

# Savannah Economic Overview

Ocala Chamber of Commerce

*May 1, 2024*



# SEDA's Mission

To help create, grow and attract  
job opportunities and investment  
in the Savannah region.



# Savannah's Economy

# Pillars of Savannah's Economy

Manufacturing



Port Logistics



Electric Vehicle



Healthcare



Creative and Technical Services



Entertainment Production



Academic/Military/Government



Hospitality





## Manufacturing

**279** manufacturers in Chatham County ranging from specialty honey to executive jets



Source: Georgia Department of Labor, Q3 2023



# Savannah Area Manufacturers

**Gulfstream**<sup>TM</sup>  
A GENERAL DYNAMICS COMPANY



COLONIAL CHEMICAL SOLUTIONS, INC.

INTERNATIONAL  PAPER

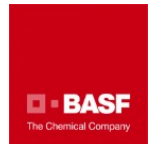
*Byrd's*  
FAMOUS COOKIES  
SINCE 1924

**HMG** Metaplant  
America



PHC  
**PHIA**

*Edscha*  
Gestamp



 **SEYON E-HWA**  
MANUFACTURING SAVANNAH



 **MITSUBISHI HITACHI**  
POWER SYSTEMS

**KRATON**

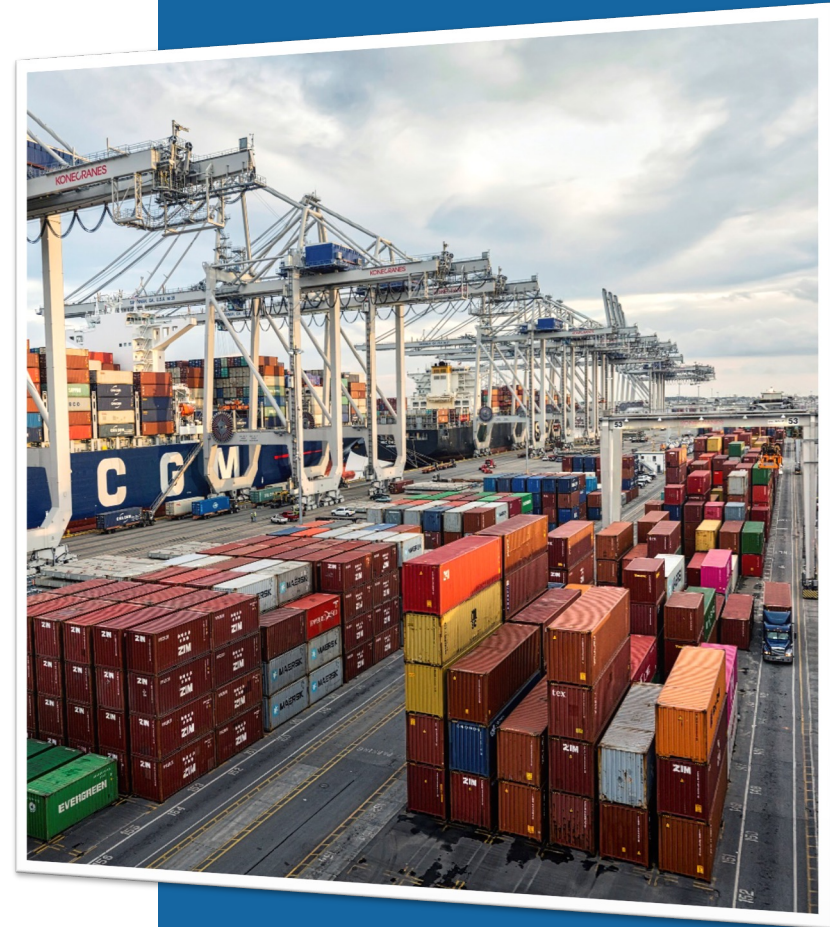
 **BRASSELER**  
USA<sup>®</sup>





## Port Logistics

- 3<sup>rd</sup> busiest container port gateway in the nation and the fastest growing
- 35 weekly vessel calls
- Every major ocean carrier calls on Port of Savannah
- 5.4 million TEUS in fiscal year 2023
- Growing to 10 million TEUS in capacity by 2026
- \$4.5 billion in investments planned over next 12 years





## Electric Vehicle

- Hyundai Motor Group Metaplant America announced in 2022 their first dedicated electric vehicle manufacturing facility would be locating in the Savannah region
- Anticipate production to begin in late 2024
- 300,000 vehicles to be produced annually with capacity to produce 500,000
- Three suppliers have located in Savannah Chatham Manufacturing Center





## Healthcare

- Healthcare and social assistance employment represents 12 percent of employment in the workforce in the Savannah MSA
- Savannah is the regional hub for advanced healthcare with two major medical centers and two state of the art cancer centers:
  - St. Joseph's/Candler
  - Memorial Health University Medical Center
- \$1.8 billion in GDP in 2022





# Technology and Innovation

- Focused on the intersection of creative talent, technology, and entrepreneurship
- Areas of focus:
  - Logistics & Advanced Manufacturing
  - Digital Media Technology
  - Healthcare Technology
- Local and regional partnerships:
  - Savannah Logistics Innovation Center
  - Creative Coast
  - State university system and technical colleges
- New business attraction efforts to include:
  - Robotics manufacturers
  - AI and machine learning hardware and software





