

# Why do business in Perry?



## Top 10 Reasons to do Business in Perry

### 1 ADVANTAGEOUS LOCATION

- Premier access to I-75 with four interchanges – 54,000 vehicles PER DAY travel through Perry on Interstate 75!
- Major exposition facility, the Georgia National Fairgrounds & Agricenter, brings almost 1 million people per year to Perry.
- Perry-Houston County Airport is a full-service, general aviation airport complete with a 5,002-foot runway.
- Approximately 90 miles to Hartsfield-Jackson International Airport and 160 miles to the port of Savannah.

### 2 MARKET ACCESS

- Significant local, visitor and traveling consumer bases.

### 3 MARKET POTENTIAL

- Favorable Market Potential Index measures for many hospitality and service industry and retail categories.

### 4 LOW OPERATING COSTS

- Cost of living is 6% lower than Georgia average and 10% lower than national average.
- Competitive average lease rates, land costs, construction costs and labor costs.

### 5 LOW SALES TAX RATE

- Favorable sales tax structure is 21% lower than the national average.

### 6 SUPERIOR INFRASTRUCTURE

- Water, sewer, natural gas and broadband internet all readily available.
- Robust pedestrian and vehicular improvements city-wide.

### 7 HIGH QUALITY OF LIFE

- Perry is continuously lauded for quality of life measures such as safety, healthcare and education.
- The city is committed to quality public spaces with 125 acres of parks and trails.

### 8 HIGH GROWTH COMMUNITY

- Perry is growing faster than Houston County, Middle Georgia, Georgia and the U.S.
- Progressive, development-oriented city leadership

### 9 STABLE, DIVERSE ECONOMY

- Continuous economic growth and numerous significant employers in the area, including Interfor, Frito-Lay and Graphic Packaging International, Inc.
- Active and growing, the Perry Area Chamber of Commerce has more than 350 active members.
- Perry is located 20 miles from Robins Air Force Base, the largest single-site employer in the State of Georgia with over 22,000 employees and a \$2.7 billion total annual economic impact.

### 10 HISTORICAL DOWNTOWN

- Attractive, vibrant, historic Downtown Perry offers unique shopping, dining, and entertainment experiences.



# Location

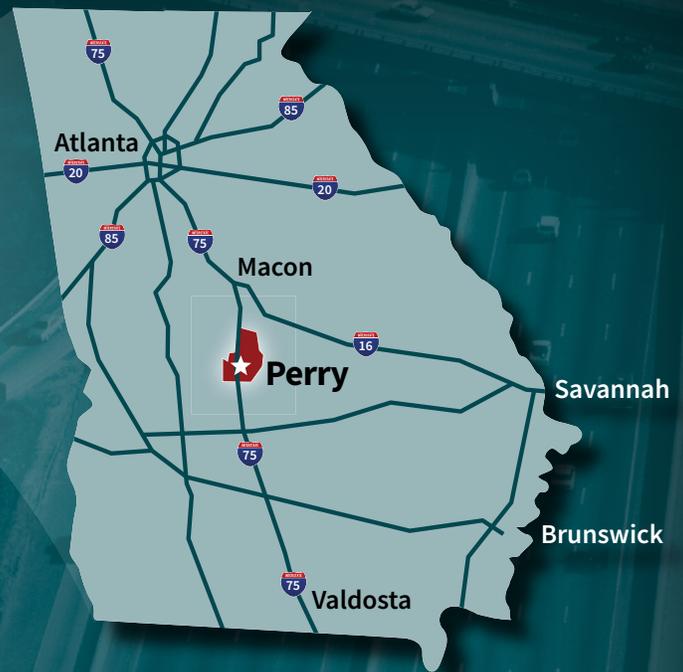


Where Georgia comes together.



## Located in the Center of Georgia

Located conveniently on I-75 in the center of the state in prosperous and growing Houston County, Perry is the ideal location for any business. Perry was chosen as the home for the Georgia National Fairgrounds & Agricenter because of its location and hospitality. Perry conveniently serves the classic Georgia hospitality that people looking for a break in their journey and for the charm of authentic southern towns seek.



Atlanta and Hartsfield-Jackson International Airport

**99 MILES**



Port of Savannah

**168 MILES**

## EASILY ACCESSIBLE

**4**

Interstate Interchanges



With premier interstate access, location on multiple state and federal highways and proximity to local and international airports, residents and visitors are easily able to access all of what Perry has to offer.

