



GEORGIACHAMBER

2021 Strategy

Washington County Chamber | December 2, 2020



GEORGIACHAMBER

COVID-19 Impact

22%

Of Georgia **Businesses**
Have Not Reopened

40%

Georgia **Bars** Closed

24%

Georgia **Restaurants** Closed

20%

Georgia **Arts & Entertainment** Closed

19%

Georgia **Health & Beauty** Closed

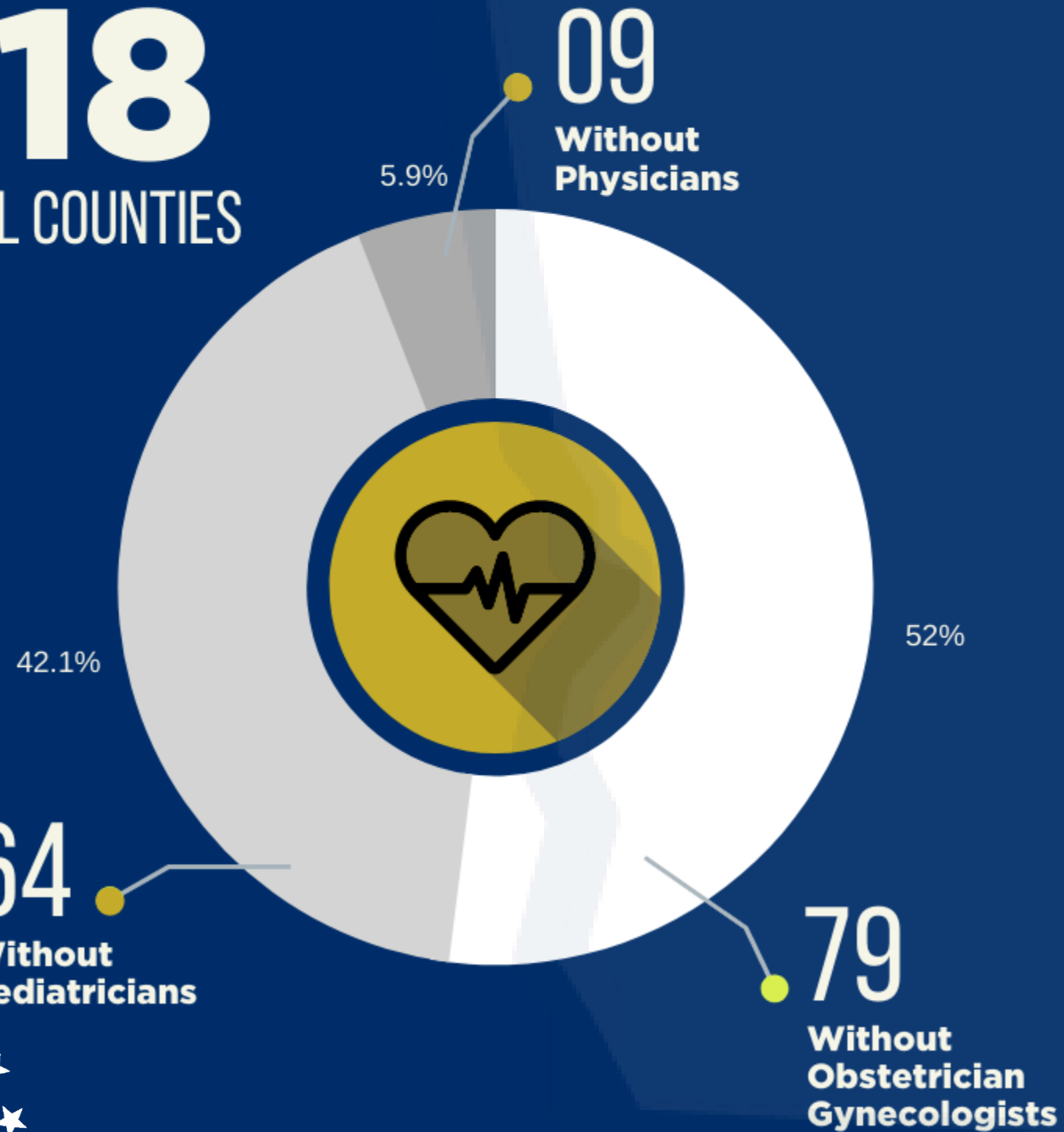


September 2020 Survey

BRAIN DRAIN
 TRANSPORTATION DOWNTOWN STRUGGLE
 HOSPITAL CLOSURE POLITICS QUALITY JOBS