## Entertainment Production

- \$98 million in direct spend in 2023, \$207 million in direct spend in 2022
- Ranked 3<sup>rd</sup> in *Moviemaker* magazine's 2024 ranking of "Best Small Cities and Towns to Live and Work as a Moviemaker"
  - 9<sup>th</sup> consecutive year Savannah has been named in the top four
- Productions shot in the Savannah region include:
  - Origin
  - May December
  - Fear the Walking Dead
  - Air
  - The Menu
  - Devotion
  - Black Panther: Wakanda Forever
  - The Girl from Plainville
  - Pieces of Her
  - The Underground Railroad
  - The Falcon and the Winter Solider





## Academic, Military & Government

- Academic and government employment represents 12 percent of the Savannah MSA workforce
- Savannah is home to Hunter Army Airfield and Ft. Stewart, headquarters of the U.S. Army's 3rd ID
- Military economic impact of approximately \$4.99 billion annually
- The area boasts 16 colleges and universities, including the nationally acclaimed Savannah College of Art and Design, Savannah State University, Savannah Technical College and Georgia Southern University



# Why the Savannah Region

Logistical Advantage



Population



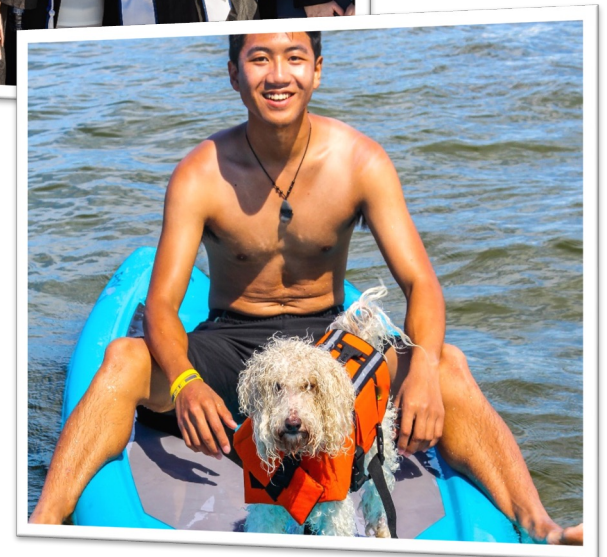
Education & Workforce



Quality of Life



Local Partners





## Location

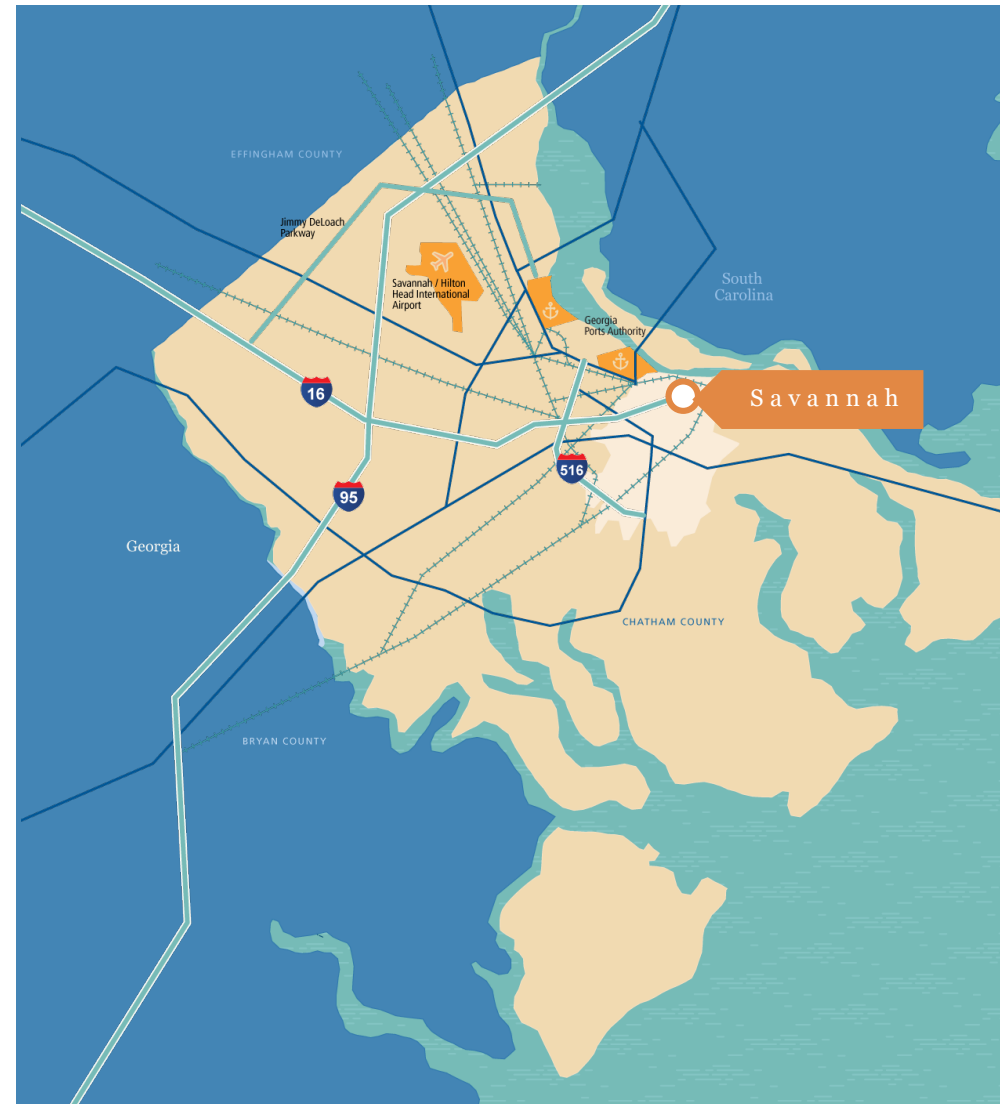
- Ideally situated on the Atlantic Ocean
- 250 miles from Atlanta, Ga.
- 3<sup>rd</sup> largest metro area in Georgia
- Western most seaport on the East Coast
- Average of 216 sunny days a year

