



Triple Crown Hometowns – 2011 Report

Economic Development Division: Jay Prince, Vice-Chairman

- **Investment Goals:**
 - 31 Investors = Record investment of \$84,000
- **TCH Retiree Celebration:**

Event was held June 16, 2011 at The Crescent

 - Approximately 125 retirees, newcomers, and a record number of investors gathered for the event, sponsored by the 2011 Diamond Crown Investor, Fellowship Homes at Brookside. Attendees celebrated 10 Years of the TCH initiative, plus the 350 retiree households that have relocated into the South Georgia area, resulting in 698 new jobs, and \$14.7 million in annual income.
 - 10 Year TCH Charter Investors were honored and recognized at the event:
 - Allan Dear Real Estate
 - Brooks County Hospital
 - Georgia Power Company
 - Lowndes County Commissioners
 - South Georgia Medical Center
 - Brandon, Rackley & Dukes, PC
 - Colquitt EMC
 - Hidden Cove, LLC
 - SMITH Northview Hospital
 - The Park Avenue Bank
- **Retirement Living South Georgia Style Magazine:**
 - Distribution date: January 2012, quantity of 2,000
- **Website:**
 - In the process of converting over to a simple format to keep updated on a monthly basis
 - Website www.georgiaretire.com had more than 1500 hits since January 2011
- **Accolades:**
 - “Named Top 100 Places to Live in the U.S.” by RelocateAmerica and sent out a special email for Valdosta to vote to receive the Top 10
 - Recognized as “One of the 10 Great Places to Retire in the South” by Retirement Lifestyles
- **Marketing Materials:**
 - Provide leads to investors of possible new clients and/or consumers through Monthly Investor’s Prospect and Newcomers Contact Report
 - A new TCH logo was finalized: June 2011 and in the process of developing a new TCH brochure
 - Two billboards on I-75 during the course of the year
 - Full page article in the Summer issue of **Progress** Magazine
 - Personally visited all TCH Investors and thanked them for their investments
 - Radio visit with our 2011 Diamond Crown Investor, John LaHood of Fellowship Homes at Brookside
- **Proposed Goals for 2012**
 - Hold four Speed Networking Luncheons for retirees and investors to build relationships
 - Continue to work with our local delegation for the creation of the Georgia Certified Community program



Triple Crown Hometowns – 2011 Investors

\$15,000 DIAMOND CROWN

Fellowship Home at Brookside

\$10,000 EMERALD CROWN

SMITH Northview Hospital
South Georgia Medical Center
(Langdale Place/Hospice of South Georgia)

\$5,000 RUBY CROWN

City of Valdosta • Colquitt EMC
Cypress Lakes Development, Inc.
Lowndes County Board of Commissioners

\$2,500 SAPPHIRE CROWN

Allan Dear Real Estate • Brandon, Rackley & Dukes, P.C.
Citizens Community Bank • Southeastern Federal Credit Union
The Greeting Service

