

FOREMOST FAYETTE

An Economic Development Strategic Plan

1.2026



FAYETTE COUNTY
DEVELOPMENT AUTHORITY



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ACKNOWLEDGEMENTS



The development of **FOREMOST FAYETTE**, a five-year Strategic Economic Development Plan to guide the efforts of the Fayette County Development Authority (FCDA) into the future involved many hours of stakeholder engagement with more than **700 participants** through interviews and group discussions with numerous identified groups, as well as the launching of an online Stakeholder Survey. It also involved **benchmark research** on five communities including Cary, North Carolina; Franklin, Tennessee; Frisco, Texas; Greenville, South Carolina; and Rockville, Maryland, to understand what led to their success from an economic development perspective. Highlights from the stakeholder engagement process, as well as the benchmark research, are referenced within this plan and additional detail may be found in the Supporting Documentation to this report.

Boyette Strategic Advisors (Boyette) would like to acknowledge and thank the FCDA 2025 Board of Directors and staff, and other stakeholder groups listed below for their valued participation in the development of the **FOREMOST FAYETTE** plan.

2025 FCDA Board of Directors	
Pat Hindhey	Board Chair
Mayor Edward Johnson	Board Vice Chair
Sameera Tillman	Board Secretary
Tracy Young	Board Treasurer
Darryl A. Hicks	Board Member
Max Braun	Board Member
Dr. Luis Matta, Jr.	Board Member
Jim Kuo	Board Member
Dr. Alvetta Thomas	Board Member

FCDA Staff	
Niki Vanderslice	President & CEO
Rosie Matta	Director of Operations
Amanda Fields	Vice President, Economic Development
Lindsey Woodydy	Vice President, Community Development

Other Stakeholder Group Participants	
Municipal Leadership	Fayette Chamber of Commerce
Community Leadership	Frisco, TX Research & Discovery Trip Participants
County Leadership	Major Employers
Economic Development Partners	Residents
Education	Utilities



FOREMOST FAYETTE

An Economic Development Strategic Plan

INTRODUCTION



Foremost means the *most prominent in rank, importance, or position*. With new developments in the past five years, Fayette County is on the precipice of the next stage of its evolution. The **FOREMOST FAYETTE** plan is meant to guide the Fayette County Development Authority (FCDA) and its partners on ensuring that future growth and development is thoughtful and intentional, and that the county, as well as its primary municipalities of Fayetteville, Peachtree City and Tyrone, remain foremost from an economic development perspective.

It could be said the transformation in Fayette County began in 2013 when UK based Pinewood Group opened Pinewood Atlanta Studios in Fayetteville on former farmland. The transformation further developed in 2020 when the world-class film production

facility known for hosting some of the largest blockbuster films of all time rebranded as **Trilith Studios**. Today, Trilith Studios is North America's largest purpose-built movie studio with 34 sound stages and two virtual production stages, in addition to other support facilities and an ecosystem of film support companies. In a 2023 study, it was found that the film industry in Fayette County had a \$1.4 billion total impact on the county.

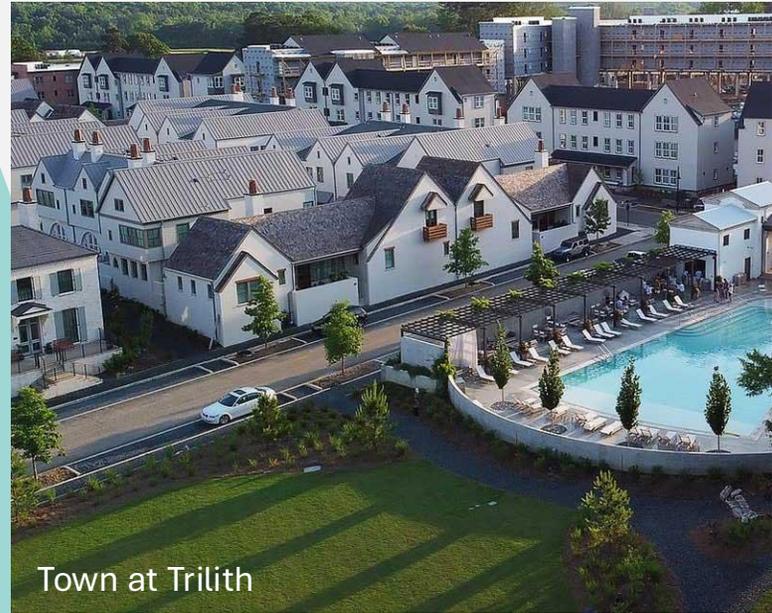
Adjacent to the studios, **The Town at Trilith**, a master-planned, 235-acre, European-inspired development, began construction in 2016. With over 300 homes built and sold and plans for 1,300 "front doors" at full build out, as well as restaurants and retail, the Town at Trilith has become a major destination in Fayette County. In 2024, **Trilith Guesthouse**, a Marriott property with 193 guest rooms and suites opened. Also in 2024, **Trilith LIVE**, deemed "Southside Atlanta's premier entertainment destination," opened phase one with two live audience sound stages, production offices, other support space, and a 700+ space parking deck. In late 2025, phase two opened and includes a 2,200-seat theater that hosts concerts, conventions, and performing arts shows, as well as a multi-screen cinema operated by Georgia Theatre Company.

"[Trilith] is a place where members of the film and creative industry feel like anything is possible."

Frank Patterson
President & CEO of
Trilith Studios



Trilith Studios



Town at Trilith



Trilith LIVE



Trilith Guesthouse

In 2022, **Quality Technology Services (QTS)** announced a large data center development project to be located on 600 former farmland acres in Fayetteville in up to eight buildings that would involve an investment of more than **\$1 billion** and creation of at least **100 new jobs**, not including construction jobs. In November 2025, a news article speculated that **Microsoft** would be the operational tenant at the QTS data center opening its first artificial intelligence "superfactory," although this was not confirmed by QTS or Microsoft.

Another major announcement came in 2023 when the **U.S. Soccer Federation** shared that a 200-acre site in Fayetteville was chosen as the home of their new headquarters and training center. The **Arthur M. Blank U.S. Soccer National Training Center** and U.S. Soccer Federation Headquarters represents an investment of **\$250 million** and the creation of more than **400 new jobs**. Initial plans feature over a dozen soccer pitches including artificial fields and sand courts, plus a 115,000 square foot indoor field. The indoor facilities will also include more than 260,000 square feet of headquarters space for all U.S. Soccer Federation employees, elite infrastructure for training, development, recovery and performance analysis, locker rooms, and meeting rooms.

Piedmont Fayette Hospital (Fayetteville), a 310-bed hospital offering 24-hour emergency care and all major medical, surgical and diagnostic services, is a major employer and asset in the county. A **\$275 million expansion** was announced in July 2025 and includes 60 patient beds, four new operating rooms, expanded café, lab, and pharmacy services, and more.

"We're proud to be building a home that will support the future of soccer in America...U.S. Soccer will work with local officials and corporate partners on the ground to engage the vibrant communities in Fayette County and the Metro Atlanta area to build new career pathways to sport, connect with fans, and grow the soccer community."

Cindy Parlow Cone
President, U.S. Soccer



Rendering of Arthur M. Blank U.S. Soccer National Training Center



Piedmont Fayette Hospital



QTS Data Center

There have also been many expansion announcements by **legacy or existing business** in the county in the past five years including but not limited to Gerresheimer Peachtree City, LP; CertainTeed - Peachtree City; Hoshizaki America, Inc.; and Aventure Aviation.

Related to demographics, Fayette County, which has a population of more than 127,000, continues to grow with **6 percent** population change over the past five years and projected growth of **7 percent**, which are both higher than the State of Georgia average of 5 percent and U.S. average of 1 percent. Of the three primary municipalities, Fayetteville had the highest past growth at 11 percent, followed by Peachtree City at 7 percent. Although the population in Tyrone was flat over the last five years, it is projected to grow by 4 percent over the next five years.