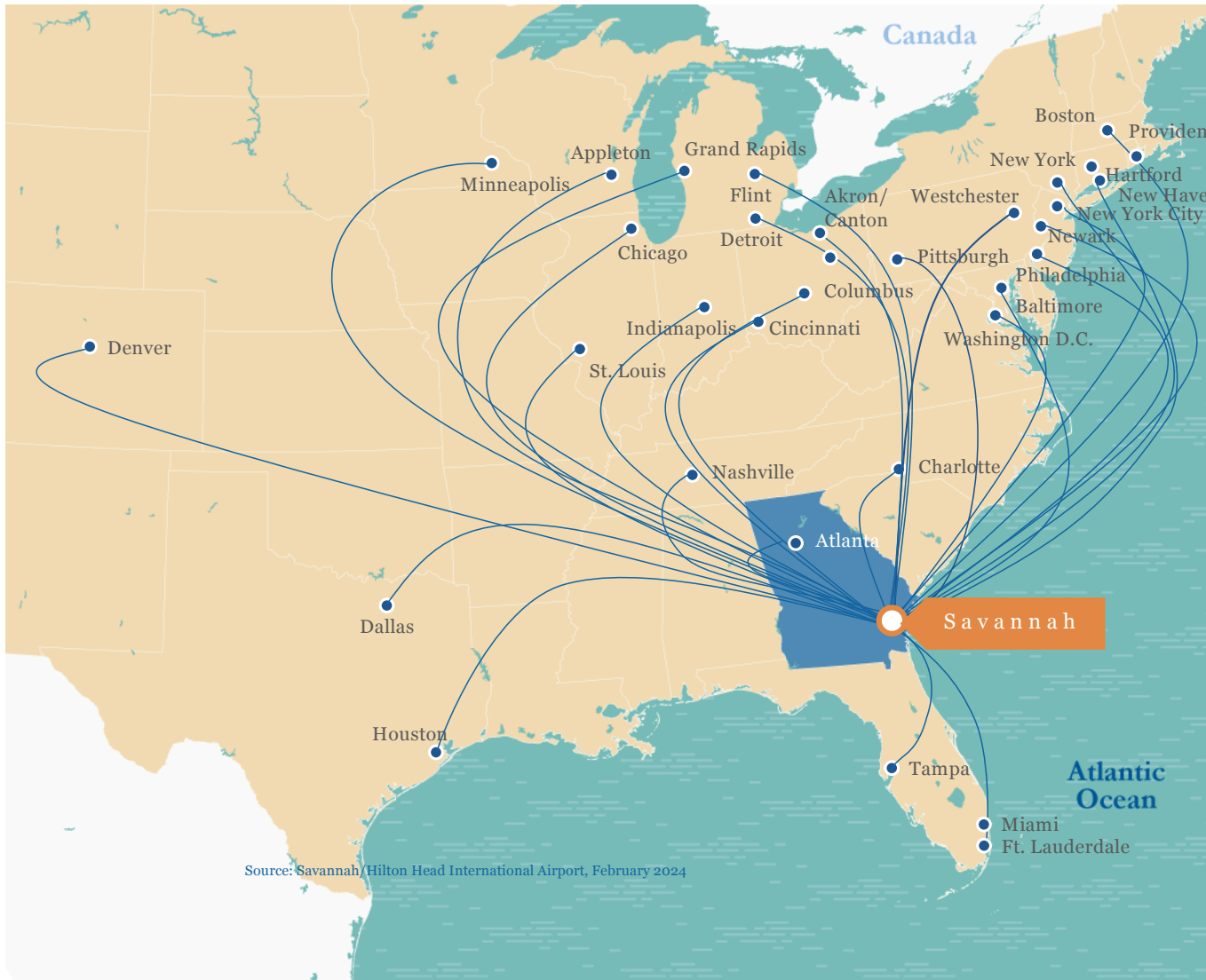




## Logistics Advantage

- 62 percent of U.S. consumers live East of Dallas and Chicago
- Immediate access to I-95 and I-16
- Two Class I railroads on terminal with Norfolk Southern & CSX
- Within a 250-mile radius, 25.9 million residents, 11 major metro areas, eight major international airports and five major ports





