Overview

- Project Summary
- Strategy Highlights
- IMCP “Manufacturing Community” Designation
Project Summary
IMCP Overview

- The ‘Investing in Manufacturing Communities Partnership’ (IMCP) initiative led by the White House and the U.S. Department of Commerce

- Encourages communities to devise economic development strategies with a focus on manufacturing

- Leverages federal economic development funds and assistance

<table>
<thead>
<tr>
<th>The Six Industrial Ecosystem Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Workforce and training</td>
</tr>
<tr>
<td>2. Supplier network</td>
</tr>
<tr>
<td>3. Research and innovation</td>
</tr>
<tr>
<td>4. Infrastructure and site development</td>
</tr>
<tr>
<td>5. Trade and international investment</td>
</tr>
<tr>
<td>6. Operational improvement and capital access</td>
</tr>
</tbody>
</table>
# IMCP Overview

## Table 2.0.1 Floor Covering Industry NAICS codes

<table>
<thead>
<tr>
<th>5-Digit NAICS</th>
<th>NAICS Title</th>
<th>LQ (2012)</th>
<th>National Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>31311</td>
<td>Fiber, Yarn, and Thread Mills</td>
<td>81.1</td>
<td>2</td>
</tr>
<tr>
<td>31321</td>
<td>Broadwoven Fabric Mills</td>
<td>40.6</td>
<td>4</td>
</tr>
<tr>
<td>31322</td>
<td>Narrow Fabric Mills and Schiffli Machine Embroidery</td>
<td>1.4</td>
<td>4</td>
</tr>
<tr>
<td>31323</td>
<td>Nonwoven Fabric Mills</td>
<td>8.5</td>
<td>4</td>
</tr>
<tr>
<td>31331</td>
<td>Textile and Fabric Finishing Mills</td>
<td>18.8</td>
<td>4</td>
</tr>
<tr>
<td>31411</td>
<td>Carpet and Rug Mills</td>
<td>298.7</td>
<td>1</td>
</tr>
<tr>
<td>31499</td>
<td>All Other Textile Product Mills</td>
<td>4.4</td>
<td>2</td>
</tr>
<tr>
<td>32191</td>
<td>Millwork</td>
<td>1.5</td>
<td>21</td>
</tr>
</tbody>
</table>

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2. Source: Georgia Department of Labor.


5. Source: Census Investing in Manufacturing Communities Data Tool. National rank by four-digit NAICS.
## IMCP Overview

Northwest Georgia Center For Sustainable Floor Covering Innovation and Advanced Workforce Readiness (S-FLOR) 2014 EDA “Manufacturing Community” Designation Proposal

<table>
<thead>
<tr>
<th>5-Digit NAICS</th>
<th>NAICS Title</th>
<th>LQ (2012)</th>
<th>National Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>32522</td>
<td>Artificial and Synthetic Fibers and Filaments Manufacturing</td>
<td>8.0</td>
<td>13</td>
</tr>
<tr>
<td>32619</td>
<td>Other Plastics Product Manufacturing</td>
<td>2.7</td>
<td>16</td>
</tr>
<tr>
<td>32712</td>
<td>Clay Building Material and Refractories Manufacturing</td>
<td>2.9</td>
<td>6</td>
</tr>
<tr>
<td>33324</td>
<td>Industrial Machinery Manufacturing</td>
<td>1.9</td>
<td>24</td>
</tr>
<tr>
<td>33999</td>
<td>All Other Miscellaneous Manufacturing</td>
<td>0.7</td>
<td>36</td>
</tr>
<tr>
<td><strong>Floor covering Industry AVERAGE</strong></td>
<td></td>
<td><strong>36.3</strong></td>
<td></td>
</tr>
</tbody>
</table>
Timeline

IMCP Strategy

- November 2013: Project Kick-Off
- January 2014: Ideation Session
- February 2014: Interviews with Manufacturers
- March-April 2014: Application for Phase 2 Manufacturing Community Designation
- May 2014: Interviews with State & Regional Partners

Data Collection: On-going
Research Highlights

- **Secondary data research:** BLS, DOL, BEA, Census on the Map and IMCP data tool
- **Other data sources:** NWGRC, college and career academies, local colleges, Georgia Power, GDEcD, Georgia Ports Authority
- Review of past plans and studies
- Over **60 interviews** with manufacturers, suppliers, academia, professional associations, and state and regional partners in the region
- **Bi-monthly meetings** with Core Group and Implementation Committee
The NWGA region has an established advantage in floorcovering.

All signs point to growth in manufacturing and the industry.

Stagnant clusters can be accelerated.

Best practices lead to RESULTS!