Fayette County is also home to an educated population with nearly **60 percent of residents** having an **Associate's Degree or higher** compared to the State of Georgia at 45.5 percent. Peachtree City has the highest rate of the three municipalities at 69 percent followed by Tyrone at nearly 65 percent and Fayetteville at just over 51 percent. On a related note, residents in the county also have **higher income levels** than Georgia and U.S. and **lower poverty rates** at **6.2 percent** compared to the Georgia rate of 13.2 percent. The county also boasts a very **low property and personal crime rate**.

With that said, the county does have some **demographic challenges** including a **median age of nearly 45** compared to State of Georgia at just over 38, and a **higher cost of living at 112.7** compared to U.S. average of 100 and Georgia average of 94.5. Residents of the county also have a longer **commute time at 32.2 minutes** and an estimated **77 percent of workers** who live in the county work outside the county.

Another potential challenge is related to **available and attainable housing**. The median home value in Fayette County is \$445,578, exceeding both the U.S. and Georgia averages. Fayette County also has a very **low percentage of renters** compared to homeowners, at 19.3 percent and nearly 81 percent, respectively. The median contract rent is also higher than the State of Georgia and U.S. at \$1,739.

To address these and other challenges, the FCDA must lead the way by continuing to **strengthen partnerships** with the Fayette County Board of Commissioners, the mayor and councils in the municipalities of Fayetteville, Peachtree City, and Town of Tyrone, as well as the Fayette Chamber of Commerce (Chamber), Fayette County Public Schools, higher education, legacy businesses and other partners. It must work with these partners to create a **unified vision** to ensure ongoing alignment of economic development strategies countywide. It must also develop a **targeted communications campaign** to ensure future support for implementation of this plan and other economic development activities from both leadership and residents. The FCDA must also be strategically positioned to lead this effort into the future.

The FCDA must continue to support legacy business and industry, while focusing on the refined target sectors identified, as well as partnering on entrepreneurship and tourism activities, which will result in more diversification of the current business base. It must also partner to identify solutions to community challenges that impact economic development such as lack of available product (sites and buildings) for new development, inability to meet future transportation and other infrastructure needs, necessity of more creative local incentive programs to attract the right type of companies, and the ability to meet workforce needs of existing and new businesses, among others.

Lastly, the FCDA must continue to work to create an **even more livable and thriving community** that supports **long-term success** and is attractive to both residents and prospective companies. This will include working with partners to address challenges with available housing, and other amenities, including entertainment and recreational options. This may also require innovative partnerships with developers to identify new nodes for denser mixed-use development that are attractive to young people, families and older residents in the county and in each of the three primary municipalities.

FOREMOST FAYETTE is meant to guide the FCDA in its economic development efforts over the next **five years** to ensure it progresses into the future resulting in a **diversified industry base** and a place where **companies want to invest** and **people want to live**. With a focus on **six key target industry sectors and three strategic goals**, the FCDA and Fayette County's economic development efforts will be foremost in Metro Atlanta and the Southeast.

FOREMOST FAYETTE

An Economic Development Strategic Plan

TARGET SECTOR REFINEMENT



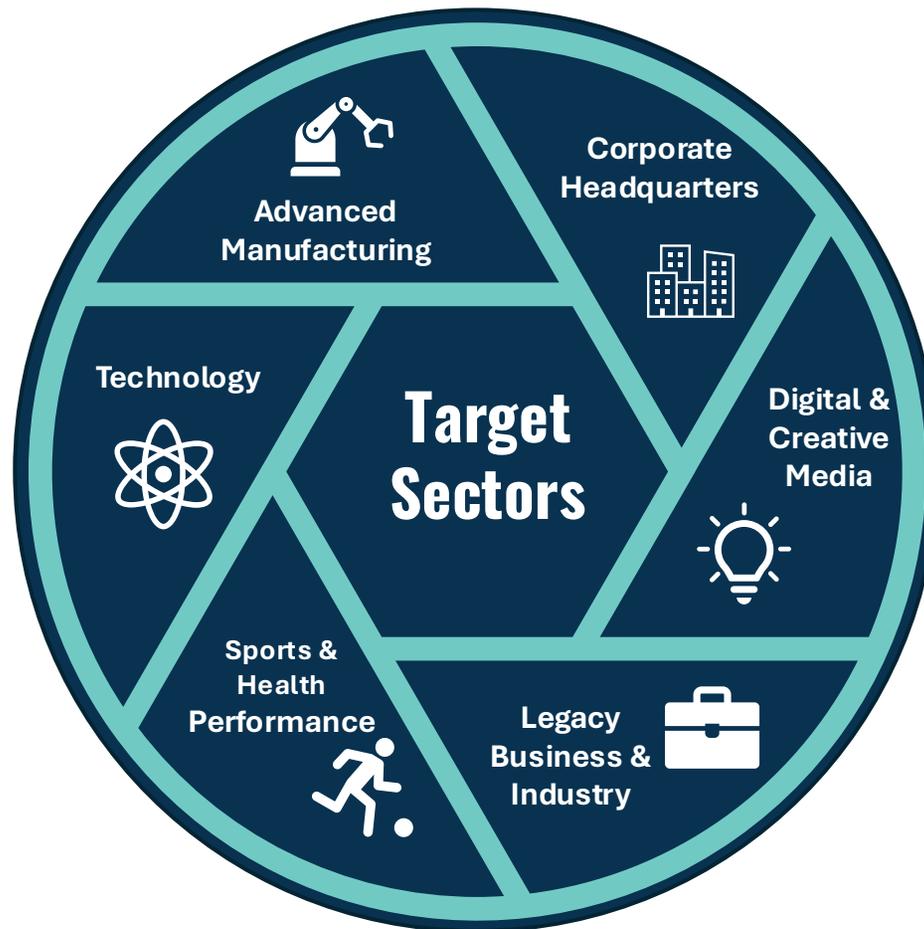
OVERVIEW

The FCDA currently targets the following five sectors: Advanced Manufacturing, Aerospace/Aviation, Corporate Headquarters, Film & Creative Media, and Technology.

Boyette conducted a review of the existing business base and recent project successes in Fayette County, as well as analysis of data related to these and other potential opportunities to identify the best target sectors the FCDA should focus its efforts over the next five years. This data reviewed included Industry sector employment data at the two-digit and four-digit NAICS level, including past and future projected growth and wages in the county of existing and potential targets. Boyette also considered the targets and recent successes of the Georgia Department of Economic Development and Georgia Power Economic Development as part of its analysis and considered feedback from stakeholders who participated in a Discovery Session and/or the Stakeholder Survey.

TARGET SECTOR CHART

The six refined target sectors are shown in the chart below. Target Profiles, outlining the assets of Fayette County for each of these sectors, are found on the pages that follow. Note that these will not be the only sectors that the FCDA will attract but are the best opportunities to focus its efforts at this time.



Legacy Business & Industry | FAYETTE COUNTY, GA

Industry

 **53,086**
Jobs (2025)
Fayette County

 **\$1.9 Billion**
Property Income
Fayette County

 **15%**
Jobs Change
(2020-25)
Fayette County

 **6%**
Jobs Change
(2025-30)
Fayette County

 **\$58,694**
Average Job
Wages
Fayette County

 **\$69,570**
Average Job
Earnings
Fayette County

 **\$7 Billion**
Total GRP (2024)
Fayette County

Sector Defined

- Includes legacy or existing employers that make the Fayette County economy strong and diverse
- Focus will be on supporting these legacy employers to ensure they remain and expand operations in the county

Infrastructure

- Access to I-75 and I-85 via the SR-85 and SR-74
- Hartsfield Jackson International Airport (20–25-minute drive)
- Falcon Field / Atlanta Regional Airport
- CSX Freight rail connections in Tyrone and Peachtree City

Demographics

127,143
County Population (2025)