Source: Savannah/Hilton Head International Airport, February 2024



## Location & Air Passenger Service

Savannah/Hilton Head International Airport provides 31 non-stop destinations

*Savannah/Hilton Head International Airport named top airport in the U.S. in the 2023 Condé Nast Reader's Choice Awards.*



# Chatham County

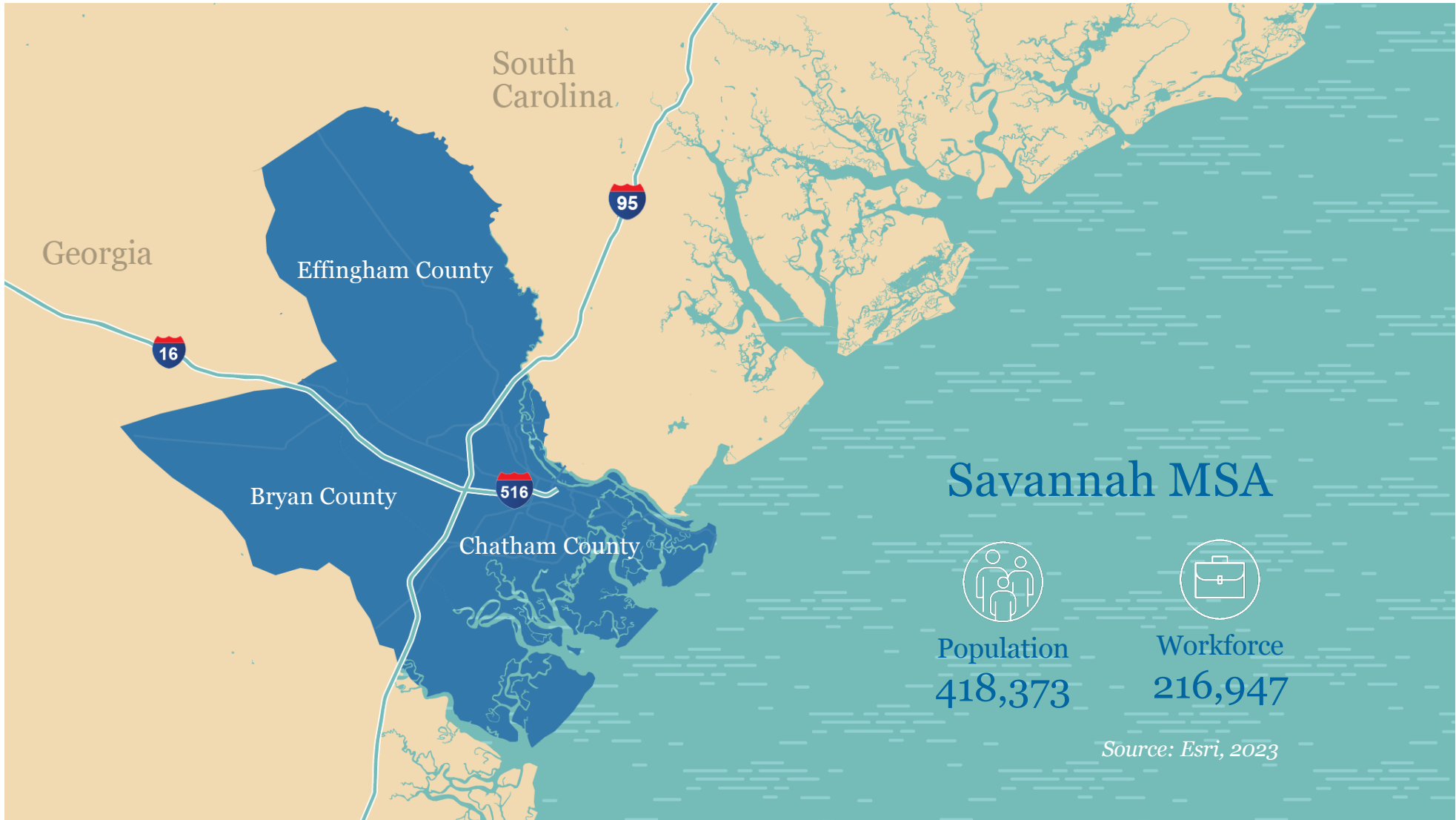


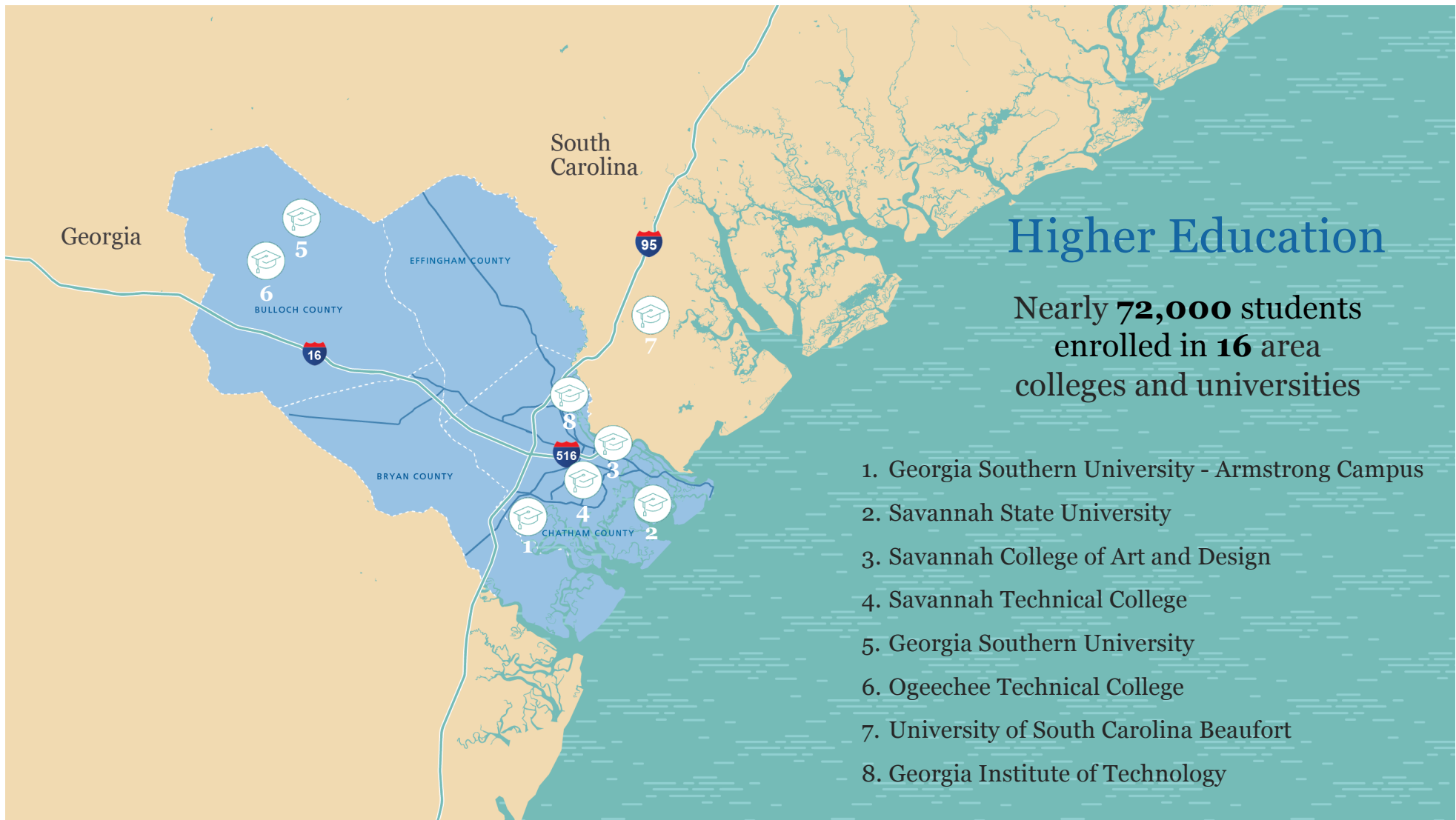
