

# Twiggs County Target Industry Analysis - The Development Authority of the City of Jeffersonville and Twiggs County

**Location:** Twiggs County, GA

**Status of County:** Rural

**Project Timeframe:** January 2020 – August 2020

**Type of Assistance:** Applied Research

Map of Twiggs County and the state of Georgia



The Development Authority of the City of Jeffersonville and Twiggs County, Georgia, recognized the need to be intentional in its business attraction efforts which lead them to apply for a Target Industry Analysis via the Economic Development Research Program (EDRP) to identify businesses and industries best suited for Twiggs County. Twiggs County, a rural county strategically located in Middle Georgia, has an abundance of industrial properties including an industrial park with immediate access to the Interstate 16 corridor. The county's most prominent industrial site is a 60-acre property at the intersection of Interstate 16 and SR 96. This property is currently in the process of completing its certification through the Georgia Department of Economic Development's site certification program, the Georgia Ready for Accelerated Development (GRAD) program.

The goal of the analysis through EDRP is to increase the likelihood of attracting businesses to the county's industrial park by exploring business growth and trends for Twiggs County and the communities around it. This study included a mixture of quantitative and qualitative data analysis methods to determine the most appropriate industries for the development authority to target.

A demographic and economic overview, infrastructure overview, and industry and occupational trends analysis combined to provide the framework needed to understand some of the challenges and opportunities that might attract or discourage new industries as well as aid or hinder the growth of existing industries in the county. A survey of local businesses and community partners also offered additional insights into their perceptions of the county's business climate. Finally, five target sectors were identified using a comprehensive assessment of employment trends and projections, with an emphasis on existing industries – Logistics, Mining, Food Processing, Forest Products, and Small Manufacturing Enterprises. These target industry sectors are well-suited for the Twiggs County industrial park and are in lockstep with state and regional priorities. Alignment of target industry sectors will narrow and streamline recruitment efforts, and more clearly define the goals of the development authority. The project was completed in August 2020.