7%
Population Change (2025-30)
Fayette County

60%
Associate's Degree +
Fayette County

32.2
Average Commute (Minutes)
Fayette County

Workforce Data

820,974
Labor Force
45-Minute Drive Time

2.9%
Unemployment Rate
Fayette County

61%
Labor Force Participation Rate
Fayette County

Select Fayette County Employers



Advanced Manufacturing | FAYETTE COUNTY, GA

Industry



5,700+

Jobs (2025)
Fayette County



33,240+

Jobs (2025)
45-Minute Drive Time



32%

Job Growth
(2020 – 2025)
Fayette County



15%

Job Growth
(2025-30)
Fayette County



\$82,008

Average Job
Wages
Fayette County



\$98,583

Average Job
Earnings (2024)
Fayette County



\$1 Billion

Total GRP (2024)
Fayette County

Sector Defined

- Application of innovative technologies processes, and materials like AI, robotics, IoT and 3D printing, to create more efficient, high-quality, and flexible production processes

Infrastructure

- Access to I-75 and I-85 via SR-85 and SR-74
- Hartsfield Jackson International Airport (20–25-minute drive)
- Falcon Field / Atlanta Regional Airport
- CSX Freight rail connections in Tyrone and Peachtree City

Community Assets

- Available Industrial Product
 - FCDA team can provide information on sites available
- Strong existing base of manufacturing employers with skilled workforce including but not limited to: Eaton Lighting Solution, Hoshizaki America Inc., Gerresheimer Peachtree City LP, M.A Industries, Inc., Sigvaris Group, and Silon, LLC, among others
- Education/Workforce
 - Fayette County Public Schools Career & Technical Education (CTE) includes pathways in Engineering & Technology, General Automotive and Unmanned Aircraft Systems through dual enrollment
 - Southern Crescent Technical College offers an Industrial Technology Associate's Degree program

Demographics

127,143

County Population (2025)

7%

Population Change (2025-30)
Fayette County

60%

Associate's Degree +
Fayette County

32.2

Average Commute (Minutes)
Fayette County

Workforce Data

820,974

Labor Force
45-Minute Drive Time

2.9%

Unemployment Rate
Fayette County

61%

Labor Force Participation Rate
Fayette County

Corporate HQ | FAYETTE COUNTY, GA

Industry



*Data Reflects Management of Companies & Enterprises and Professional Service/Back-Office Jobs

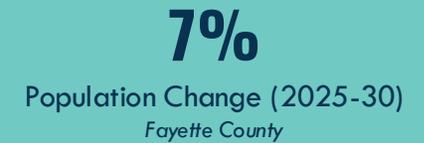
Sector Defined

- Central or regional location where a company's executive management and key staff operate and oversee overall business activities
- May also include staff and operations that support HQ facilities

Infrastructure

- Hartsfield Jackson International Airport (20–25-minute drive)
- Falcon Field / Atlanta Regional Airport
- Presence of fiber provides high-speed digital connectivity
- Access to I-75 and I-85 via SR-85 and SR-74

Demographics



Workforce Data



Community Assets

- Education/Workforce
 - Proximity to workforce with robust existing talent base in Metro Atlanta region
 - Fayette County Public Schools CTE includes pathways in Financial Services, Computer Science, Programming, Marketing and Management, and Marketing, Communications and Promotions
 - Southern Crescent Technical College offers programs in Business, Computer Information Systems, and Professional Services
- Access to Class A/B office buildings, campus-style developments, and parcels suitable for build-to-suit HQs in Peachtree City, Fayetteville and Tyrone with new projects planned throughout county
- Lifestyle amenities include golf cart communities in Peachtree City, The Town at Trilith, a mixed-use district with hotel, housing, retail, and restaurants in Fayetteville, and parks and trails throughout county
- Suburban setting reduces commute stress while maintaining proximity to metro amenities

Digital & Creative Media | FAYETTE COUNTY, GA

Industry

 **376**
Jobs (2025)
Fayette County

 **628**
Jobs (2025)
30-Minute Drive Time

 **82%**
Jobs Change
(2020-25)
Fayette County

 **16%**
Jobs Change
(2025-30)
Fayette County

 **\$168,443**
Average Job
Wages
Fayette County

 **\$190,069**
Average Job
Earnings
Fayette County

 **\$191 Million**
Total GRP (2024)
Fayette County

Sector Defined

- Blends technology and artistic expression to create and distribute content across electronic platforms, such as film, TV, gaming, web, social media and apps
- Involves roles such as technical creators (developers and editors) to artistic professionals (designers, animators, and writers) using digital tools to produce experiences for entertainment and marketing

Infrastructure

- Hartsfield Jackson International Airport (20–25-minute drive)
- Falcon Field / Atlanta Regional Airport
- Presence of fiber provides high-speed digital connectivity

Community Assets

- Existing Creative Assets
 - Trilith Studios – Largest purpose-built movie studio in North America
 - Trilith LIVE – 530,000-square-foot venue designed to host concerts, performing arts, live audience productions, conventions, banquets, and more
 - Town at Trilith – Master-planned community with hotel, housing, retail, and restaurants
- Education/Workforce
 - Home to the main campuses for the Georgia Film Academy and the Trilith Institute
 - Students/graduates from nearby universities, including Georgia Tech, Georgia State, and SCAD in Atlanta create pipeline for web/app development, digital marketing, and video, audio, and media production
 - Fayette County Public Schools CTE includes pathways in Audio/Video Technology and Film (AVTF), Film Production, Georgia Film Academy Option, Animation & Digital Media, and Graphic Communication & Design
 - Utopian Academy for the Arts at Trilith has programs in Coding & Game Design, Media Arts and Animation & Digital Arts
 - Southern Crescent Technical College offers programs in Computer Information Systems and Film Production
 - Center of Innovation is home to Launch Fayette, an incubator designed to support startups

Demographics

127,143
County Population (2025)

7%
Population Change (2025-30)
Fayette County

60%
Associate's Degree +
Fayette County

32.2
Average Commute (Minutes)
Fayette County

Workforce Data

307,891
Labor Force
30-Minute Drive Time

2.9%
Unemployment Rate
Fayette County

61%
Labor Force Participation Rate
Fayette County

Sports & Health Performance | FAYETTE COUNTY, GA

Industry

 **3,215**
Jobs (2025)
Fayette County

 **8,585**
Jobs (2025)
30-Minute Drive Time

 **70%**
Jobs Change
(2020-25)
Fayette County

 **14%**
Jobs Change
(2025-30)
Fayette County

 **\$70,295**
Average Job
Wages
Fayette County

 **\$82,557**
Average Job
Earnings
Fayette County

 **\$355 Million**
Total GRP (2024)

Sector Defined

- Interdisciplinary sector blending athletics, medicine, science, and technology, focused on maximizing human potential through specialized training, injury prevention, recovery, nutrition, and data analytics
- Focused on driving innovation in wearable tech and personalized wellness for both elite athletes and general fitness enthusiasts

Infrastructure

- Hartsfield Jackson International Airport (20–25-minute drive)
- Falcon Field / Atlanta Regional Airport
- Presence of fiber offers high-speed digital connectivity
- Access to I-75 and I-85 via the SR-85 and SR-74

Community Assets

- U.S. Soccer HQ and Training Facilities - Arthur M. Blank U.S. Soccer National Training Center
 - 200-acre complex with numerous fields, indoor training spaces, high-performance facilities, locker rooms, and headquarters for U.S. Soccer staff that will open in Fayetteville, GA in Spring 2026
 - To serve as home for all 27 U.S. National Teams, a center for youth development, and for coach/referee education
- Piedmont Fayette Hospital (Fayetteville)
 - 310-bed hospital offering 24-hour emergency care and all major medical, surgical and diagnostic services
 - Offers opportunity to incorporate orthopedic and rehabilitation services to the booming business of sports and health performance in county with the future opening of U.S. Soccer HQ and Training Facilities
- Center of Innovation is home to Launch Fayette, an incubator designed to support startups

Demographics

127,143
County Population (2025)

7%
Population Growth (2025-30)
Fayette County

60%
Associate's Degree +
Fayette County

32.2
Average Commute (Minutes)
Fayette County

Workforce Data

307,891
Labor Force
30-Minute Drive Time

2.9%
Unemployment Rate
Fayette County

61%
Labor Force Participation Rate
Fayette County

Technology | FAYETTE COUNTY, GA

Industry



427

Jobs (2025)
Fayette County



1,091

Jobs (2025)
30-Minute Drive Time



23%

Jobs Change
(2020-25)
Fayette County



7%

Jobs Change
(2025-30)
Fayette County



\$118,452

Average Job
Wages
Fayette County



\$135,193

Average Job
Earnings
Fayette County



\$113 Million

Total GRP (2024)
Fayette County

Sector Defined

- Includes companies that research, develop, create, and distribute technology-based goods and services, which may involve manufacturing technology products, software development, and providing IT services