Population  
**302,076**



Workforce  
**158,150**

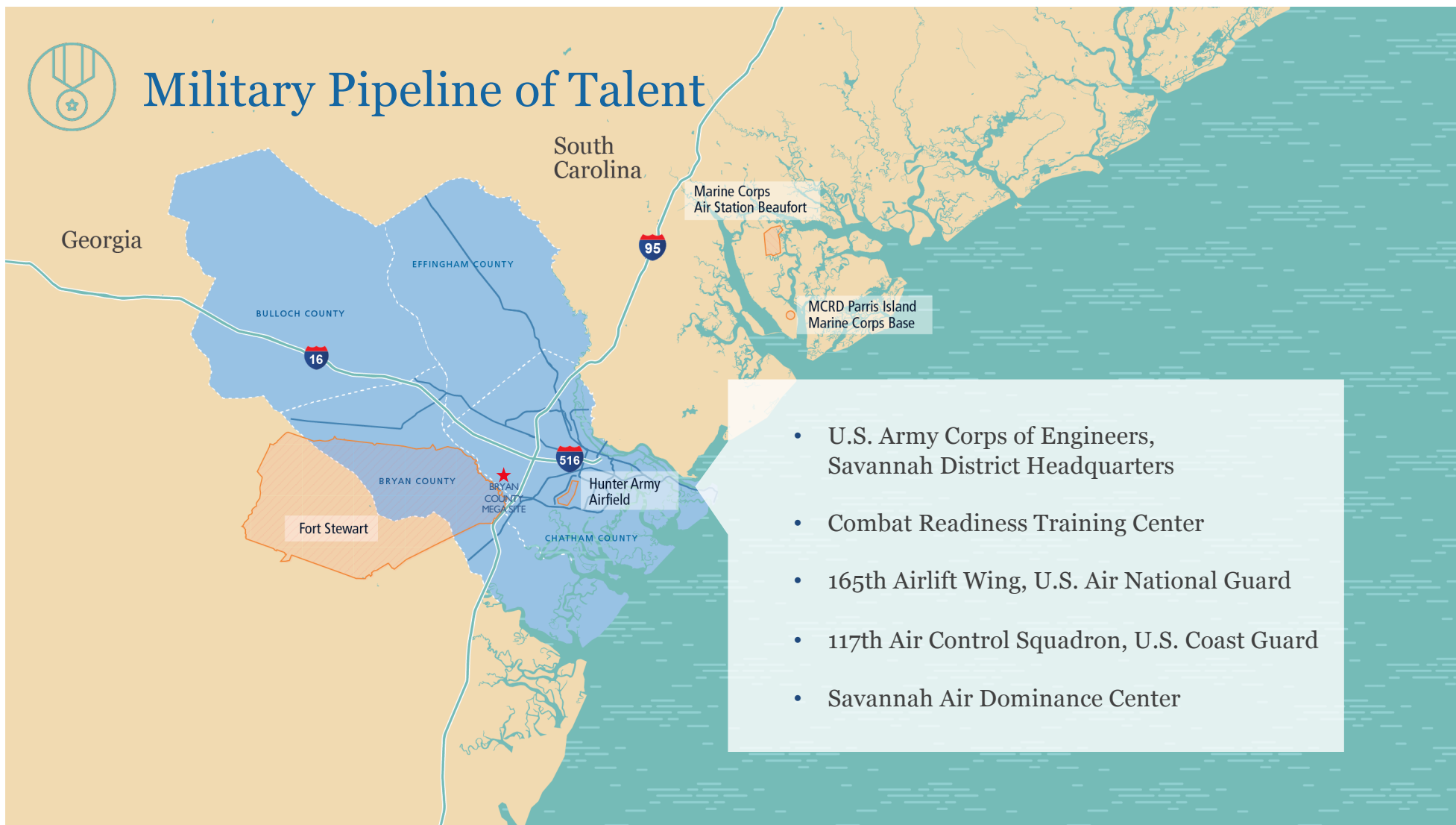
*Source: Esri, 2023*







# Military Pipeline of Talent



- U.S. Army Corps of Engineers, Savannah District Headquarters
- Combat Readiness Training Center
- 165th Airlift Wing, U.S. Air National Guard
- 117th Air Control Squadron, U.S. Coast Guard
- Savannah Air Dominance Center