 LOCAL REGULATIONS COMMERCIAL REAL ESTATE
BROADBAND
 HOUSING FOREIGN TRADE TRAINED WORKFORCE
 LACK OF LOCAL LEADERSHIP

Rural Georgia Healthcare

118
RURAL COUNTIES



42nd
Health Outcomes



13%
Demand versus Supply



64%
Local Unemployment Due to Health Issues

Rural Georgia Healthcare

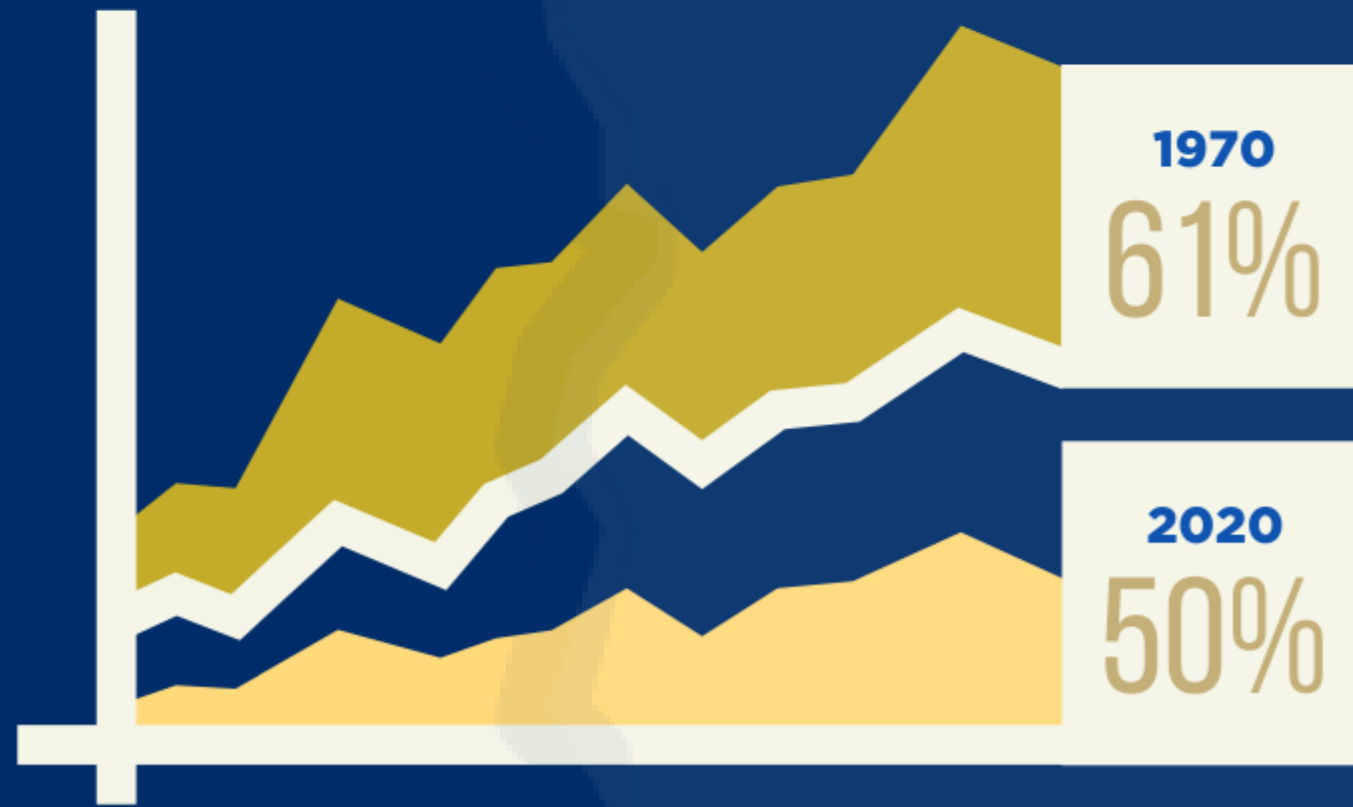
AMERICAN WORKERS	1 in 5 MENTAL HEALTH ISSUES	+	1 in 10 SUFFER FROM ADDICTION
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Rural Georgia Housing