Infrastructure

- Hartsfield Jackson International Airport (20–25-minute drive)
- Falcon Field / Atlanta Regional Airport
- Presence of fiber offers high-speed digital connectivity
- Access to I-75 and I-85 via the SR-85 and SR-74

Demographics

127,143

County Population (2025)

7%

Population Change (2025-30)

Fayette County

60%

Associate's Degree +
Fayette County

32.2

Average Commute (Minutes)

Fayette County

Community Assets

- Education/Workforce
 - Access to a deep technology labor pool, including software engineers and developers, data scientists and analysts, IT infrastructure specialists, tech support and managed services professionals in Atlanta Metro
 - Proximity to Atlanta regional colleges/universities including Georgia Tech, Georgia State, and SCAD
 - Fayette County Public Schools CTE includes pathways in Audio/Video Technology and Film (AVTF), Computer Science and Programming
 - Southern Crescent Technical College offers degrees in Computer Information Systems, which includes Computer Programming, Cybersecurity, Data Specialist, Development, Networking Specialist, and other
- Center of Innovation is home to Launch Fayette, an incubator designed to support startups

Workforce Data

307,891

Labor Force
30-Minute Drive Time

2.9%

Unemployment Rate
Fayette County

61%

Labor Force Participation Rate

Fayette County

FOREMOST FAYETTE

An Economic Development Strategic Plan

GOALS & STRATEGIES



GOALS OVERVIEW

FOREMOST FAYETTE is meant to guide the efforts of the FCDA, working with various partners outlined in the Introduction, over the next five years in ensuring Fayette County's continued economic development success. This will be achieved by focusing on the three strategic goals below, which are further detailed in the sections that follow.

Goal 1: Create a Fayette Unified Vision Through Collaboration and Communication

During the stakeholder engagement process, many participants indicated they wanted to see the county and municipalities working together more toward a common goal, and that a holistic vision for the county was needed. The FCDA must take the lead working with its partners to ensure ongoing alignment of economic development strategies countywide. There must also be a targeted communications campaign focused on market successes in the past five years and the impact of those successes to help overcome negative perceptions and anti-growth mentalities. This would include the impact of Trilith Studios and related development, QTS, Microsoft Corporation, and U.S. Soccer Federation. Clear communication and collaboration with county and municipal leadership, as well as residents, will be essential to the successful implementation of this plan. The FCDA must also ensure it is organizationally prepared to execute the plan effectively over the next five years.

Goal 2: Embrace Legacy Business While Seeking Economic Diversification

The FCDA and its partners must aggressively continue to support legacy business, while seeking new opportunities for diversifying its business base. This will include a focused emphasis on target sectors and ensuring the resources they need - both now and in the future - are in place through proactive planning for available product (sites and buildings), infrastructure readiness, a strong talent pipeline, and regular evaluation of existing incentive policies. In addition, increased attention will be given to strengthening the entrepreneurial ecosystem and expanding tourism efforts.

Goal 3: Continue to Build a More Livable and Thriving Community

As referenced in the Introduction, Fayette County has a higher median age than the state and U.S. average and, on a related note, a lower percentage of Millennial/GenZ residents. According to stakeholders, a lack of attainable or workforce housing and amenities such as entertainment and recreational options for younger residents is also a challenge. As such, the FCDA must partner with the county, municipalities, developers and others to a focus on attracting the type of amenities that existing and new residents, as well as young people, want to see. These include new mixed-use developments throughout the county that provide attainable housing opportunities, as well as more retail, restaurants, entertainment and other amenities. The FCDA must work with these partners to identify the future nodes of development in the county focused on the three primary municipalities of Fayetteville, Peachtree City, and Tyrone. The goal is to ensure that Fayette County becomes even more of a livable and thriving community where people, including the younger crowd, want to live and work over the long-term.

These three strategic goals and the primary strategies under each are outlined on the following page.

STRATEGIC GOALS SUMMARY CHART

<p>Goal 1</p> <p>Create Fayette Unified Vision Through Collaboration and Communication</p>	<p>Goal 2</p> <p>Embrace Legacy Business While Seeking Economic Diversification</p>	<p>Goal 3</p> <p>Continue to Build a More Livable and Thriving Community</p>
<p>Strategies</p> <ol style="list-style-type: none"> Partner and Plan for the Future Communicate FOREMOST FAYETTE Implementation Plans and Successes Engage in Ongoing Targeted Communications Campaign Related to Economic Development Success Explore FCDA Future Growth Needs 	<p>Strategies</p> <ol style="list-style-type: none"> Prioritize Legacy Business Support Identify New Product (Site and Buildings) and Address Infrastructure Needs Recruit Corporate Headquarters Partner on Approach to Digital & Creative Media and Technology Sectors Partner on Approach to Sports & Health Performance Sector Further Embrace Entrepreneurship/Innovation Consolidate Tourism Efforts and Become a Destination for Sports Tourism Focus on Talent Retention & Recruitment Assess and Update Local Incentives 	<p>Strategies</p> <ol style="list-style-type: none"> Focus Efforts on Targeted Nodes of Development Develop a Focused Plan for Mixed-Use Development Attraction Partner to Create More Diverse Housing Options





GOAL 1:
**Create a Fayette Unified
Vision Through Collaboration
and Communication**

GOAL 1: CREATE A FAYETTE UNIFIED VISION THROUGH COLLABORATION AND COMMUNICATION

Strategy 1: Partner and Plan for the Future

Action Item 1: Create Implementation Team

A group should be formed under the Community Development role of the FCDA that will focus on implementation of the **FOREMOST FAYETTE** plan. This group could be deemed the **FOREMOST FAYETTE United team**, which would ideally be comprised of leadership from the FCDA, Fayette County Board of Commissioners, the primary municipalities, the Fayette Chamber of Commerce, Fayette County Public Schools, higher education, legacy businesses and others to be identified that will need to play a role in implementation of this plan.

An Implementation/Action Plan will be delivered to the core project team by Boyette following plan delivery, which will outline all goals, strategies and action items as well as proposed timing and responsible parties. An **implementation launch meeting** should be conducted to determine which **FOREMOST FAYETTE** United team members will focus on which tasks, and any other community partners will need to be consulted and involved, as needed. This team should meet at least **once per month** to update on status and next steps.

“Communities within the county need to stop working in silos and start working together.”

Stakeholder

GOAL 1: CREATE A FAYETTE UNIFIED VISION THROUGH COLLABORATION AND COMMUNICATION

Action Item 2: Meet and Present Plan to State Economic Development Partners

The FCDA should visit with representatives of the Georgia Department of Economic Development (GDEcD), statewide utilities, and possibly the Atlanta Regional Commission (ARC) to present its targets and goals under **FOREMOST FAYETTE**. The FCDA should continue to provide annual updates to these partners.

Strategy 2: Communicate **FOREMOST FAYETTE** Implementation Plans and Successes

Action Item 1: Conduct Planned Roll-Out Event for **FOREMOST FAYETTE** Plan

A roll-out event for the **FOREMOST FAYETTE** plan is already scheduled for late January 2026. This **presentation** will be conducted to introduce the **Refined Target Sectors** and the overall **Goals, Strategies and Action Items** of the **FOREMOST FAYETTE** plan to all partners and others who participated in the process to develop the plan, possibly including residents who completed the online survey.

Action Item 2: Update on Plan Implementation and Other Successes

Utilize the FCDA website and social media channels to inform residents and others about **FOREMOST FAYETTE** and the plan for implementation, including the creation of **FOREMOST FAYETTE** United. Success with implementation should be highlighted as achieved and project wins, assets and other relevant news posted. To maximize the effectiveness of social media, the FCDA must maintain a consistent presence with regularly updated, fresh content. A social media calendar should be developed to support ongoing communication around plan implementation and other successes.

GOAL 1: CREATE A FAYETTE UNIFIED VISION THROUGH COLLABORATION AND COMMUNICATION

Action Item 3: Convene County, Municipalities and Other Groups for Semi-Annual Updates

Communication is crucial to the FCDA's long-term success. Many strategies and action items in this plan will require involvement of **county, municipalities and other identified leadership** to ensure success. In addition, county and primary municipal leadership must continue to collaborate on these and other initiatives now and into the future. The FCDA should present an update on a **semi-annual or as needed basis** to the Fayette County Board of Commissioners, leadership of the primary municipalities, Fayette Chamber of Commerce, Fayette County Public Schools, and others to be determined. This update will include a summary of economic development activity, a discussion of the status and next steps related to plan implementation, and other matters to be identified.

Action Item 4: Develop Annual Online Summary Report of Plan Initiatives and Successes

An online summary report related to **FOREMOST FAYETTE** plan implementation and other economic development successes should be prepared each year and housed on the FCDA website, and a summary of key points should be distributed through social media channels.

Action Item 5: Create and Communicate Key Organizational Metrics and Achievements

Metrics or performance measures will be developed by Fayette in consultation with the FCDA core team to track success of the plan. These metrics will be **realistic and quantifiable** and should provide a true barometer of success for evaluating the short-term and long-term effectiveness of the strategies and action items in the plan. Metrics may include success in supporting legacy businesses, attracting new projects in targeted sectors, fostering entrepreneurial activity, and increasing attainable housing, along with other indicators that will be evaluated at the conclusion of the five-year implementation period and reported through the plan's communications efforts.

GOAL 1: CREATE A FAYETTE UNIFIED VISION THROUGH COLLABORATION AND COMMUNICATION

Strategy 3: Engage in Ongoing Targeted Communications Campaign Related to Economic Development Success

Action Item 1: Educate on the Importance of Economic Development

As previously indicated, Fayette County has had numerous economic successes in the past five years. These include the expansion of Trilith Studios and the Town at Trilith, construction of Trilith LIVE, and the location of QTS Data Centers, the Arthur M. Blank U.S. Soccer National Training Center and the U.S. Soccer Federation Headquarters. These are large scale and impactful economic development successes that have all faced some resistance in the community. However, the stories of these projects and their potential impact on the county and municipalities should be leveraged in messaging to residents and other stakeholders to highlight the importance of economic development.

In 2023, the FCDA engaged Boyette to complete an impact analysis of the film industry in the county and that impact was found to be very significant. The FCDA should prepare an impact analysis on the QTS data center project, as well as the U.S. Soccer project, to illustrate the financial and social impact of those projects on Fayette County. The results and impacts of these efforts should be widely promoted through the FCDA website, social media channels, and local media. In addition, the long-term impact of the FCDA's work should be communicated and updated annually.

The FCDA may also consider conducting impact analyses for significant economic development projects once they are operational and communicating those results as part of its ongoing storytelling and outreach efforts.

GOAL 1: CREATE A FAYETTE UNIFIED VISION THROUGH COLLABORATION AND COMMUNICATION

Action Item 2: Address Community Concern with the Pace and Form of Growth

Communities across the country and around the world are increasingly experiencing anti-growth and growth-cautious sentiment among residents. It is important to address this mentality by consistently sharing positive messages about economic development success in the county. With recent momentum in Fayette County, continued population growth is expected. The focus must be on how the county and its municipalities plan for that growth and clearly communicate that vision.

The **FOREMOST FAYETTE** plan is meant to provide guidance on how the county and its municipalities should work together to become what it wants to be and should be in the future. That message needs to be communicated through all mechanisms recommended previously, including the roll-out presentation and efforts through social media.

The FCDA may also consider hosting a community-wide forum focused on addressing growth-related concerns among residents and local leadership, with key takeaways shared through social media and other communication channels. This forum could highlight lessons learned and community benefits from past successful projects.

Action Item 3: Proactively Communicate About the Great Things Happening in Fayette County

Economic development successes should continue to be prominently shared through the FCDA website, social media, and local media to help address growing anti-growth sentiment. This includes regular updates on current and newly announced projects, as well as other positive economic development news.

GOAL 1: CREATE A FAYETTE UNIFIED VISION THROUGH COLLABORATION AND COMMUNICATION

Action Item 4: Communicate Positive Messages About Fayette County Public Schools

A good school system is an important economic development asset and can serve to attract or deter the location of new families with children. Fayette County Public Schools are known to be good schools with positive statistics. The FCDA should report on these successes through the Newsroom on its website, as well as through regular social media postings, and continue to monitor.

Strategy 4: Explore FCDA Future Growth Needs

Action Item 1: Build FCDA Team

The current FCDA team of four includes a President & CEO; Director of Operations; Vice President, Economic Development; and a Vice President, Community Development. As **FOREMOST FAYETTE** is implemented there will be a need to re-evaluate the FCDA's staffing needs, which may include hiring a consultant to review the future staffing plan for the FCDA. A marketing position is needed to focus on social media and general marketing, and to plan future events.

Action Item 2: Continue Annual Research & Discovery Trips

Over the past two years, the FCDA has organized and sponsored a Research & Discovery Trip for board members and community leaders to visit municipalities demonstrating strong economic development success, including Bentonville, Arkansas in 2024 and Frisco, Texas in 2025. The FCDA should continue to plan and host these trips on an annual basis.

GOAL 1: CREATE A FAYETTE UNIFIED VISION THROUGH COLLABORATION AND COMMUNICATION

Action Item 3: Create the FOREMOST FAYETTE Stakeholder Forum

For FCDA board members, key economic development partners, and others. Explore the creation of a **FOREMOST FAYETTE Stakeholder Forum** that provides networking and educational opportunities for leadership and others in the community.



GOAL 2:
Embrace Legacy Business
While Seeking
Economic Diversification

GOAL 2: EMBRACE LEGACY BUSINESS WHILE SEEKING ECONOMIC DIVERSIFICATION

Strategy 1: Prioritize Legacy Business Support

Action Item 1: Continue to Partner on Business Retention and Expansion (BRE)

The FCDA should continue to focus its business retention and expansion (BRE) efforts on major employers in the community, including legacy manufacturers, through at least annual meetings to identify challenges and ensure their needs are being met. This effort will include regular business visits, needs assessments, and annual BRE reporting to inform advocacy and programming. During the post-announcement and construction phases of new projects, the FCDA should maintain regular engagement with new companies, including monthly check-ins as appropriate, to identify and address needs and support successful project delivery. These efforts will continue to be closely coordinated with state partners.

Action Item 2: Develop and Launch New Events to Support Legacy Businesses

The FCDA should continue to build on existing Chamber and business community programming by developing additional opportunities for engagement, such as a quarterly breakfast or luncheon featuring updates on economic development initiatives and time for discussion among business leaders. This may also include an annual business update event highlighting economic development successes from the previous year, outlining priorities for the year ahead, and recognizing one or more legacy businesses in the county.

“Fayette County has well-established businesses and a strong legacy industry base.”

Stakeholder

GOAL 2: EMBRACE LEGACY BUSINESS WHILE SEEKING ECONOMIC DIVERSIFICATION

Action Item 3: Create a Corporate Headquarters Visitation Program

The FCDA should establish a corporate headquarters outreach program focused on engaging leadership at the headquarters of Fayette County-based operations whose corporate offices are located elsewhere. The purpose of these visits would be to strengthen relationships, reinforce the value of the company's Fayette County presence, and identify any challenges or opportunities related to their local operations.

This effort should include maintaining a current database of out-of-state headquarters for legacy employers and implementing a structured plan for periodic headquarters visits. The FCDA should lead this initiative as part of its broader business retention and relationship management strategy.

Action Item 4: Continue to Support Healthcare Sector Growth in the County

Piedmont Fayette Hospital in Fayetteville is one of the largest employers in the county with more than 2,300 employees. The continued growth of the healthcare sector is critical to Fayette County long-term. The FCDA should continue working with Piedmont Fayette Hospital to understand their plans for expansion and to support and encourage them to continue to grow in the county, as well as work with them to address any challenges.

GOAL 2: EMBRACE LEGACY BUSINESS WHILE SEEKING ECONOMIC DIVERSIFICATION

Strategy 2: Identify New Product (Site and Buildings) and Address Infrastructure Needs

Action Item 1: Inventory and Plan for New Product Development

To support new business recruitment and existing company expansions, the FCDA must maintain a competitive inventory of available sites and buildings. The FCDA should regularly assess both existing and planned industrial and office product and, based on refined target sectors, identify future sites or properties that can meet evolving business needs.

The FCDA should use this assessment to identify gaps in industrial and office inventory and develop a plan to address them, including evaluating developer-owned sites and working with the county and municipalities to determine whether strategic site acquisition or options are appropriate.

Action Item 2: Assess Infrastructure Needs of Identified Sites and Buildings

A community must have available sites and buildings with infrastructure, including water, sewer, electricity and broadband, to successfully attract and retain business and industry today. Transportation infrastructure must also be considered. The FCDA should do an infrastructure assessment of all product identified and work with municipal and/or county officials to address any challenges.

GOAL 2: EMBRACE LEGACY BUSINESS WHILE SEEKING ECONOMIC DIVERSIFICATION

Action Item 3: Understand and Address Infrastructure Challenges

The FCDA should continue to work closely with the county and municipalities to assess and address existing and future water and sewer capacity needs, particularly in areas with existing and planned industrial and commercial product, to support both business retention and new investment.

Transportation infrastructure and increasing traffic were also identified as key concerns through the stakeholder engagement process. The county's ongoing Transportation Study is expected to help define needs and identify potential solutions, and these efforts should be coordinated with the ARC.

“The push back about growth is mostly centered around traffic and infrastructure capacity.”

Stakeholder

GOAL 2: EMBRACE LEGACY BUSINESS WHILE SEEKING ECONOMIC DIVERSIFICATION

Action Item 4: Support and Accelerate Countywide Path/Trail System

There are more than 130 miles of multi-use paths in Fayette County used for walking, biking and golf carts. This path/trail system should continue to be expanded to connect the municipalities in Fayette County.

The FCDA should continue to support and accelerate the efforts of Fayette Forward in the countywide path system project to create and ensure a united county overall.

The ARC should also be involved in this effort as it may be a source of funding for the projects, as the ARC is also working to expand the trail system throughout the metro area.

“We need to develop a pathway and trail system to connect the county and the cities together.”

Stakeholder

GOAL 2: EMBRACE LEGACY BUSINESS WHILE SEEKING ECONOMIC DIVERSIFICATION

Action Item 5: Explore Creative Funding Options to Address Other Infrastructure Challenges

Explore creative funding mechanisms for long-term solutions such as something like Invest Franklin Fund described to the right or increasing homestead exemptions. Other considerations could be a potential TSPLOST referendum.

Action Item 6: Partner to Ensure Falcon Field Becomes a Primary Airport

The Atlanta Regional Airport – Falcon Field is owned by the Peachtree City Airport Authority, which partners with the FCDA. Falcon Field has approximately 190 aircraft on site and a 5,678-foot runway with plans to expand to more than 6,000 feet.

The FCDA should continue to support the Airport Authority's expansion plans and work in partnership to further position Falcon Field as a primary regional airport serving corporate aviation needs, with additional potential to support tourism in the future. The FCDA should also encourage both legacy and new businesses to utilize Falcon Field and promote the airport through its website and social media channels.

Invest Franklin Fund Franklin, Tennessee

- Invest Franklin projects funded by a 2016 property tax increase of .10 cents per \$100 of assessed valuation, with \$0.07 being dedicated to Invest Franklin initiative, approved by Board of Mayor and Aldermen in June 2016
- Total property tax is \$0.4176 cents / \$100 of assessed valuation, which is one of lowest municipal rates in TN
- Projects funded include road improvements, development of a multi-purpose sports park, enhancements to lighting, improving sidewalks, and upgrades to city services, among other updates

GOAL 2: EMBRACE LEGACY BUSINESS WHILE SEEKING ECONOMIC DIVERSIFICATION

Strategy 3: Recruit Corporate Headquarters

Action Item 1: Market Office Product Inventory

Once the inventory of available office product across the county and its municipalities is complete, including both existing buildings and potential campus sites for corporate or regional headquarters, the FCDA should actively market these opportunities through its website and social media channels.

Action Item 2: Initiate a Targeted Effort for Existing Headquarters of Legacy Businesses

As part of an active business retention and expansion program, the FCDA and its partners should engage the corporate headquarters of legacy manufacturers and other companies whose headquarters are located outside Fayette County. These visits should strengthen relationships, identify operational needs, and explore long-term opportunities, including the potential for future headquarters relocation to Fayette County, consistent with the FCDA's target sector strategy.

Action Item 3: Identify Geographic Focuses for Headquarters Recruitment

Many headquarters and regional operations in **higher-cost markets**, such as California, New Jersey, Massachusetts, New York, Illinois, and Connecticut, have been seeking locations in lower cost areas in recent years. Of these states, Connecticut, Illinois, Massachusetts and New York, are recognized as states with the most company headquarters (from the Fortune 1000 list) per million residents, noting California is #19 on this list, New Jersey is #26 and Washington #27. Georgia is 17th on the list. Note that California, New York, Texas and Illinois have the largest number of Fortune 500 companies and Georgia is 18th on that list. Potential operations in these markets within target sectors should be identified and pursued.

GOAL 2: EMBRACE LEGACY BUSINESS WHILE SEEKING ECONOMIC DIVERSIFICATION

Action Item 4: Identify Targeted Trade Shows, Investment Missions and Events to Attend

The FCDA should work with partners to identify and participate in targeted trade shows, investment missions, and other events focused on corporate headquarters attraction. This should include investment market events in partnership with the Georgia Department of Economic Development (GDEcD) and statewide utilities in priority U.S. markets, as well as participation in the CoreNet Global Summit North America and select international CoreNet events aligned with targeted FDI markets. The FCDA should also participate in Society of Industrial and Office Realtors (SIOR) events as part of its site selector and broker outreach strategy.

Action Item 5: Launch a Digital Recruitment Campaign

The FCDA should clearly articulate and market the case for Fayette County as a premier location for corporate headquarters. The Corporate Headquarters Target Profile provides strong support for the county's alignment with this sector and should be leveraged in a targeted digital marketing campaign. This campaign should focus on out-of-state headquarters of legacy businesses and a defined list of brokers and developers in the Atlanta market and other priority markets.

GOAL 2: EMBRACE LEGACY BUSINESS WHILE SEEKING ECONOMIC DIVERSIFICATION

Strategy 4: Partner on Approach to Digital & Creative Media and Technology Sectors

Action Item 1: Partner with Trilith Studios to Explore Potential Opportunities

Trilith Studios has been exploring diversification opportunities with the recent downturn with the film industry due to higher labor and other costs in the U.S. resulting in many productions going to the UK and other markets. This pivot with the film sector may involve more of a focus on attracting independent films or small productions and game shows to Fayette County in the short-term future.

It may also involve shifting the focus to Digital & Creative Media, an identified target sector, which focuses on blending technology and artistic expression to create and distribute content across electronic platforms, such as film, TV, gaming, web, social media and apps to produce experiences for entertainment and marketing.

The Technology target, which is defined as companies that research, develop, create, and distribute technology-based goods and services that may include manufacturers of technology products, software development, and providing IT services, may be another area of opportunity at Trilith.

The FCDA must meet with Trilith Studios leadership to assess these potential opportunities and determine how the FCDA can work to assist Trilith in attraction of these sectors.

GOAL 2: EMBRACE LEGACY BUSINESS WHILE SEEKING ECONOMIC DIVERSIFICATION

Action Item 2: Continue to Partner with Launch Fayette to Explore Potential Opportunities

Launch Fayette is an incubator designed to support startups by providing education programs, guidance and mentorship, as well as a collaborative environment that was founded as a partnership between the FCDA, Fayette County Public Schools, and Southern Crescent Technical College.