**Savannah Harbor-Interstate 16 Corridor  
Joint Development Authority**

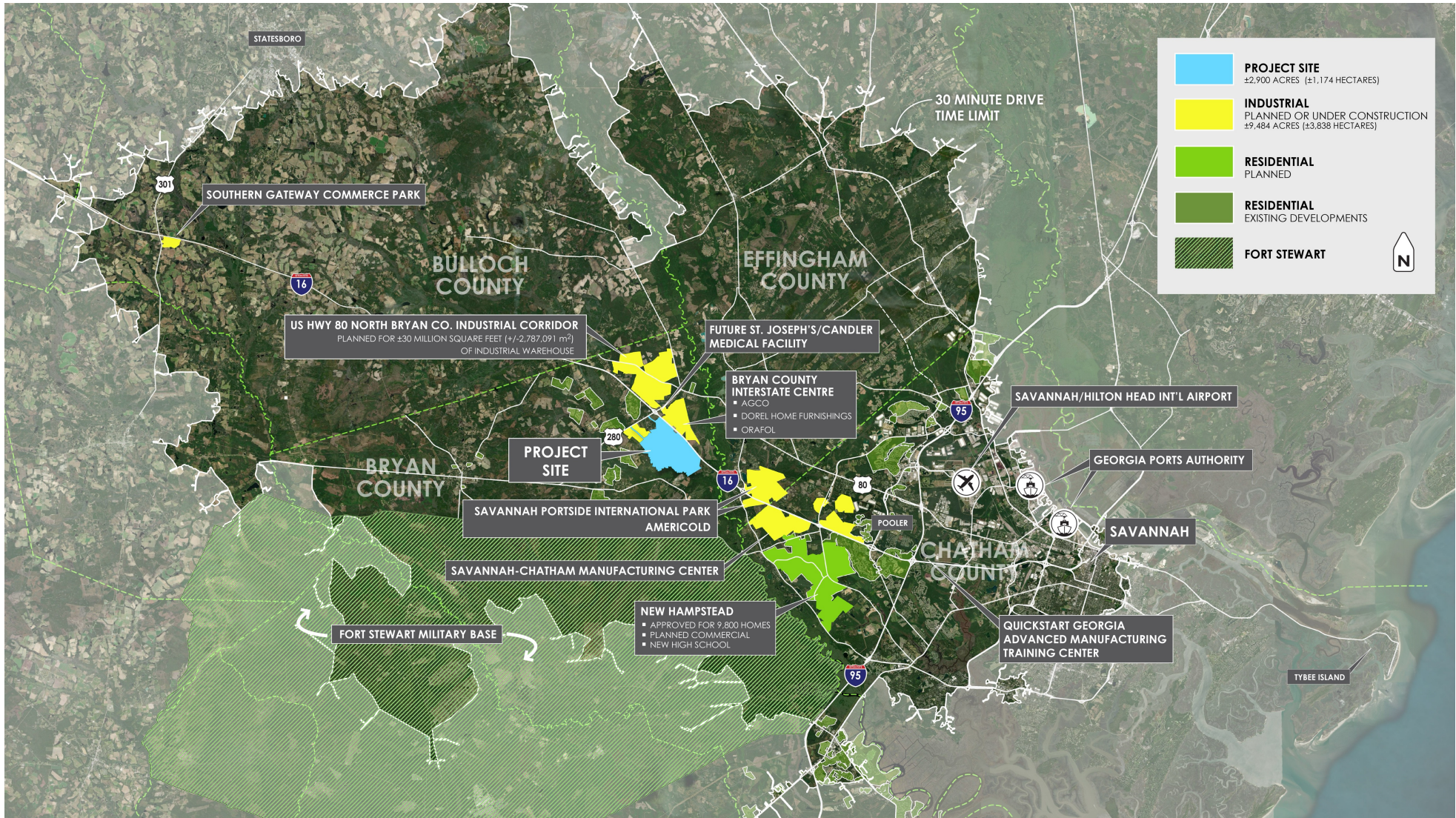
BRYAN • BULLOCH • CHATHAM • EFFINGHAM



# HMG Metaplant America

- The Savannah Harbor-Interstate 16 Corridor Joint Development Authority includes the development authorities of Bryan, Bulloch, Chatham and Effingham counties.
- Founded in 2014, the Savannah JDA combines the resources to attract and facilitate regionally significant projects.
- On May 25, 2021 Governor Brian Kemp announced the purchase of the Bryan County Mega Site in a partnership between the State of Georgia and the Savannah JDA. The strategic purchase of the site was the largest mega site purchase in state history.





# HMG Metaplant America

- On May 20, 2022 announced investing \$5.545 billion in opening a state-of-the-art U.S. smart factory with 8,100 new jobs opportunities.
- On Aug. 31, 2023 Hyundai Motor Group and LG Energy Solution announced an additional \$2 billion in capital investment and another 400 new jobs.
- EV manufacturing facility and battery JV now represents \$7.59 billion in capital investment and 8,500 new jobs. Expected capacity, once operational will be more than 300,000 units a year, with the ability to get to 500,000 units per year based on market demand.
- Hyundai Motor Group cited speed-to-market, workforce and the state's ability to meet the company's neutrality standards.
- The largest economic development deal in the state's history.