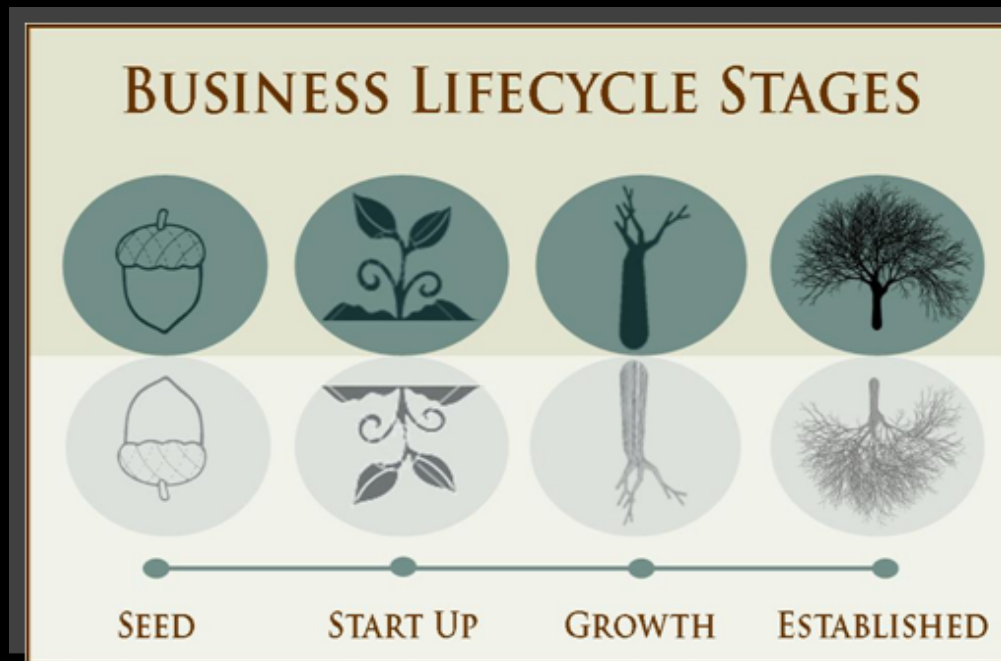
\$1,000 AMETHYST CROWN

Alert-Tech Systems, Inc. • AT&T
Brooks County Hospital • Comfort Keepers of Valdosta
Edward Jones Investments, Greg Reid • Eye Associates of South Georgia, LLC
Farmers & Merchants Bank • Georgia Power Company
Hidden Cove, LLC • Humana, Ellen Dent
Lanier County Board of Commissioners • Moody Law Firm
Presbyterian Home and Retirement Community • Prince Automotive Group
Real Living Realty Advisors • The City of Quitman
The Herndon Company • The Park Avenue Bank
The Residences at Five Points

What is the SEEDS Center?



- An entrepreneur resource center providing **FREE** assistance to start-up businesses as well as existing and expanding businesses.



Our Mission



- To foster and assist entrepreneur development in Lowndes County
- To maintain partnerships with area chambers (Berrien, Brooks, Cook, Lanier, Lowndes, Turner and Worth Counties)
- To provide **FREE** entrepreneur development resources through the SEEDS Business Resource Center regardless of chamber membership.
- To provide **FREE** sophisticated information services to existing businesses and prospective new businesses.

Sowing Success



The SEEDS Center was designed on the model of economic gardening. The model seeks to create jobs by nurturing start up businesses and entrepreneurs and supporting existing companies in a community.



SEEDS Center facts:



- **3,100+** clients seen since 2004
- **1,650+** how-to-start guides distributed
- **1,100+** in the start-up stage
- **750+** existing/expanding businesses
- **815+** members & Realtors/developers
- **600+** returning clients & general information
- **130+** have started a business
- **330+** jobs have been created
- **\$6 million** estimated annual payroll

Step 1: Planning



Guide to Starting a Business

Business Plan Writing Assistance

Demographics

Consumer Spending

Industry Information

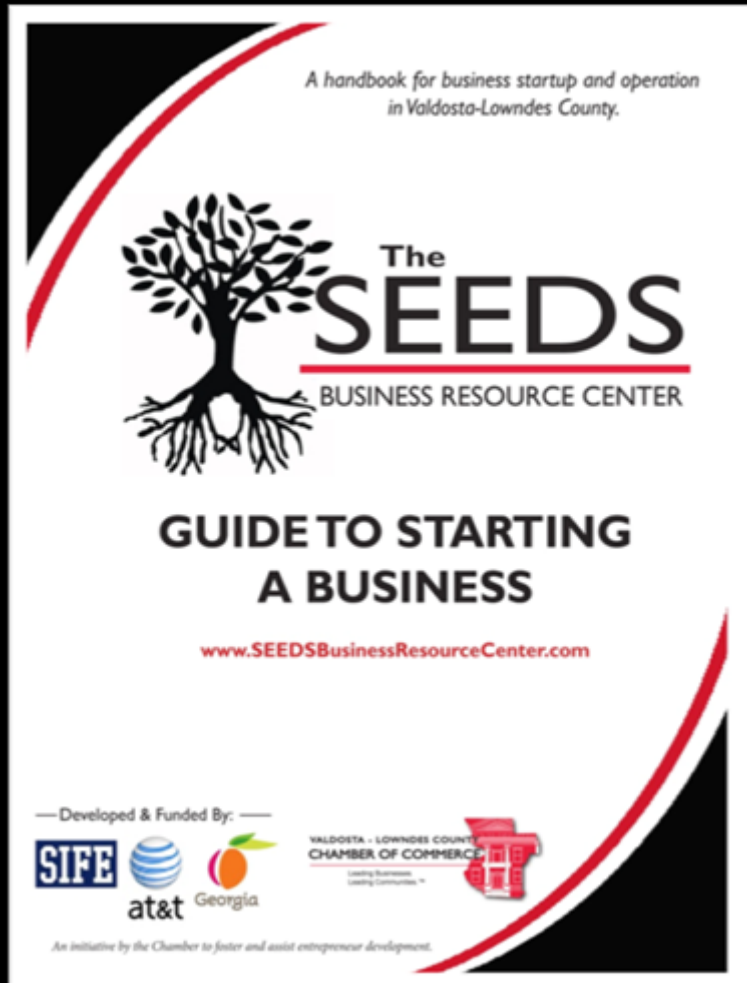
Competitor Information

Traffic Counts

Guide to Starting a Business



INCLUDES:



- Entrepreneur Test
- Building a Business Plan
- Determining Cash Needed to Start a Business
- How to Develop an Effective Marketing Plan
- Legal Aspects of Starting a Business
- Licensing
- Tax Information
- Starting Utility Services
- Labor and Safety Regulations
- Financing Information
- Business Service Providers
- One Year Plan for Entrepreneurs
- Resource Directory
- Glossary of Terms
- Occupations Requiring State Licenses
- City of Valdosta First Steps and Pre-Application Meetings
- City of Valdosta Occupational Tax Certificate
- Lowndes County Planning and Zoning Information

Business Plan Writing Assistance



What Goes into a Business Plan?

1. Cover sheet
2. Statement of purpose
3. Table of contents

I. The Business

- A. Description of business
- B. Marketing
- C. Competition (*Visit the SEEDS Center for assistance*)
- D. Operating procedures
- E. Personnel
- F. Business insurance

II. Financial Data

- A. Loan applications
- B. Capital equipment and supply list
- C. Balance sheet
- D. Breakeven analysis
- E. Pro-forma income projections (profit & loss statements)
 1. Three-year summary
 2. Detail by month, first year
 3. Detail by quarters, second and third years
 4. Assumptions upon which projections were based
- F. Pro-forma cash flow

III. Supporting Documents

- A. Tax returns of principals for last three years Personal financial statement (all banks have these forms)
- B. For franchised businesses, a copy of franchise contract and all supporting documents provided by the franchisor
- C. Copy of proposed lease or purchase agreement for building space
- D. Copy of licenses and other legal documents
- E. Copy of resumes of all principals
- F. Copies of letters of intent from suppliers, etc.

Market Research Assistance



Date: 10/07/10

Current Geography Selection: (1 Selected) Counties: Lowndes County

Current Index Base: Entire US

Demographic Detail Summary Report

Population Demographics

| | 1990 | | 2000 | | 2009 | | 2014 | | Percent Change | |
|--------------------------------|--------|--|--------|--|----------|--|------------|--|----------------|--------------|
| | Census | | Census | | Estimate | | Projection | | 1990 to 2000 | 2009 to 2014 |
| Total Population | 75,980 | | 92,115 | | 109,030 | | 127,037 | | 21.2% | 16.5% |
| Population Density (Pop/Sq Mi) | 148.8 | | 180.4 | | 213.5 | | 248.8 | | 21.2% | 16.5% |
| Total Households | 26,311 | | 32,654 | | 38,707 | | 40,643 | | 24.1% | 5.0% |

Population by Gender:

| | | | | | | | | | | |
|--------|--------|-------|--------|-------|--------|-------|--------|-------|-------|-------|
| Male | 37,201 | 49.0% | 45,811 | 49.7% | 55,111 | 50.6% | 66,547 | 52.4% | 23.1% | 20.8% |
| Female | 38,779 | 51.0% | 46,304 | 50.3% | 53,919 | 49.5% | 60,490 | 47.6% | 19.4% | 12.2% |

Population by Race/Ethnicity

| | 1990 | | 2000 | | 2009 | | 2014 | | Percent Change | |
|----------------------------------|--------|-------|--------|-------|----------|-------|------------|-------|----------------|--------------|
| | Census | | Census | | Estimate | | Projection | | 1990 to 2000 | 2009 to 2014 |
| White | 50,566 | 66.6% | 57,112 | 62.0% | 61,055 | 56.0% | 63,298 | 49.8% | 12.9% | 3.7% |
| Black | 24,239 | 31.9% | 31,309 | 34.0% | 36,819 | 33.8% | 43,581 | 34.3% | 29.2% | 18.4% |
| American Indian or Alaska Native | 228 | 0.3% | 343 | 0.4% | 170 | 0.2% | 199 | 0.2% | 50.4% | 17.1% |
| Asian or Pacific Islander | 637 | 0.8% | 1,143 | 1.2% | 677 | 0.6% | 245 | 0.2% | 79.4% | -63.8% |
| Some Other Race | 295 | 0.4% | 991 | 1.1% | 4,303 | 4.0% | 8,264 | 6.5% | 235.9% | 92.1% |
| Two or More Races | | | 1,217 | 1.3% | 6,006 | 5.5% | 11,450 | 9.0% | | 90.6% |
| Hispanic Ethnicity | 990 | 1.3% | 2,447 | 2.7% | 3,130 | 2.9% | 3,435 | 2.7% | 147.2% | 9.7% |
| Not Hispanic or Latino | 74,993 | 98.7% | 89,668 | 97.3% | 105,900 | 97.1% | 123,602 | 97.3% | 19.6% | 16.7% |

Market Research Assistance



Date: 10/07/10

Current Geography Selection: (1 Selected) Counties: Lowndes County

Current Index Base: Entire US

Consumer Expenditure Summary Report

Consumer Expenditure Totals (Average Household Annual Expenditures)

| | 2009 Estimate | 2014 Projection | % Change 09-14 |
|---------------------------------|---------------|-----------------|----------------|
| Total Households | 38,707 | 40,643 | 5.0% |
| Total Avg Household Expenditure | \$45,658 | \$48,007 | 5.1% |
| Total Avg Retail Expenditure | \$19,427 | \$20,368 | 4.8% |

Consumer Expenditure Detail (Average Household Annual Expenditures)

| | 2009 Estimate | % of Total | 2014 Projection | % of Total | % Change 09-14 |
|----------------------------|---------------|------------|-----------------|------------|----------------|
| Airline Fares | \$328.44 | 0.7% | \$346.48 | 0.7% | 5.5% |
| Alcoholic Beverages | \$527.65 | 1.2% | \$548.59 | 1.1% | 4.0% |
| Alimony & Child Support | \$230.75 | 0.5% | \$242.84 | 0.5% | 5.2% |
| Apparel | \$2,186.74 | 4.8% | \$2,311.49 | 4.8% | 5.7% |
| Apparel Services & Acces | \$336.45 | 0.7% | \$358.27 | 0.7% | 6.5% |
| Audio Equipment | \$77.53 | 0.2% | \$81.42 | 0.2% | 5.0% |
| Babysitting & Elderly Care | \$375.63 | 0.8% | \$410.17 | 0.9% | 9.2% |
| Books | \$54.35 | 0.1% | \$56.56 | 0.1% | 4.1% |
| Books & Supplies | \$148.80 | 0.3% | \$159.67 | 0.3% | 7.3% |
| Boys Apparel | \$108.03 | 0.2% | \$118.91 | 0.2% | 10.1% |
| Cellular Phone Service | \$367.83 | 0.8% | \$379.99 | 0.8% | 3.3% |
| Cigarettes | \$283.21 | 0.6% | \$289.66 | 0.6% | 2.3% |
| Computer Hardware | \$311.85 | 0.7% | \$330.08 | 0.7% | 5.8% |
| Computer Information Svcs | \$147.97 | 0.3% | \$153.61 | 0.3% | 3.8% |
| Computer Software | \$24.25 | 0.1% | \$25.67 | 0.1% | 5.9% |
| Contributions | \$1,630.54 | 3.6% | \$1,735.27 | 3.6% | 6.4% |
| Coolant & Other Fluids | \$7.10 | 0.0% | \$7.45 | 0.0% | 4.9% |

Industry Research Assistance



INDUSTRY PROFILE Coffee Shops

QUARTERLY UPDATE 8/2/2010

SIC CODES: 5812

NAICS CODES: 722213

Industry Overview

The US coffee shop industry includes about 25,000 stores with combined annual revenue of about \$13 billion, according to the Specialty Coffee Association of America. Major companies include Starbucks, Caribou, Coffee Bean and Tea Leaf, and Praise International (Gloria Jean's and It's a Grind). The industry is **concentrated**: the top 100 companies generate more than 70 percent of sales.

COMPETITIVE LANDSCAPE

Consumer taste and personal income drive demand. The profitability of individual companies depends on the ability to **secure prime locations, drive store traffic, and deliver high-quality products**. Large companies have advantages in purchasing, finance, and marketing. Small companies can compete effectively by offering specialized products, serving a local market, or providing superior customer service. The industry is **labor intensive**: average annual revenue per worker is about \$50,000.

Coffee shops compete with businesses such as convenience stores, gas stations, quick service and fast food restaurants, gourmet food shops, and donut shops.

PRODUCTS, OPERATIONS & TECHNOLOGY

Major products include beverages and food. **Beverages** include brewed coffee and tea; espresso drinks (cappuccinos, café lattes); cold blended beverages; bottled water; soft drinks; and juices. **Food** includes pastries, bakery items, desserts, sandwiches, and candy. Many coffee shops sell whole or ground coffee beans for home consumption. Some coffee shops sell coffee or espresso-making equipment, grinders, mugs, and other accessories. Most coffee shops serve high-quality, premium coffee known as **specialty coffee**.

Companies may **blend and roast green coffee** to produce unique flavors, though some coffee shops use pre-roasted coffee. **Grinders** reduce roasted coffee beans to particles, and most coffee shops grind roasted beans immediately prior to brewing to ensure freshness. **Grind levels** are matched to brewing time. **Brewing equipment** controls water temperature and brewing and mixing time. Companies may use **water filtration systems** to screen out minerals that affect taste. High-quality **coffee filters** are also important to extract the right amount of flavor from ground coffee.

Baristas (or trained coffee makers) operate espresso machines, which use pressurized hot water and specially ground coffee to produce espresso. Combining espresso with other beverages (like milk) produces specialty beverages like cappuccinos. Companies typically limit how long ground coffee can sit before being served.

Starbucks is the only national chain. Other companies include **regional chains, franchises, licensed stores, and independent stores**. Franchises allow third parties to leverage a recognizable store name and benefit from economies and efficiencies of the franchisor. Companies may issue licenses to other businesses to gain access to highly desirable retail locations with tenant restrictions, like airports. Some large companies are expanding internationally through licensing agreements.

Coffee shops depend greatly on **customer traffic** and are most often located in areas with convenient access for **pedestrians or drivers**. Typical locations include downtown or suburban retail centers, shopping malls, office buildings, and university campuses. Store format and size vary by site, as some locations offer more space than others. Caribou Coffeehouses range from 200 to 3,000 square feet, with an average store 1,200 to 1,600. Some chains offer a **kiosk**

Your custom industry report is included in your packet

Market Research Assistance



| | | | | |
|--------------------------------------|----------------------------------|-----------------|-----------|--------------|
| Church Street Coffee | 107 S Church St | Hahira | GA | 31632 |
| Elliano's | 1343 Baytree Rd | Valdosta | GA | 31602 |
| Elliano's | 108 Northside Dr | Valdosta | GA | 31602 |
| Hildegard's | 101 E Central Ave # 3 | Valdosta | GA | 31601 |
| Red Velvet Cakes & Coffee | 1700 Norman Dr | Valdosta | GA | 31601 |
| Starbucks | 1305 N Saint Augustine Rd | Valdosta | GA | 31601 |

Market Research Assistance



Date: 10/07/10

Current Geography Selection: (1 Selected) 1 mile radius: 3338 COUNTRY CLUB RD, BEMISS, GA 31605

Current Index Base: Entire US

Lat: 30.880297 Long: -83.296474

City: Valdosta Pop: 48,987

County: Lowndes County Pop: 109,030

Zip: 31605 Pop: 21,253

Traffic Counts (DataMetrix)

