
Walmart	Cracker Barrel
	McDonald's
	New China Buffet
	Subway
	Taj Indian
	Waffle House
	Wendy's

RETAIL SALES DATA (Cont.)

MAJOR RETAILERS IN VICINITY OF EBID SHOPPING CENTERS

Summit at the Mall	
Retailers	Restaurants
Ollie's Bargain Outlet	DQ Grill
	Fajitas Mexican Grill
	Golden Corral
	Macon Crab House
	McAlister's Deli
	Zaxby's

Parkway Village	
Retailers	Restaurants
CVS	S&S Cafeteria
Harbor Freight	Taco Bell
Haverty's Furniture	
Lowe's	

Macon Mall	
Retailers	Restaurants
Burlington	Bourbon Street Grill
Finish Line	China Max
John Smeal & Company Jewelers	K Family Deli
Shoe Department	Ole Times Country Buffet
Treasures	Teriyaki Japan
Jewelry	
Pet Land	
Rue 21	
Spencer's	

LEADING INDUSTRIES/EMPLOYERS

The aerospace, automotive, advanced manufacturing, food processing, and warehouse and distribution industries drive economic development in Macon-Bibb County. Companies choose Macon because we offer abundant growth opportunities, access to a skilled workforce, highly regarded higher education institutions, industry-specific workforce training programs, and an unbeatable location in the center of the state. Indeed, six of our major employers are based in other countries and have chosen Macon for a U.S. base or production facility.

Since 2017, Macon-Bibb County Industrial Authority has generated more than \$1.87 billion in private investment, created more than 3,400 new jobs, and retained more than 1,000 jobs.

MACON'S TOP EMPLOYERS

- ❖ Amazon – distribution/fulfillment (one exit south of Exit 3)
- ❖ Atrium Health Navicent – hospital and healthcare services (Primary Care West is in the district)
- ❖ Dean Baldwin Painting – aircraft maintenance
- ❖ Embraer (Brazil) – aircraft maintenance
- ❖ First Quality – baby products manufacturer
- ❖ Freudenberg (Germany) – non-wovens manufacturer
- ❖ GEICO – regional offices, insurance sales and claims processing
- ❖ Graphic Packaging International – paperboard manufacturer
- ❖ Irving Consumer Products (Canada) – tissue products manufacturer
- ❖ Kumho Tire (South Korea) – tire manufacturer
- ❖ Macon-Bibb County Consolidated Government
- ❖ Mercer University
- ❖ Middle Georgia State University (adjacent to EBID district)
- ❖ Mr. Chips, Inc. – pickle and pepper products manufacturer
- ❖ Nichiha Fiber Cement (Japan) – building products manufacturer
- ❖ Piedmont Macon – hospitals and healthcare services
- ❖ Star Snacks – manufacturer/distributor of high-quality branded nuts, trail mixes, and dried fruits
- ❖ Tractor Supply Co. – distribution/fulfillment
- ❖ Tyson Foods – distribution/fulfillment
- ❖ YKK (Japan) – zippers and fastening products manufacturer

None of Macon's top employers are in the EBID district, so residents of the two EBID area census tracts would need to drive to work or take public transportation.

TARGET INDUSTRIES

AEROSPACE

- ❖ Middle Georgia has been dubbed Georgia's "Aerospace Corridor," due to the large concentration of aerospace-related industries in the area, including more than 100 aerospace companies and contractors. Middle Georgia is also home to Robins Air Force Base, the largest industrial complex in the state, with over 21,000 maintenance and logistics workers. Additionally, Middle Georgia State University is one of the top 13 aviation universities in the U.S. with four-year degrees in Flight. Middle Georgia State has awarded more than 650 aviation credentials in the past five years.

FOOD PROCESSING

- ❖ Macon is home to a highly skilled, affordable workforce and world-class technological resources geared toward promoting the success of the food processing industry.

ADVANCED MANUFACTURING

- ❖ Macon has the location, infrastructure, and skilled workforce to emerge as the global leader in advanced manufacturing. Macon offers a low-cost, pro-business environment and a highly skilled, educated and capable workforce. From automotive and aerospace to plastics and metal fabrication plants, advanced manufacturing covers a wide range of sectors. Our location in the heart of Georgia has enabled Macon to become a major hub in the Southeast for advance manufacturing.

WAREHOUSING & DISTRIBUTION

- ❖ Centrally located in Georgia and the Southeast, Macon offers extensive access to rail, road, and air supply lines. Because of our first-rate transportation infrastructure and excellent connectivity, we can offer supply chain management solutions that give companies the competitive edge.

AUTOMOTIVE

- ❖ With its central location in the rapidly expanding Southern automotive corridor, Georgia offers automotive manufacturers accessibility and convenience in production and transportation. Georgia is home to more than 385 auto and vehicle related companies. It is this well-situated location that makes Macon, Georgia, an ideal location for automotive suppliers.

INDUSTRIAL SITES

The [Macon-Bibb County Industrial Authority](#) currently has information on 78 properties in Macon-Bibb County available for industrial use, including properties with interstate and rail access, properties in proximity to Middle Georgia Regional Airport, existing buildings, and properties located in a Federal Opportunity Zone.

INDUSTRIAL PARKS & SITES

- ❖ Airport North Industrial Park – 112 acres available
- ❖ Airport South Industrial Park – 41.2 acres available
- ❖ I-75 Business Park – 150 acres available
- ❖ I-75 South Industrial Park – 182 acres available
- ❖ Ocmulgee East Industrial Park – 107 acres available

OPPORTUNITY ZONES

Macon-Bibb County seeks to maximize the impact of its Census Tracts that have been officially designated as Federal Opportunity Zones.

A Federal Opportunity Zone is an economically distressed community where new investments, under certain conditions, may be eligible for preferential tax treatment. The Federal Qualified Opportunity Zone distinction was created by The Tax Cuts and Jobs Act to spur economic growth in low-income communities by allowing investors to defer federal taxes by taking capital gains from other investments and investing in these designated areas.

MACON'S OPPORTUNITY ZONES INCLUDE:

Location	Potential Uses
Allied Industrial Park	Warehouse & distribution, manufacturing
Brown & Williamson Campus	Manufacturing, office, logistics
Centreplex & Coliseum Hospital Area	Multi-family, hotel, medical offices, parking
Downtown Airport	T-Hangar and Box Hangar
Westgate Mall	Retail, restaurant, entertainment, multi-family, office
Mill Hill Arts Village	Multi-family, neighborhood commercial
One South CDC Neighborhood Redevelopment	Neighborhood urban farm, multi-family, retail, community center, entertainment
Pleasant Hill Neighborhood	Multi-family, commercial/retail, charter school, grocery
Seventh Street Industrial	Commercial, light industrial, multi-family
Walnut Creek Village	Single and multi-family housing



TOTAL MARKETING

Beyond Full Circle Marketing

153 Follins Lane • St. Simons Island, GA 31522

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