# HMG Metaplant America



Savannah Harbor-Interstate 16 Corridor  
Joint Development Authority

BRYAN • BULLOCH • CHATHAM • EFFINGHAM





April 1, 2024

HMGMA and Supplier Total Capital Investment and Jobs To Date

**\$7.59 Billion Capital Investment**  
**HMGMA**

**8,500 New Jobs**  
**HMGMA**

**\$2.5 Billion Capital Investment**  
**HMGMA Suppliers**

**6,946 New Jobs**  
**HMGMA Suppliers**

HMGMA and Supplier Total Capital Investment and Jobs To Date

**\$10 Billion**  
**Capital Investment**

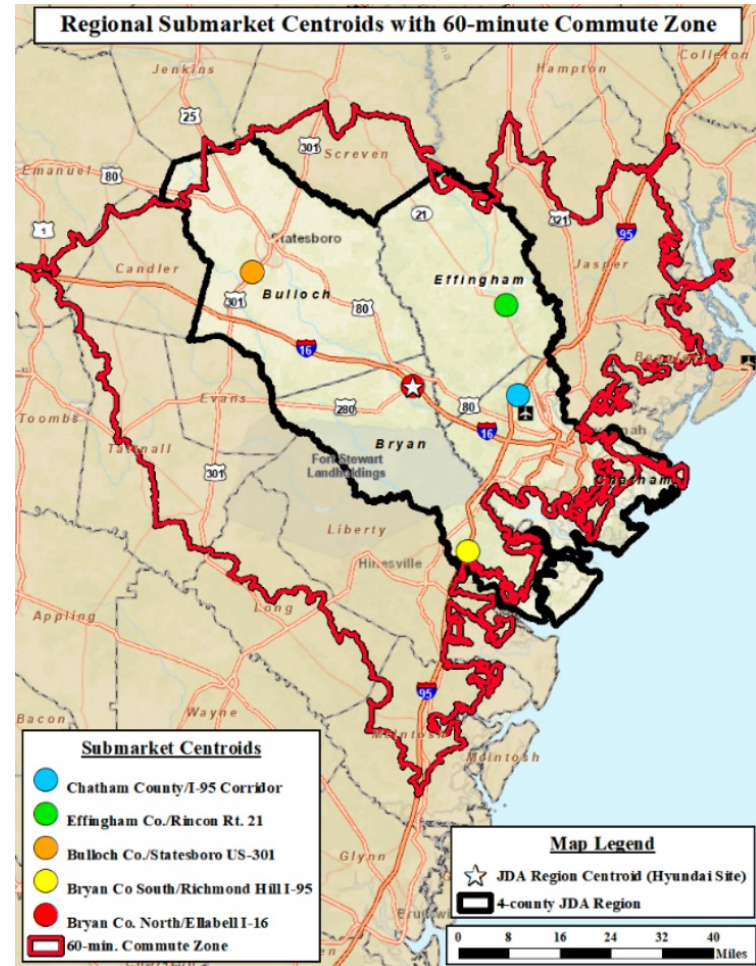
**15,446**  
**New Jobs**

# Workforce: A Conversation About Accessing Alternative Labor Pipelines

May 1, 2024

# Workforce Study

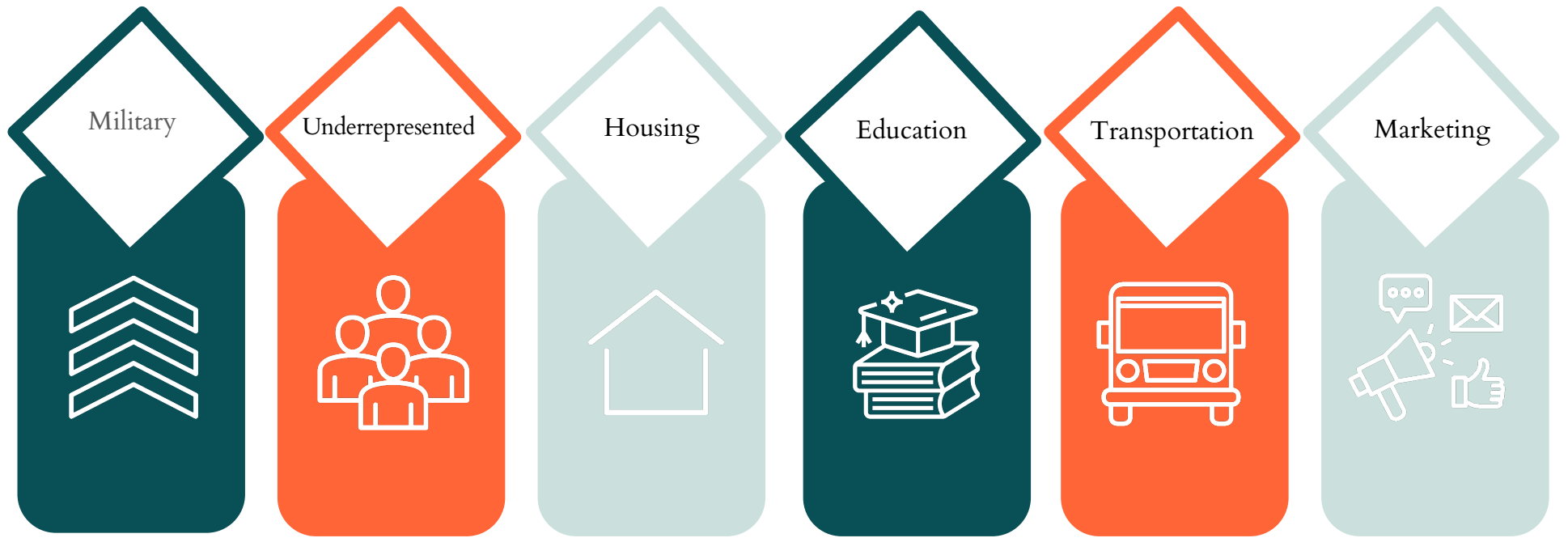
- Workforce Study conducted by Wadley Donovan Gutshaw Consulting to identify:
  - Labor supply challenges facing existing employers
  - Initiatives that will minimize the exposure to existing and future labor supply shortfalls
- Study area was a one-hour commute from Bryan County Megasite in Ellabell (Bryan County).
- The scope of the study included three tasks:
  - Market Analysis
  - Immediate Needs & Challenges
  - Strategic Workforce Plan



# Workforce Development Plan

- While the Savannah region's labor market is much like the U.S. as a whole, the Savannah region is proactively addressing the key takeaways outlined.
- Coordination between regional partnership, job seekers and students preparing for the job market.
- Build upon existing workforce infrastructure and create new programs and initiatives for those already located in the region.
