

THE NORTHWEST GEORGIA IMCP PROJECT

2015 IMCP Summit

5,000+ Mfg Jobs Announced
in NWGA since 2013

Current Job Openings in
NWGA Floor Covering
Industry

500+

It's a FACT...

25%

Manufacturing
Employment in
NWGA

14%

Floor Covering
Employment in
NWGA

**The Big
Picture.**

- The region's floor covering cluster is largely rural and reaches across a 15-county region - 85% domestic production
- Strongly influenced by economic swings - large downturn during recent recession
- Concentrated industry located outside a major metropolitan area
- Significant innovation, workforce, infrastructure, and supplier challenges

47%

US Floor Covering
Exports from NWGA

863,217

Population of NWGA
(US Census, 2010)

85%

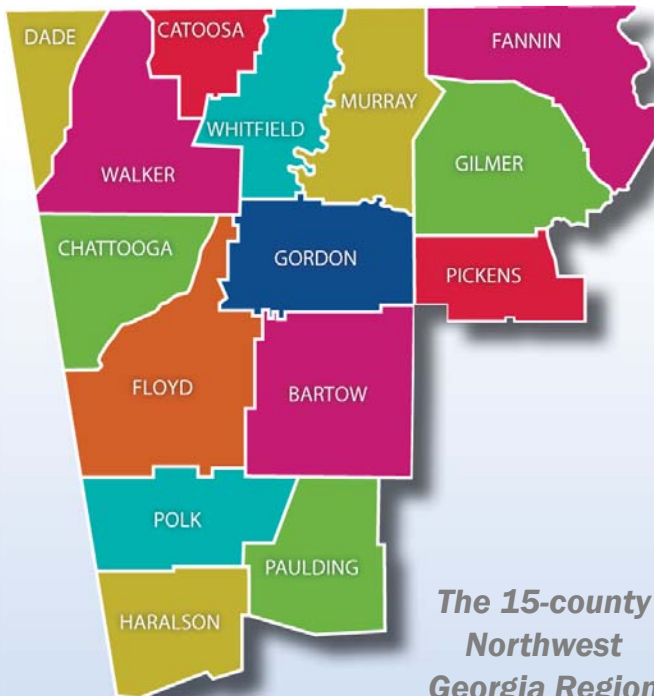
Carpet Produced
in US from NWGA

16,240 Jobs Lost In NWGA
During Recession

Jobs Lost in Dalton-
Whitfield During
Recession

4,600

IMCP PROJECT OVERVIEW



*The 15-county
Northwest
Georgia Region*

The Investing in Manufacturing Communities Partnership (IMCP) program is one of the White House Administration's main initiatives to support job creation and accelerate manufacturing growth to make communities more globally competitive by **transforming their industrial ecosystems into globally-competitive manufacturing hubs**. IMCP does this through the support of long-term community-based economic development strategies designed to attract and expand private investment in manufacturing and promote international trade and exports.

The Northwest Georgia region was selected for one of 26 first-round Commerce awards made across the country in 2013. The award enabled the development of an **Advanced Manufacturing Strategy** initially focused on the region's established Floor Covering industry.

In June 2014, the Northwest Georgia Advanced Manufacturing Consortium was **awarded the "Manufacturing Community" designation by EDA**. This is a two-year designation (June 2016).

ADVANCED MANUFACTURING STRATEGY

Creating the strategy has allowed Northwest Georgia to have an open and honest dialogue about the future of advanced manufacturing in the region, and in the process, created a unique partnership - manufacturers, suppliers, industry partners, elected officials, and leaders in education and infrastructure, among others. Current IMCP initiatives include:

- **Export and trade assistance for manufacturers:** Developing regionally-critical transportation and logistics infrastructure associated with the new Appalachian Inland Port (open in 2017)
- **Support for new technologies:** Building the Alliance for Innovation and Sustainability (AIS) manufacturers forum
- **Preparing a pipeline of ready and skilled labor:** Creating an Advanced Manufacturing career pathway at Northwest Georgia College and Career Academy and Georgia Northwestern Technical College

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.”

MISSION: Create economic prosperity in Northwest Georgia to ensure the region’s future as a global leader in the floor covering industry and to foster the environment for advanced manufacturing to grow and thrive.

TRANSFORMING THE FUTURE

IMCP is helping Northwest Georgia cultivate the environment for highly skilled, well-paying advanced manufacturing jobs in the region’s solid manufacturing base by transforming the region’s industrial ecosystem. The newly-formed Northwest Georgia Advanced Manufacturing Consortium will lead this effort and support these primary funding tools to implement the Northwest Georgia IMCP project:

- **Infrastructure, Trade and International Investment:** US Department of Transportation TIGER Grant and ARC Local Access Road Program
- **Workforce Training and Education:** US Department of Labor American Apprenticeship Initiative and National Science Foundation Advanced Technical Education (ATE) Program
- **Research, Innovation and Sustainability:** US Environmental Protection Agency Brownfields Program
- **Supplier Networks and Startups:** Small Business Administration Accelerator Program, US Department of Housing and Urban Development Appalachia Economic Development Initiative (AEDI)

The [Floor360 Advanced Manufacturing Consortium](#) is a voluntary group of committed stakeholders whose mission it is to support the region’s cluster-based Northwest Georgia Regional Advanced Manufacturing Strategy, and to grow and support the region’s floor covering manufacturing industries.



Advanced
Manufacturing
Consortium



For more information on IMCP, contact:

David Apple

GaMEP Region Manager, Northwest Georgia
Georgia Tech Enterprise Innovation Institute
770.328.0802

david.apple@innovate.gatech.edu

Leigh Hopkins

Project Manager
Georgia Tech Enterprise Innovation Institute
404.894.0933

leigh.hopkins@gatech.edu

Julie Meadows

Director of Regional Planning
Northwest Georgia Regional Commission
706.295.6485

jmeadows@nwgrc.org

Deana Perry

Community & Economic Development
Representative
Northwest Georgia Regional Commission
706.295.6485

dperry@nwgrc.org