

S-FLOR NORTHWEST GEORGIA

2014 EDA IMCP Designation -Advanced
Manufacturing



U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

**Georgia
Tech**



Enterprise
Innovation
Institute



NWGRC

NORTHWEST GEORGIA REGIONAL COMMISSION

A Region With A Bright Future

NWGRC Advanced Manufacturing Study Committee

- ▣ Mr. Brian D. Anderson, Sr.
- ▣ Mr. David A. Austin
- ▣ Mr. Steve Taylor
- ▣ Rev. Louis Tonsmeire, Sr.
- ▣ Mr. Jim Cutler
- ▣ Mr. Jason R. Winters
- ▣ Mr. James H. Henry
- ▣ Mr. Virgil R. Sperry

EDA IMCP

- ▣ **Brian Anderson, President and CEO** of the Greater Dalton Chamber of Commerce, stated: “The region’s ability to retain skilled manufacturers depends on strategic investment from all partners.”
- ▣ **U.S. Secretary of Commerce Penny Pritzker:** “Innovative programs like IMCP encourage American communities to work together to craft strong, clear, strategic plans to attract manufacturing investment and jobs to transform themselves into globally competitive commercial hubs.”

EDA IMCP Definition

The Investing in Manufacturing Communities Partnership (IMCP) program is an initiative designed to revolutionize the way federal agencies leverage economic development funds.

IMCP encourages communities to develop comprehensive economic development strategies that will strengthen their competitive edge for attracting global manufacturer and supply chain investments.

IMCP rewards best practices –

- coordinating federal aid to support communities' development plans
- synchronizing grant programs across multiple departments/agencies

One goal is for other communities to learn from the best practices employed by the IMCP designated communities to strengthen American manufacturing.

EDA IMCP Phase I

- ▣ September 2013: EDA awarded Georgia Tech's Enterprise Innovation Institute & NWGRC \$85,000 to prepare an advanced manufacturing strategy for Northwest Georgia
- ▣ Competitive advantage in floorcovering industry as major industry cluster (LQs of 36.3)
- ▣ Industry-driven: One-on-one interviews, conversations and meetings with industry leaders
- ▣ Assessment of needs leading to Advanced Manufacturing Strategic Plan- Sept 2014

Industry Driven

- Interviews with Advanced Manufacturing and Floorcovering leaders including:





Image: FloorTek

REGIONAL DATA AND CLUSTER DEVELOPMENT BEST PRACTICES FOR NORTHWEST GEORGIA'S FLOORCOVERING CLUSTER

IMCP Meeting

January 8, 2014



Image: www.mmn.com



Image: Shaw Industries



Image: Kathy Lohr/NPR

Georgia Tech Enterprise Innovation Institute



Georgia Tech Enterprise Innovation Institute *with*
The Northwest Georgia Regional Commission

May 29, 2014 Working Groups



Strategic Direction: Where Will We Be in 5 years?
Design Our Georgia Trend Cover: "Red Carpet towards Regional Success- We've Got it Covered!"

2014 Designation Phase II

- ▣ May 29, 2014 Northwest Georgia Designated as Manufacturing Community
- ▣ Designation recognizes strength of advanced manufacturing assessment and strategy, potential for impact on floorcovering and advanced manufacturing industry, strength of partnerships across public and private sector
- ▣ Federal point of contact, David Hughes (ARC)
- ▣ Preference for funds or assistance from aligned programs of 11 Federal agencies

Consortium Members

- ▣ Letters of Support or Commitment from 40 different manufacturers, partners in education, industry associations, and government agencies
- ▣ Includes fifteen counties of Northwest Georgia

Consortium Members

Research:

1. Georgia Tech Institute for Materials (IMat)
2. Georgia Tech Manufacturing Institute (GTMI)
3. Georgia Institute of Technology

Education:

4. Northwest Georgia College and Career Academy
5. Georgia Tech Professional Education (GTPE)
6. Technical College System of Georgia (TCSG)
7. Dalton State College
8. Georgia Northwestern Technical College

Government:

9. Georgia QuickStart
10. Greater Dalton Chamber of Commerce

11. Greater Rome Chamber of Commerce
12. Northwest Georgia Regional Commission – Applicant

Manufacturers:

13. Mohawk Industries
14. Shaw Industries, Inc.

Suppliers:

15. ArrowStar, LLC.
16. Carpet Industry Clearinghouse, Inc. (CINCH)

Associations & Utilities:

17. Carpet and Rug Institute (CRI)
18. Georgia Association of Manufacturers (GAM)
19. University of Georgia Archway Partnership