Many companies in the Digital & Creative Media and Technology Sectors could be in the startup realm, and as such, the FCDA should partner with Launch Fayette to determine the best approach to supporting the growth and development of each through potential program development at Launch Fayette.

Strategy 5: Partner on Approach to Sports & Health Performance Sector

Action Item 1: Explore Potential Partnership with U.S. Soccer Federation and Piedmont Fayette Hospital

The Arthur M. Blank U.S. Soccer National Training Center and U.S. Soccer Federation Headquarters represents an investment of \$250 million and the creation of more than 400 new jobs. Initial plans feature over a dozen soccer pitches including artificial fields and sand courts, plus a 115,000 square foot indoor field. The indoor facilities will also include more than 260,000 square feet of headquarters space for all U.S. Soccer Federation employees, elite infrastructure for training, development, recovery and performance analysis, locker rooms, and meeting rooms.

Piedmont Fayette Hospital (Fayetteville) is a 310-bed hospital offering 24-hour emergency care and all major medical, surgical and diagnostic services that recently announced a \$275 million expansion.

GOAL 2: EMBRACE LEGACY BUSINESS WHILE SEEKING ECONOMIC DIVERSIFICATION

Coordinate meetings with leadership of U.S. Soccer Federation and Piedmont Fayette Hospital to begin exploring potential opportunities to partner related to orthopedic care, physical therapy and potential research & development in the Sports & Health Performance sector.

Action Item 2: Explore Feasibility of an Accelerator Focused on Sports & Health Performance

Work with partners including Launch Fayette, U.S. Soccer Federation, and Piedmont Fayette Hospital to explore the feasibility of creating a Sports & Health Performance Accelerator. The Sports & Health Performance sector is defined as an Interdisciplinary sector blending athletics, medicine, science, and technology, focused on maximizing human potential through specialized training, injury prevention, recovery, nutrition, and data analytics. It may include innovations in wearable technologies, personalized wellness, and other technology that supports athletes and fitness enthusiasts.

Strategy 6: Further Embrace Entrepreneurship/Innovation

Action Item 1: Work with Launch Fayette to Assess and Expand Existing Support Programs

Understand and assess existing entrepreneurial support programs such as Startup Fayette, which offers education and training to entrepreneurs, 1 Million Cups Atlanta-South, which provides networking opportunities, the Kauffman FastTrac® Entrepreneurship Training Program, the Fayette County Pitch Contest, and MENTORise, a mentorship program and others. Then, determine what is needed for the future, which may include some type of angel or venture capital fund, as well as expansion of existing programs.

GOAL 2: EMBRACE LEGACY BUSINESS WHILE SEEKING ECONOMIC DIVERSIFICATION

Action Item 2: Tell the Entrepreneurial Story in Fayette County

Create more awareness of the programs available and planned, as well as the success stories of Launch Fayette through a targeted marketing campaign. As a partner in Launch Fayette, the FCDA should include information on entrepreneurship and the Launch Fayette programs and successes on its website, as well as through its social media channels.

Action Item 3: Collaborate with Launch Fayette to Identify Performance Metrics to Measure Success of Entrepreneurial Efforts

Success of all entrepreneurial support programs should be tracked and reported annually, including number of entrepreneurs supported, jobs created, investment made, programs held and attended, and others to be determined. Launch Fayette will be responsible for gathering this information but both Launch Fayette and the FCDA should tell the story of this success.

“We need to reduce barriers to entry for entrepreneurs and small business.”

Stakeholder

GOAL 2: EMBRACE LEGACY BUSINESS WHILE SEEKING ECONOMIC DIVERSIFICATION

Strategy 7: Consolidate Tourism Efforts and Become a Destination for Sports Tourism

Action Item 1: Continue to Pursue Unification of County Tourism Efforts

Peachtree City currently operates its own Convention & Visitors Bureau (CVB), and Fayetteville is in the process of launching one. A countywide CVB that would include Fayetteville, Peachtree City, and Tyrone has been discussed previously and should continue to be explored to strengthen collaboration and unify tourism efforts across the county. A consolidated entity, potentially branded as Visit Fayette GA, could be supported through existing municipal hotel-motel taxes or a future countywide hotel-motel tax, subject to local approval.

Action Item 2: Support Focus on Sports Tourism

Sports tourism refers to travel for sporting events to either participate in or observe, and it is one of the fastest growing areas of tourism. It significantly boosts local economies through spending on hotels, food, and shopping, as well as fostering destination branding.

The Arthur M. Blank U.S. Soccer National Training Center is expecting more than 100,000 visitors per year once it opens in Fayetteville in Spring 2026. Related to this, there should be a focus on attracting large-scale soccer tournaments to Fayette County. For example, The Soccer Tournament (TST) is the world's premier 7v7 soccer festival, which bring top players, celebrities and clubs from around the globe to compete for a \$1 million prize. The 2025 event achieved a record attendance of nearly 52,000 with almost 2,000 players

“There is a lot to capitalize on related to soccer, FIFA, and the World Cup.”

Stakeholder

GOAL 2: EMBRACE LEGACY BUSINESS WHILE SEEKING ECONOMIC DIVERSIFICATION

representing 34 countries participating. According to the Greater Raleigh Convention and Visitors Bureau, TST has generated \$23.9 million in total economic impact for Cary and Wake County since 2024. TST has committed to being held in Cary, North Carolina for the next four years but should eventually be recruited to Fayette County, along with other similar large-scale tournaments.

Action Item 3: Explore Feasibility of New Indoor/Outdoor Sports

Complex

A sports complex is a large and expansive area that incorporates several fields or courts dedicated to a particular sport or series of sports. These types of sports facilities are often used for tournaments and leagues because they can hold a significant amount of people to watch teams play.

For Fayette County to successfully attract large-scale sports tournaments, as well as youth sports tournaments, a facility like this will be needed, and a feasibility study should be conducted to determine the best location for this complex as well as to determine its economic viability. An example of a successful indoor/outdoor sports complex is highlighted on the next page.

Related to soccer specifically, the proposed complex should potentially include an outdoor soccer park like the WakeMed Soccer Park in Cary, North Carolina described to the right. This is assuming that the U.S. Soccer facilities could not be used for this type of tournament. If that is the case, U.S. Soccer should be approached related to a partnership on a new soccer park.

WakeMed Soccer Park Cary, NC

- 150-acre multi-use complex operated by Town of Cary that opened in 2002
- Hosts professional soccer matches, college and high school tournaments and other events
- Major renovation in 2012, expanding the stadium from 7,000 to 10,000 seats and adding amenities such as locker rooms and luxury suites
- Land owned by State of North Carolina



LakePoint Sports Complex
Emerson, GA



Lakepoint Sports Complex Emerson, GA

- Premier youth sports destination on 1,300 acres serving more than 30 sports year-round, including cheer, baseball, basketball, soccer, volleyball, lacrosse, and gymnastics
- 1.1 million visitors each year with a \$100 million annual economic impact
- **LakePoint Champions Center** is 170,000 square foot multi-use center, with eight meeting rooms and world's largest continuous wood floor where 12 full-court basketball games or 24 full-court volleyball games can play at once
- Campus includes eight Major League-sized baseball fields and three multi-use fields, as well as a 10-court beach volleyball pavilion and a three-lake wakeboarding park

GOAL 2: EMBRACE LEGACY BUSINESS WHILE SEEKING ECONOMIC DIVERSIFICATION

Action Item 4: Conduct Feasibility Study Related to Potential New Hotel Developments

To support potential plans for sports tourism, including U.S. Soccer Federation, as well as increased tourism with Trilith LIVE, there will be a need for additional hotels in Fayette County. Work to attract a new conference center hotel that should ideally be located somewhere in the area between the hospital, the Town at Trilith and U.S. Soccer Federation, noting there will be a need for other hotels in other areas of the county to support the focus on sports tourism. A feasibility study should be conducted to identify the best locations for these new hotels.