- Principal coordinator to oversee workforce development plan design, implementation and management.
- Oversee the development and operation of an employer forum(s).
  - Facilitate communications between working groups and employer forum(s) to address topics such as childcare and HR best practices.

# Workforce Development Plan Working Groups





**MENTORING STUDENTS SINCE 2012**

**MENTORING**

in soft skills, job skills and trade skills

**WEEKLY TRAININGS**

in local schools, nonprofits and churches with additional Monthly Workshops and Summer Skills Camps.

**FUELING**

Young People with Purpose



Check Us Out



SERVING YOUNG PEOPLE AGES 15-25  
South Georgia · North Georgia  
South Florida

**TRAINING INCLUDES:**

- Goal Setting
- Financial Stewardship
- Relational Intelligence
- Time Management
- Health & Fitness
- Workforce Development

**TRADE SKILLS INCLUDE:**

- Construction
- Mechanical
- Electrical
- Plumbing
- Automotive
- Welding
- Logistics
- Aviation



Xcel's mobile training units can travel anywhere the road takes us, equipping young people for the workforce.

**Jay Thompson**  
CEO/Founder  
jay@xceltoday.com

**Cornelius Lloyd**  
Chatham County, GA Director  
cornelius@xceltoday.com

**Nick Schultz**  
Bryan County, GA Director  
nick@xceltoday.com

**David Humphus**  
Effingham County, GA Director  
david@xceltoday.com

**Tom Rivera**  
South Florida Director  
tom@xceltoday.com

**Darrell Galloway**  
North Georgia Director  
darrell@xceltoday.com



MORE INFORMATION AT  
**XCELtoday.com**

# Questions?