**200**

million +



More than 200 million people, 80 percent of U.S. consumers, are within two hours' flight time from Hartsfield-Jackson Airport or one day's travel by vehicle.



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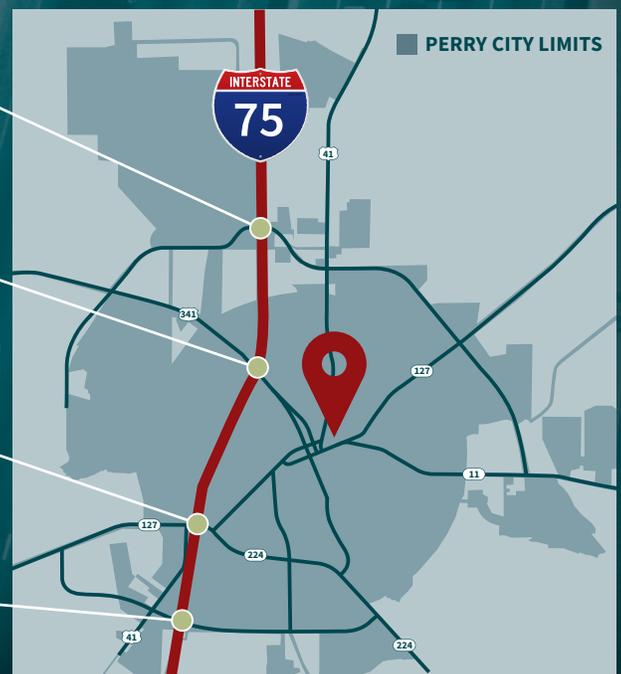
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For more information about Perry, Georgia:  
Please, contact the Perry Department of Economic Development  
at **478-988-2757** or visit [www.perry-ga.gov/economic-development](http://www.perry-ga.gov/economic-development).

# The Perry Market

## The Perry Market Area

Perry is a thriving and diverse community of over 16,000 people and a burgeoning market in central Georgia. The county seat for Houston County, one of Georgia's fastest growing counties with more than 150,000 people, Perry benefits immensely from area residents and millions of visitors per year, if they are passing through on I-75 or visiting for a few days. Favorable Market Potential Indices exist across many industry types including restaurants, retail and hotels.

	Drive Time to Downtown Perry		
	10 MINUTE DRIVE	15 MINUTE DRIVE	20 MINUTE DRIVE
Population	17,205	39,363	103,093
Households	6,719	14,607	38,552
Median Household Income	\$47,733	\$61,479	\$60,599
Per Capita Income	\$24,379	\$27,277	\$26,637
Median Disposable Income	\$38,444	\$50,247	\$49,884
Median Age	38.6	36.9	35.7
Average Household Size	2.49	2.63	2.61

Area Labor Force **65,143**

Unemployment Rate **5.80%**

## Beyond Rooftops

The Georgia National Fairgrounds & Agricenter **monthly averages**

**4**

Interstate interchanges

**54,000**

Vehicles per day travel through Perry

**18**

Events

**39**

Event days

**77,665**

Visitors

### A WELL EDUCATED COMMUNITY

**88%**

88% of the Perry population has a **high school education.**

**30%**

30% of the Perry population has a **college degree.**

Source: U.S. Census Bureau, 2010-2014 ACS  
Note: Percentages are for the population 25+ years of age

## Perry is Growing!

Perry is growing at a rate faster than Houston County, Middle Georgia, the State of Georgia, and the U.S. This growth enhances the local market and demonstrates that there is economic momentum in the community. Perry averages over 180 new homes being built per year!

**1.29% annual population growth**

**1.40% annual household growth**

**4.3% annual median household income growth**

**3.2% annual average household income growth**

**3.3% annual per capita income growth**



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## Favorable Business Climate

### Excellent access to:

- Robust transportation networks
- Ports of Savannah and Brunswick
- Atlanta and Hartsfield-Jackson International Airport
- Perry-Houston County Airport and Middle Georgia Regional Airport
- Significant consumer market

### Robust, low-cost utilities:

- Water/sewer costs 2% lower than statewide median costs
- Energy costs are 10% - 15% below national average

### Great Community Support:

- Pro-business, progressive City leadership who strive to make Perry a community where businesses can be successful
- Active Chamber of Commerce, CVB, and Downtown Merchants Association
- Personal, low-cost permitting, review and inspection processes
- Possible incentives considered on a case-by-case basis

### Opportunity Zone:

- Much of Perry is a designated Opportunity Zone which allows for maximum Job Tax Credits at \$3,500 per job for qualified employers

## What Businesses are Saying

“Perry’s strategic location, access to transportation networks, forward-thinking leaders and proximity to needed resources, in our case timber, makes our decision to continue to operate in Perry a no-brainer. It’s a great place to do business.”

**Tim Lowrimore**

*Manager*

*Public Affairs - US Southeast Operations Interfor*

“Georgia Bob’s is doing great. With over 15,000 people in the community, four I-75 interchanges, and almost 1 million people per year coming to the Georgia National Fairgrounds & Agricenter, Perry is a perfect place to locate a restaurant.”

**J.J. Kirk**

*Owner*

*Georgia Bob’s Barbecue Co.*

“The Georgia National Fairgrounds & Agricenter has in the neighborhood of 300 events a year. There is great potential for development that caters to the needs of the attendees of each event, as well as the thousands of cars that pass by every day on I-75.”

**Robert C. Loudermilk, Jr.**

*President and Chief Executive Officer*

*The Loudermilk Companies, LLC*

**RECENT PERRY LOCATIONS** Starbucks, Shane’s Rib Shack, Hardee’s, Dollar General (2 locations), Waffle House, SunMark Bank, Dunkin’ Donuts, Tractor Supply Company, Stripling’s General Store, Sandler Nonwoven Corporation (First North-American location and Sandler USA headquarters)

## Top Employers

MAJOR BUSINSSES IN PERRY	INDUSTRY	EMPLOYEES
Houston County B.O.E.	public education	3,916
Perdue Farms	food processing	2,267
Frito-Lay	food processing	1,352
Houston County	local government	762
Graphic Packaging Intl., Inc.	manufacturing paperboard boxes	276
Interfor	lumber manufacturing	183
City of Perry	local government	150
Sandler Nonwoven	manufacturing	140
Cracker Barrel	restaurant	111
Jeff Smith Chrysler, Dodge, Jeep	automobile retail	96
Gilmer Warehouse and Logistics	storage facility	75
Kroger	grocery store	71
Publix	grocery store	71
Southern Home Care Services	home health care services	60
SUEZ Water Advanced Solutions	water tank maintenance	60



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# A Superior Quality of Life

## People want to live and work in Perry.

#1 Most Beautiful & Charming Small Town in Georgia

- *OnlyInYourState.com*

One of the Top 17 Small Cities in Georgia

- *101usa.com*

One of the Most Comfortable Destinations for Travelers in the U.S.

- *Expedia.com*



## Education

The educational opportunities found in Perry are second to none. From a world-class public school system and independent college preparatory alternative to post-secondary educational opportunities that rival metropolitan areas, education is critical in driving the growth and quality of life found here in Perry.

- The Houston County School System, educating approximately 29,000 K-12 students on 39 campuses, consistently ranks among the Top 20 school districts in Georgia with students and faculty that excel in both academics and sports.
- The teacher to student ratio is 1:15, and the average expenditure per pupil is \$11,105.
- Excellent private alternative in The Westfield School, an independent, college preparatory school serving students in pre-K through Grade 12.
- A wealth of post-secondary educational opportunities, Perry is proximal to nine colleges and universities with 18 campuses and a total enrollment of nearly 65,000 students.



## Safety

Perry is one of the safest cities in Georgia, and this sense of security is leading many to make their home in Perry and raise families here.

- Home and Safety website SafeWise.com ranks Perry in the Top 20 Safest Cities in Georgia.
- ValuePenguin.com ranks Perry among the Top 5 safest mid-sized cities in Georgia (10-25k population).
- The crime rate is 40% lower than most communities across America.
- The Perry Police Department offers a Citizens Police Academy for the citizens of Perry to enhance the relationship between private citizens and local law enforcement agencies.
- The Crime Prevention and Neighborhood Watch program works directly with our citizens to promote active crime prevention awareness throughout our community.



## Health Care

With a growing hospital and healthy physician network in the community, Perry residents do not have to travel for healthcare services.

- The Houston Healthcare System serves 300,000 patients annually. Its two fully accredited acute care medical facilities have more than 190 physicians and offer a multitude of services, including cardiology, oncology, behavioral health, diagnostic imaging, orthopedics, obstetrics, infectious disease and intensive care.
- As part of the Houston Healthcare network, Perry Hospital is a 45-bed facility providing an array of healthcare services in a hometown setting, including intensive care capabilities, lab services, orthopedics, radiology, 24-hour emergency room, inpatient/outpatient surgery and hospice.
- The Perry Hospital is staffed by more than 65 physicians, many of whom live and practice here in Perry, offering a broad range of care options.

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# Recreation and Leisure

Recreational and leisure opportunities are a primary focus of the Perry community, and the City is constantly working to grow and enhance these opportunities.

- Historic Downtown Perry invites residents and visitors to stroll the tree-lined streets while taking in the historic buildings and local shopping and dining experiences.
- The City of Perry offers a wide variety of recreational and leisure opportunities from tee-ball to Zumba.
- The City will be investing nearly \$6 million in parks and public spaces in the coming years, with \$2.4 million going to projects in 2017 alone.
- The City maintains 125 acres of park space and walking trails and is in the process of constructing three new parks throughout the City including Heritage Park, a 21-acre regional park with walking trails, amphitheater and dog park.
- The City is in the process of lengthening an existing walking trail, developing a dog park, building a state-of-the-art splash pad, constructing two new tennis courts and implementing a public art initiative.
- Cherokee Pines Golf & Fitness Club and Houston Lake Country Club offer excellent social and golfing opportunities.
- 150-acre Houston Lake and Big Indian Creek provide for water-based activities, such as fishing and kayaking.



2017 Public Parks Investment

**\$2.4 million**



City Maintained Park Space

**125 acres**



## Local, Regional, and National Events

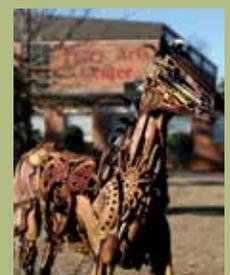
While the Georgia National Fairgrounds and Agricenter brings a multitude of national events and 1 million people per year to Perry, there are many community events that showcase why Perry is "Where Georgia comes together."

- Georgia National Fair
- Dogwood Festival
- New Year's Eve Buzzard Drop Celebration
- Annual Perry Music Festival
- Perry Independence Day Celebration
- Taste of Southern
- Peaches to the Beaches

## Culture and Arts

Many organizations and interests come together in a vibrant cultural scene.

- Perry Area Historical Society
- Perry Public Arts Commission
- Perry Players Community Theatre
- Go Fish Education Center
- The Georgia Artisan Center
- Annual Perry Music Festival



# Location Incentives



Where Georgia comes together.

## We want to work with your business.

The City of Perry is pro-business, committed to economic development and offers a variety of incentives to businesses looking to grow or locate in the City. The type and value of incentives provided depends on a variety of factors, including proposed employment and investment figures and the projected fiscal impact on the City of Perry.

All economic development projects and pertinent incentives are considered on a case-by-case basis with the Mayor and City Council having the ultimate decision-making authority. The City of Perry works closely with economic development partners, such as the Houston County Development Authority, Central Georgia Technical College, Georgia Department of Economic Development, etc., to ensure all possible resources are identified and brought to bear. **We want to work with your business** in making the most favorable transition from conception to operation possible.

### Possible Incentives for Development Costs

- Partial or complete waiver of building permit fees
- Partial or complete waiver of utility connection fees
- Assistance with real estate identification and acquisition
- Partial or complete assistance in the construction of project site infrastructure improvements
- Variances of certain zoning, land use and/or development regulations
- Assistance in navigating all local, state and federal government regulatory requirements
- Facade improvement for qualifying organizations
- Identification and application for possible grant and loan funds
- Identification and application for possible state and federal level incentives

### Possible Incentives for Operating Costs

- Opportunity Zone (OZ) job tax credits
- Possible negotiated rates for utility services
- Possible property tax abatement incentives
- State and local sales tax reduction for qualifying organizations
- Marketing assistance
- Assistance with identifying and recruiting employees

## Perry is a fantastic community in which to live and conduct business.



You will find that Perry is a fantastic community in which to live and conduct business. For further assistance and information, please do not hesitate to contact Mr. Robert Smith, Economic Development Director, at 478-508-1571 or via email at [robert.smith@perry-ga.gov](mailto:robert.smith@perry-ga.gov). You may also visit our website at [www.perry-ga.gov/economic-development](http://www.perry-ga.gov/economic-development).



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