1 mile radius: 3338 COUNTRY CLUB RD, BEMISS, GA 31605

| Street | Cross Street | Traffic Count | Type of Count** | Dist.* | Dir.* |
|--------------------|------------------------|----------------------|-----------------|--------|-------|
| Inner Perimeter Rd | Country Club Rd | 14,290 Year: 2005 | AADT | 0.06 | SW |
| N Valdosta Rd | Country Club Rd | 20,120 Year: 2005 | AADT | 0.12 | S |
| Inner Perimeter Rd | Greystone Way | 18,260 Year: 2005 | AADT | 0.19 | E |
| N Oak St | Murray Rd | 17,590 Year: 2005 | AADT | 0.30 | E |
| N Valdosta Rd | Wildwood Plantation Dr | 28,260 Year: 2005 | AADT | 0.32 | W |
| N Ashley St | N Valdosta Rd | 23,880 Year: 2005 | AADT | 0.37 | SE |
| Smithbriar Dr | Pine Point Cir | 1,050 Year: 2005 | AADT | 0.39 | S |
| Greenfield Ln | Smithbriar Dr | 150 Year: 2004 | AADT | 0.41 | SW |
| Sedgefield Dr | Cambridge Dr | 260 Year: 2005 | AADT | 0.55 | N |
| Country Club Dr | Ramblewood Cir | 11,600 Year: 2005 | AADT | 0.64 | SW |
| Cherry Creek Rd | Fairway Dr | 4,820 Year: 2005 | AADT | 0.80 | NE |

Professional Consultants



**A client in need of professional advice:
I contact a Professional Consultant for an
appointment**

Industries Represented:

Accounting

Advertising

Banking

Business Coaching

Financial Planning

Investments

Legal Services

Marketing

Media Advertising

Media Production

Mediation

Organization & Development

Payroll

Photography

Site Planning

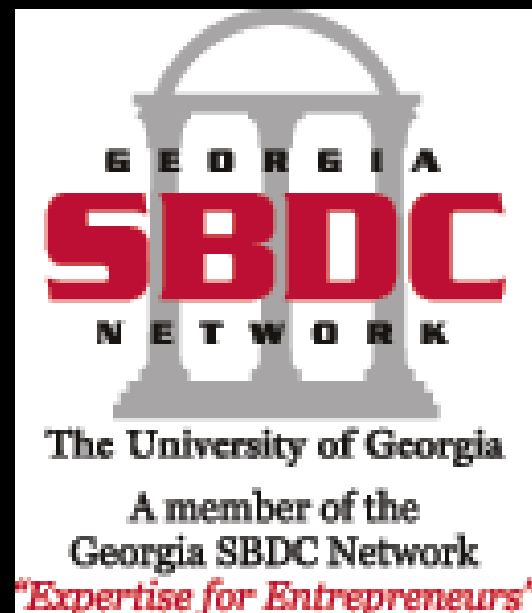
Web Design

**Consultants provide a one
hour **FREE** session with
SEEDS Center clients**



Seminars and Connections

- Attend Business University Seminars
- Make a connection with the SBDC; attend classes and consult for further advice



Chamber Leads Groups



Professionals Building Relationships

Chairman: Robert Shrum

Valdosta Networking Professionals

Co-Chair: Jerry Kozuch

Co-Chair: Courtney Copeland





Guardian Bank

BUSINESS PLAN COMPETITION



The purpose of the competition is to cultivate opportunity for motivated entrepreneurs to develop and start up a business in Lowndes County that will hire university and college graduates.

Past winners include:

- 2006- SmithBarnas & Associates
- 2007- Code 3 Response Security
- 2008- Azalea Health Innovations
- 2009- SEGA Medical Research
- and 2010 Winner:



This is a program of the Valdosta-Lowndes County Chamber of Commerce that has been sponsored by Guardian Bank since its inception in 2006.



What do you need to remember today?



- Our resources are **FREE** of charge!
- We are here to help entrepreneurs!
- Our services are not limited to Valdosta and Lowndes County
- And we do not stop here...we do our best to stay in contact with clients to ensure that their businesses remain successful
- Our doors are **OPEN** for your questions or concerns



Visit our website

www.SEEDSBusinessResourceCenter.com

or email

vbrown@ValdostaChamber.com

Thank you and have a great day!