Immediate Needs:

- Collaboration between university/technical colleges and industry
- Industry-specific degree programs
- Co-location of equipment/R&D/entrepreneurs/growing companies
- State support
Project Activities – Ideation Session

**Ideation Session**

- **46 responses, multiple issues**
- **Education and Training (44%)**
- **Workforce Attraction and Retention (26%)**
- **Partnerships (24%)**

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**Problems Addressed by Proposed Ideas**

<table>
<thead>
<tr>
<th>Problem</th>
<th>Number of Responses</th>
<th>Percent of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need for Education/training</td>
<td>20</td>
<td>43.5%</td>
</tr>
<tr>
<td>Address work ethics/attitudes, soft, and technical skills</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Difficulty with Workforce Attraction + Retention</td>
<td>12</td>
<td>26.1%</td>
</tr>
<tr>
<td>Special focus on increasing youth interest in the industry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need for Collaboration + Improved Communication</td>
<td>11</td>
<td>23.9%</td>
</tr>
<tr>
<td>Among the industry and with the schools; vague understanding of industry (present + future), including: goals, needs, job descriptions + requirements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need for Increased Awareness</td>
<td>6</td>
<td>13.0%</td>
</tr>
<tr>
<td>To highlight opportunities and change negative perceptions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lack of Support</td>
<td>6</td>
<td>13.0%</td>
</tr>
<tr>
<td>From both the community + industry; including investment and funding</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Infrastructure + Technology Issues</td>
<td>4</td>
<td>8.7%</td>
</tr>
<tr>
<td>Transportation and broadband issues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lacking Sources of Innovation</td>
<td>4</td>
<td>8.7%</td>
</tr>
<tr>
<td>Including a need for R+D space</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sustainability Issues</td>
<td>3</td>
<td>6.5%</td>
</tr>
<tr>
<td>Including environmental concerns, as well as potential industry decline</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Note: There were a total of 46 responses regarding problems*
Project Activities

- Ideation Session
- Interviews
  - 36 manufacturers, suppliers, industry associations, academia
  - 27 state and regional partners
Project Activities

- Ideation Session
- Interviews
- Visioning Workshop
  - *Think BIG!*
  - “SMART” Goals
  - Facilitated visioning
VISION: The Northwest Georgia Regional Advanced Manufacturing Strategy will create…

“A WORLD-CLASS MANUFACTURING WORKFORCE CULTIVATING A CULTURE OF TALENT AND INNOVATION IN A VIBRANT AND DIVERSE REGION.”

- **Ideation Session**
- **Interviews**
- **Visioning Workshop**
  - *Think BIG!*
  - “SMART” Goals
  - Facilitated visioning
Project Activities

• Ideation Session
• Interviews
• Visioning Workshop
• Visit to Clemson’s International Center for Automotive Research (CU-ICAR)
Project Summary
IMCP Focus Areas:

1. Workforce Training and Education
2. Research, Innovation & Sustainability
3. Infrastructure
4. Partnerships
5. Marketing
“Manufacturing Community” Designation begins (June 2014 – June 2016)
Designation as an EDA “Manufacturing Community”

IMCP Phase 2
Phase 2: Manufacturing Community

• **The Designation**
  - Announced May 28th
  - One of 12 designations nationwide!
  - One of 3 made in EDA’s Southeast region (NWGA, SW AL, TN Valley)
  - 70 applicants

FACT SHEET: Obama Administration Designates the First 12 Manufacturing Communities through the Investing in Manufacturing Communities Partnership to Spur Investment and Create Jobs

Northwest Georgia selected as one of 12 regions in $1.3B manufacturing initiative

Northwest Georgia has been selected as one of 12 regions in the United States in a new manufacturing initiative making them eligible for a share of $1.3 billion in federal assistance.
IMCP Partners Industry Partners (Manufacturers + Suppliers)
IMCP Partners  Industry Associations + Other Partners

Archway Partnership

The Carpet and Rug Institute

Georgia Power

Technology Association of Georgia

Dalton Utilities

Southeast Industrial Development Association

Georgia Association of Manufacturers
How Does the Designation Work?

• Two-year designation (June 2014 – June 2016)
• Lead Applicant: NWGRC
• “Consortium” members can apply
• Aligned programs
1. Appalachian Regional Commission – Local Access Road Program, Area Development Program
2. Delta Regional Authority – State’s Economic Development Assistance Program (SEDAP)
3. US Dept. Housing and Urban Development
4. US Dept. Labor – Trade Adjustment Assistance Community College and Career Training program
IMCP Programs

5. **US Dept. Transportation** – Transportation Investment Generating Economic Recovery (TIGER)

6. **US Environmental Protection Agency** – brownfield programs

7. **National Science Foundation** – Advanced Technology Education (ATE), Industry/University Cooperative Research Centers (I/UCRC)
IMCP Programs

8. **Small Business Administration** – Accelerator Program

9. **US Dept. Agriculture** – Rural Economic Development Loan and Grant Program (REDLG), Rural Business Enterprise Grant Program (RBEG), various loan programs

What Does This Mean To You?

• **National spotlight** on Northwest Georgia
• Jobs, Jobs, **JOBS**!!!
• Federal **funding** opportunities
• Follow the yellow brick road map!
• Inter and Intra-regional **lines of communication**
• Let IMCP work for your community
• *Become a part of the process!*
Immediate Next Steps

- Meetings with **Implementation Committee**
- **Working groups** meet as needed to lay the ground work
- Build **support and involvement** from around region
- **Meetings** with chambers, EDO’s and industries
- Submit **funding applications**
- National **IMCP conference** and **ARC visit** (October 2014)
Thank You!

Questions?
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Northwest Georgia Advanced Manufacturing Strategy page: