Today’s Discussion

• The Pandemic and Concerns
• Silver Linings
• Taking a Deeper Dive into:
  • Spending, Occupational & Industry Growth & Decline
• The Inside View:
  • Our Customers
  • Economic Development Prospects
Silver Lining, Digital Companies are Winners

Spending on media and entertainment is mixed, with many losers and a few winners.

Change in spending from 2019 for the week ending April 1.

Restaurant sales have plummeted.

Change in spending from 2019 for the week ending April 1.
How the Virus Transformed the Way Americans Spend Money

The chart shows the percentage change in spending from the beginning of the year. Each line is an average of the previous two weeks, which smooths out weekly anomalies. | Source: Earnest Research
How the Virus Transformed the Way Americans Spend Money

Change in spending from 2019 for the week ending April 1. Bubbles are sized by industry sales.
Industry & Occupation Hiring on the Rise

What industries & occupations nationally saw the largest increase in postings since pre-COVID?

The Obvious Industries:

- Couriers & Messengers (+411%)
- Online Shopping (+82%)
- Sporting Goods, Hobby, Musical Instrument, and Book Stores (+67%)
- Food & Beverage Stores (+41%)
- General Merchandise Stores (+39%)

The More Interesting Occupations:

- Military (+182%)
- Extraction Workers (+145%)
- Supervisors of Personal Care & Service Workers (+93%)
- Material Moving Workers (+88%)
- Motor Vehicle Operators (+59%)

Source: “July’s New Job Postings Climbed 3% Above Pre-COVID Levels”, Gwen Burrow, EMSI, August 2020
What are Georgia’s rebounding industries?

For more COVID-19 indicators, visit our site:

https://www.selectgeorgia.com/resources/covid-19-resources/community-resources/

Source: Burning Glass, June 2020 – July 2020
Unemployment Claims by Region

Northwest
Georgia Mountains
Cobb County
DeKalb County
Atlanta & Balance of Fulton
Atlanta Regional
West Central
Northeast
Macon-Bibb
Middle Georgia
Central Savannah River
East Central
Lower Chattahoochee
Middle Flint
Heart of Georgia
Southwest
Southern
Coastal

Unemployment Claims

Source: UI Weekly Claims by Industry, Georgia Department of Labor, July 2020

• NY Times Virus Database: U.S. & GA:

• Georgia Tech COVID-19 Event Risk Assessment
  Planning Tool: U.S. by county:
  https://covid19risk.biosci.gatech.edu/
How are Atlanta’s industries recovering?

Industries with Lower Unemployment Rates than the Nation:
- Construction
- Manufacturing
- Professional, Scientific, and Technical Services
- Government
- No Previous Work Experience

Industries with Higher Unemployment Rates than the Nation:
- Transportation and Warehousing
- Educational Services
- Health Care and Social Assistance
- Accommodation and Food Services
Who’s hiring in Atlanta?

Top Companies Hiring

<table>
<thead>
<tr>
<th>Company</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wellstar Health System</td>
<td>1,308</td>
</tr>
<tr>
<td>Piedmont Healthcare</td>
<td>871</td>
</tr>
<tr>
<td>The Home Depot Incorporated</td>
<td>820</td>
</tr>
<tr>
<td>Emory Healthcare</td>
<td>772</td>
</tr>
<tr>
<td>Amazon</td>
<td>654</td>
</tr>
<tr>
<td>C.R. England, Inc</td>
<td>619</td>
</tr>
<tr>
<td>Carvana Llc</td>
<td>569</td>
</tr>
<tr>
<td>Northside Hospital</td>
<td>565</td>
</tr>
<tr>
<td>Lowe's Companies, Inc</td>
<td>408</td>
</tr>
<tr>
<td>Dekalb Medical Group</td>
<td>368</td>
</tr>
</tbody>
</table>

Source: Burning Glass, July 1, 2020 – August 17, 2020
What are Atlanta’s most in demand jobs?

Top Occupations by Job Postings

1. Heavy and Tractor-Trailer Truck Drivers (53-3032.00) - 3,862
2. Registered Nurses (29-1141.00) - 3,551
3. Software Developers, Applications (15-1132.00) - 3,256
4. Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012.00) - 2,623
5. Retail Salespersons (41-2031.00) - 2,359
6. Laborers and Freight, Stock, and Material Movers, Hand (53-7062.00) - 2,323
7. Customer Service Representatives (43-4051.00) - 1,883
8. Managers, All Other (11-9199.00) - 1,815
9. First-Line Supervisors of Retail Sales Workers (41-1011.00) - 1,793
10. Maintenance and Repair Workers, General (49-9071.00) - 1,362

Source: Burning Glass, July 1, 2020 – August 17, 2020
What is our own electricity data telling us?

**Industrial Customers:**
- Forest Products
- Metal & Transportation
- Plastics & Rubber
- Textile & Apparels
- Food & Agriculture

**Commercial Customers:**
- Data Centers
- Warehouses
- Grocery Stores
- Healthcare
- Airlines
Our Economic Development View

Located Projects YTD

Manufacturing Sectors
- Transportation Equipment: 4%
- Food Manufacturing: 7%
- Paper Manufacturing: 8%
- Plastics and Rubber Products: 14%
- Electrical Equipment, Appliance, and Components: 32%
- Wood Product Manufacturing: 24%
- Other Manufacturing: 6%

Non-Manufacturing Sectors
- Motor Vehicle and Parts Dealers: 2%
- Securities, Commodities Contracts, and Related Services: 2%
- General Merchandise Stores: 9%
- Federal Government: 9%
- Food and Beverage Stores: 9%
- Professional, Scientific, and Technical Services: 14%
- Nonstore Retailers: 28%
- Other Non-Manufacturing: 6%

Pipeline is Active!

Projects: 199
Potential Jobs: 27.7K
Potential Investment: $6.3bn

Active Projects by Industry Sector (5+ projects)

- Food Manufacturing: 14
- Professional, Scientific, and Technical Services: 12
- Machinery Manufacturing: 7
- Chemical Manufacturing: 6
- Fabricated Metal Products: 6
- Data Processing, Hosting, and Related Services: 5
- Warehousing and Storage: 5

Source: Georgia Power Community & Economic Development, YTD as of August 19, 2020
How COVID-19 is shifting corporate location strategy

Are Corporate Location Decisions Moving Forward?

- 61% say companies are moving forward with site selection projects
- 34% say companies are pausing site selection projects
- 5% say companies are canceling site selection projects or consolidating facilities

Suburbs & Mid-Size Cities Are In, Big Cities Are Out

- 64% Suburban areas
- 57% Mid-size urban areas (less than 1 million population)
- 31% Rural areas
- 10% Large urban areas (more than 1 million population)

Industries With the Most Project Activity

- 67% Biotech and Life Sciences
- 51% Advanced Manufacturing
- 47% Food and Beverage Processing
- 44% Transportation and Logistics
- 31% Software and IT

Source: Site Selectors Guild Member Survey, www.siteselectorsguild.com
Helpful Links: Let us help you be informed

- New Census Website: [https://data.census.gov/](https://data.census.gov/)
- GDOL Labor Market Explorer: [https://explorer.gdol.ga.gov/](https://explorer.gdol.ga.gov/)
- Georgia Workforce Toolkit: [https://gaworkforce.org/](https://gaworkforce.org/)
- UGA Carl Vinson Institute Covid Tracking: [https://cviog.uga.edu/covid-19-resources.html](https://cviog.uga.edu/covid-19-resources.html)
- ARC Neighborhood Nexus: [https://neighborhoodnexus.org/covid19/](https://neighborhoodnexus.org/covid19/) [neighborhoodnexus.org]
  - ARC: [https://33n.atlantaregional.com/regional-snapshot](https://33n.atlantaregional.com/regional-snapshot)
- GA Power Select Georgia: [https://www.selectgeorgia.com/](https://www.selectgeorgia.com/)
  - Understanding Impact of Covid: [https://www.selectgeorgia.com/resources/covid-19-resources/](https://www.selectgeorgia.com/resources/covid-19-resources/)