AMERICAN MIDDLE CLASS



AMERICAN MIDDLE CLASS

- \$295K** To Raise a Child
- \$224K** To Buy a House
- \$200K** College Tuition
- \$10K** Annual Food Cost

Post COVID-19 Economy



**HEALTH &
WELLNESS**



**SUSTAINABILITY &
RESILIENCY**



**DIGITAL
DISRUPTION**



**ACCELERATED
INNOVATION**



Post COVID-19 Opportunities



Reshoring Manufacturing & Supply Chains



Return of the Millennials



Rise of the Creation Generation



Digital Dominance



Sustainability



Local Grown & Made Movement



Diversification of Rural America

Foundations of Recovery



**CORPORATE
RESILIENCY**



**INNOVATION &
INFRASTRUCTURE**



**SMALL BUSINESS
SURVIVAL**



**INCLUSIVENESS &
ECONOMIC MOBILITY**



**TALENT &
UPSKILLING**



**RURAL
RECOVERY**

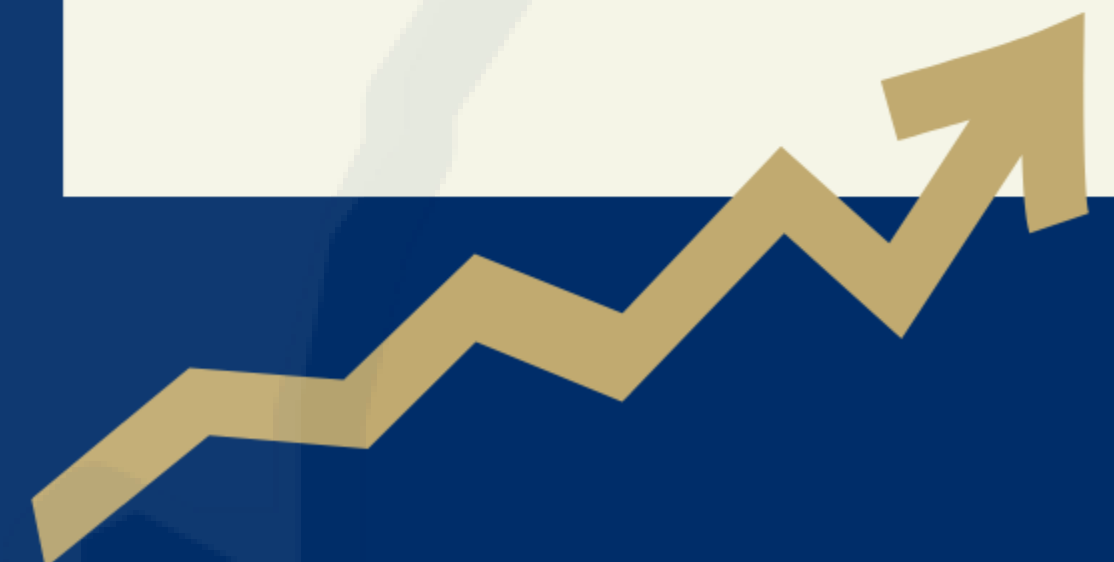


How Do We Build A More Resilient Rural Georgia?

- Invest in rural infrastructure
- Expand rural talent pool
- Invest in rural connectivity
- Expand middle income housing
- Invest in rural healthcare
- Improve regional cooperation
- Improve start-up success rate
- Reduce rural poverty and inequality
- Consolidate local and regional government services
- Increase rural degree/certification attainment
- Streamline government permitting
- Protect natural resources

\$13B

**Potential Rural
Economic Growth**




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