Strategy 8: Focus on Talent Retention & Recruitment

Action Item 1: Conduct Workforce Talent Gap Analysis Related to Certain Target Sectors

A Workforce Talent Gap Analysis can provide insight into potential skills gaps with certain identified sectors in a labor shed area, as well as programmatic deficiencies. The FCDA should consider conducting a Workforce Talent Gap Analysis related to the Corporate Headquarters and Technology sector, which would have to account for the skills of the out-commuting workforce, as it is highly likely that a high percentage of the out-commuting workforce in Fayette County works within these two sectors. The Sports & Health Performance sector should also be reviewed from both a talent and programmatic perspective to determine the type of educational programs and skills needed to support the growth of this target.

Strategy 9: Assess and Update Local Incentives

Action Item 1: Conduct a Review of Local Incentive Programs

The FCDA has an existing incentive policy. This policy should be reviewed to determine if it is meeting the needs of legacy business and industry and if it will meet the needs of the target sectors identified. Ensure that the incentive policy engagement process is inclusive to secure appropriate buy-in.



GOAL 3:
**Continue to Build a Livable and
Thriving Community**

GOAL 3: CONTINUE TO BUILD A LIVABLE AND THRIVING COMMUNITY

Strategy 1: Focus Efforts on Targeted Nodes of Development

Action Item 1: Partner to Identify Development Nodes

The FCDA should partner with the county, municipalities, and local developers to identify potential nodes of development located throughout the county and each of the primary municipalities. These nodes will include areas around downtowns, village centers, the area around the hospital, along the proposed extended trail system, and the area around U.S. Soccer and Trilith.

Action Item 2: Identify Sites in Targeted Development Nodes

The FCDA should partner to identify potential sites for mixed-use developments that includes retail, restaurants, entertainment, office and housing options, as well as potential hotels around the identified development nodes.

Strategy 2: Develop Focused Plan for Mixed-Use Development Attraction

Action Item 1: Partner with Municipalities to Identify Key Developers of Focus

The FCDA should work with the municipalities to identify key mixed-use developers locally, within the Atlanta market, and in other priority markets and focus marketing and relationship-building efforts accordingly. In partnership with these developers and municipal and county planning partners, the FCDA should encourage higher-density development in identified and agreed-upon nodes, while supporting a balance between compact growth and the preservation of rural areas to maintain the community's character.

“We must create nodes of density, while preserving rural areas to combat sprawl.”

Stakeholder

GOAL 3: CONTINUE TO BUILD A LIVABLE AND THRIVING COMMUNITY

Action Item 2: Schedule Quarterly Meetings and Site Visits with Targeted Commercial Developers

Once new mixed-use product is identified, schedule quarterly visits to Fayette County to meet with select developers that may also include a visit to identified sites. The appropriate municipal representative should be included in these visits.

Action Items 3: Explore Future Public-Private Partnerships for Key Mixed-Use Development Projects

Public-private partnerships with developers related to mixed-use projects can lead to more development overall and a good and trusting relationship between a municipality and developer. The county and municipalities should be prepared to invest in any future mixed-use or other similar development determined to be viable and beneficial. The FCDA must work with the county and municipalities to show the importance of this type of partnership for the future of Fayette County.

The Mix Frisco, TX

- \$3B planned 112-acre mixed-use development
- Development Master Agreement approved by City Council in 2024
- Developers received \$113.4M in performance grants from city that includes \$10M reimbursement infrastructure grant approved by Frisco EDC Board

Rendering of The Mix Frisco, TX



GOAL 3: CONTINUE TO BUILD A LIVABLE AND THRIVING COMMUNITY

This may be accomplished through partnerships with the FCDA and/or one or more of the municipalities and/or the creation or use of a Tax Allocation District (TAD) working with the county/municipalities. Development in a designated TAD district would allow for infrastructure or other costs of the project to be paid for through the increased property taxes generated by the project, providing an incentive for the developer.

Commercial Property Assessed Clean Energy (C-PACE) financing should also be explored as it allows commercial property owners to finance energy efficiency, water conservation, renewable energy, and resiliency projects. Several commercial property types qualify for financing including hospitality, retail, mixed-use and multi-family buildings.

Other incentives may include expedited permitting, fee reductions, free or reduced cost land (if municipality or county-owned) and others to be determined.

Strategy 3: Partner to Create More Diverse Housing Options

Action Item 1: Conduct a Countywide Housing Study

Housing was one of the number one challenges referenced by stakeholders. Taking the recent market analysis conducted by the City of Fayetteville into account, there is a need for a countywide housing study that would be focused on identifying housing opportunities countywide.

“There are no homes for first-time homebuyers, but also no housing for people who are wanting to downsize.”

Stakeholder



MacAuley Place

Bentonville, AR

- Result of **public-private partnership** among Excellerate Housing (Foundation), a developer, Benton County, Arvest Bank and Mercy Health Northwest AR
- Land sold by Mercy to Foundation for \$1.3 M, which is below market value, and Foundation donated land to project
- **\$35M** development supported by \$17M from state and federal funds, **\$10M from philanthropy** and \$8M from financing
- Includes **120 multi-family rental units** and **40 single-family cottages with monthly rent from \$750 to \$1000 for cottage**
- **35 cottages allocated to School District employees, and 5 to Mercy employees**
- When tenants leave after up to five years, should have \$50K to be used toward purchase of a permanent home
- Includes **3,000 square-foot childcare center** for up to **60 infants and toddlers**, and adult education classes

GOAL 3: CONTINUE TO BUILD A LIVABLE AND THRIVING COMMUNITY

Action Item 2: Explore Public/Private Partnerships for Attainable Workforce Housing Projects

Communities across the country are building workforce housing for teachers, nurses, and other similar professionals. These projects are often brought to fruition through public/private partnerships. There is a recent development in Bentonville, Arkansas that involves teacher housing, along with a childcare center, described on the subsequent page.

Work with the county and municipalities, as well as targeted developers, to identify sites for attainable workforce housing projects to serve the needs of critical workers such as teachers, healthcare support workers, and others to be determined. Including a childcare facility with any such development should also be considered.

Action Item 3: Support Existing and Focus on Attraction of New Housing Options

Housing options will be an important factor in attracting and retaining young professionals in Fayette County, including those connected to U.S. Soccer. This will require a mix of attainable housing and short-term/temporary lodging options to support trainees and others coming to the county for training and related activities. Ideally, this housing would be part of a mixed-use development that provides activities for younger people, including restaurants, retail and entertainment.

Fayette County has an aging population and there will be a need for housing options as people retire and/or want to downsize but stay in their community. Sites should be identified for potential retirement community development in different locations throughout the county.

The proposed mixed-use project in the City of Fayetteville on 38 acres of city-owned property that may include 700 multi-family units, a hotel, restaurants, and retail should be supported through a public-private partnership. Similar developments should be championed in the other primary municipalities in the county.

ENDNOTES



ENDNOTES

- <https://peachtree-city.org/70/Relocating-to-PTC>
- <https://www.shamrockindustrialpark.com/>
- <https://www.marksmenproperties.com/property-neighborhood/kenwood-business-park/>
- <https://www.ajc.com/neighborhoods/fayette/fayetteville-approves-new-business-park-uses/7CQESFLR4RGPJKMVJRQ2ONBYNY/>
- <https://www.thomasnet.com/articles/services/what-is-advanced-manufacturing/>
- <https://fayettega.org/doing-business/major-employers/>
- <https://fayettega.org/doing-business/workforce/>
- <https://www.mga.edu/news/2024/05/mga-fayette-county-public-schools-innovation-center-partner-for-dual-enrollment-aviation-courses.php#:~:text=Fayette%20County%20is%20home%20to,credits%20without%20leaving%20Fayette%20County.%22>
- <https://www.sctech.edu/programs/>
- <https://launchfayette.org/about/>
- <https://www.piedmont.org/locations/piedmont-fayette>
- <https://fayette-forward.org/about/>
- <https://www.piedmont.org/news/piedmont-fayette-to-build-new-275-million-tower>
- <https://xpressga.com/routes/>
- <https://fayette-forward.org/path-system/>
- https://www.fayette-news.net/news/fayette-forward-shares-path-and-trail-initiative-with-county-transportation-committee/article_3d1d97fc-68f1-4013-8821-602172950aaa.html

ENDNOTES

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