Implementation of Designation

Two-year designation

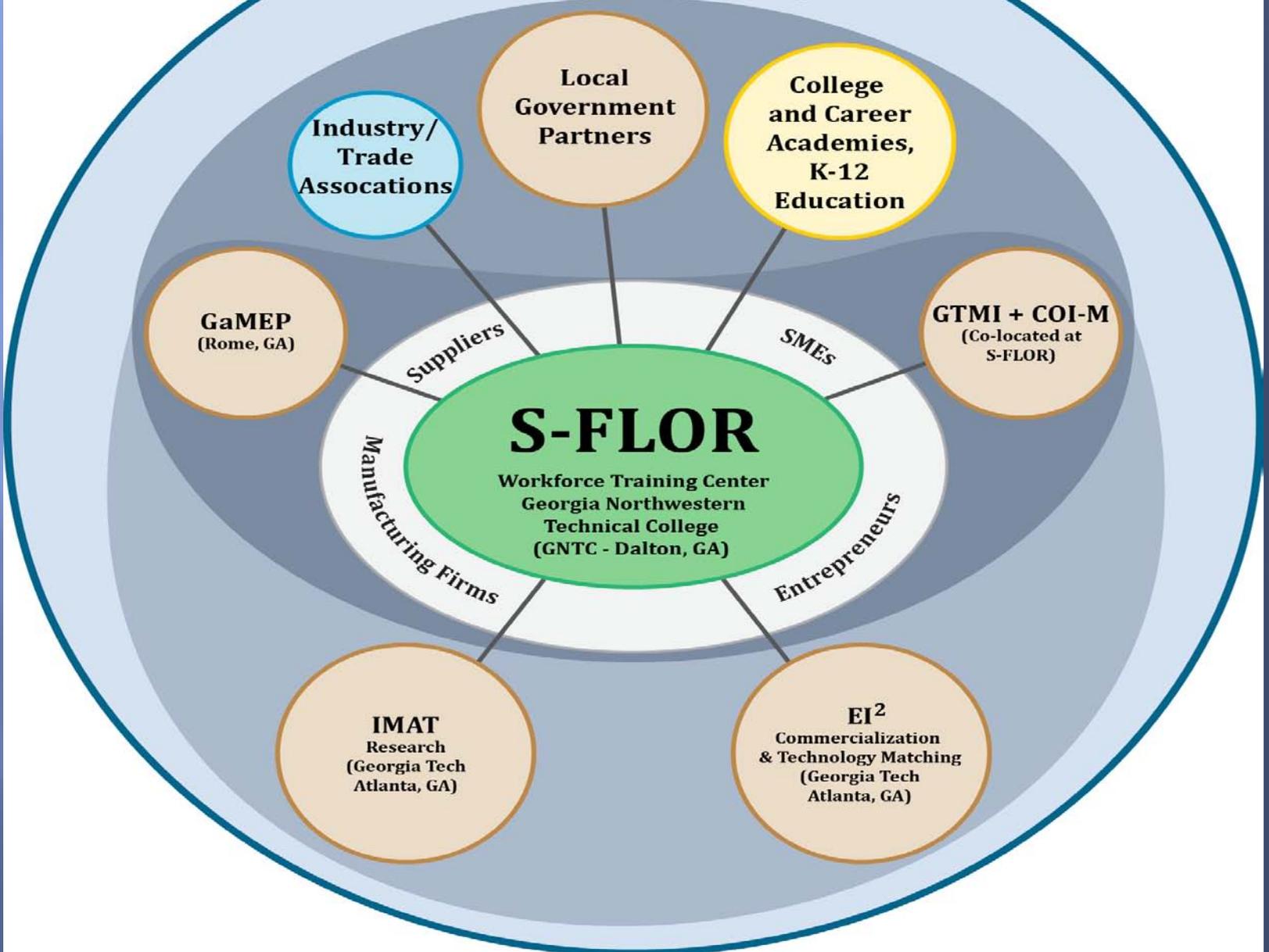
EDA and aligned agencies expect to see improvements in per capita income, jobs, private investment, and decrease in unemployment

Efforts to implement in identified areas of need include alignment with existing programs, bringing new partners to the table, and development of new projects

S-FLOR

- ▣ Northwest Georgia Center for Sustainable Floor Covering Innovation and Advanced Workforce Readiness (S-FLOR)
- ▣ Focus on 4 Key Programs:
 - *P1*: Environmental Sustainability and Lifecycle Management
 - *P2*: Fiber, Polymer and Materials Research
 - *P3*: Specialized Degree Programs and Workforce Training
 - *P4*: Commercialization Assistance and Technology Matching

Industrial Ecosystem in Northwest Georgia



Performance Measures

- ▣ The goals developed for S-FLOR support IMCP objectives of generating private investment in the floor covering industry, creating well-paying jobs, increased exports, and improved environmental quality.
- ▣ Indirect “spillover effects” of S-FLOR could include jobs created as a result of new innovation, increased start-up activity, location of new companies in the areas and additional foreign direct investment.

S-FLOR Implementation Programs

IMCP Investment Element	S-FLOR Implementation Programs			
	Environmental Sustainability & Lifecycle Management	Fiber, Polymer and Materials Research	Specialized Degree Programs & Workforce Training	Commercialization Assistance & Technology Matching
Workforce and Training	✓	✓	✓	
Research and Innovation	✓	✓	✓	✓
Supplier Networks	✓	✓		✓
Operational Improvement	✓	✓	✓	

Challenges

- ▣ Recruit additional industry partners
- ▣ Build Focus in areas that are non-competitive: research, workforce
- ▣ Identify & Leverage additional local, state, federal and university resources and programs for Northwest Georgia- ex. Georgia Tech's CEISMC (Center for Education Integrating Science, Math and Computing)



Next Steps

- ▣ Finalize Advanced Manufacturing Strategy-
September 2014
- ▣ Formation of Consortium Working Groups-
August 2014- on
- ▣ Develop action steps to implement designation
and manufacturing strategy
- ▣ Pursue Aligned Agency Funding