



Rockdale County, Georgia Economic Development and Business Retention Guidelines

I. Introductions & Purpose

The Rockdale County Economic Development and Business Retention Guidelines have been developed to provide for the uniform oversight and administration of incentives in relation to new business development and/or the expansion of existing industry within the County. This set of guidelines does not commit the County to provide economic incentives in any instance as determined by the County in the exercise of its sole discretion. It contains specific criteria, guidelines and best practice procedures necessary to administer economic development programs effectively and fairly. In addition, the policy serves to provide the County and community with a mechanism by which to appropriately analyze incentive applications and measure return on the public's investment.

II. Vision

“Rockdale County is a perfectly position community with a rock solid approach dedicated excellence in customer service, quality of life, and global economic development.”

III. County Goals

Rockdale County is committed to job growth and stimulating business development opportunities through targeting new opportunities that diversify the tax base while continuing to nurture the economic and fiscal health of community. Some of the goals and strategies considered under these guidelines are as follows:

1. The attraction and retention of a variety of employment opportunities for Conyers and Rockdale County residents.
2. Support of quality retail, commercial, and light industrial businesses that contribute to the County's sales and property tax base such that needed infrastructure, physical amenities, services and expansion of such services are provided.
3. Encourage and support economic development tourism, entertainment, arts and culture, natural resources, historical preservation, and related local amenities.
4. Sustain the long term economic wellbeing of the County and its citizens through adaptive reuse of commercial property, redevelopment, and revitalization efforts.



IV. Eligibility Requirements and Criteria

Rockdale County, at its sole discretion, may provide certain economic development assistance or incentives to attract, retain, or expand businesses located within the County's corporate limits that are consistent with the following requirements:

1. Achieve County goals described below and as established and revised by the same from time to time.
2. Result in the location, expansion or retention of a business within the County.
3. Demonstrate the financial and management capability to implement and sustain the business.
4. Create fifteen (15) or full time jobs working at the a business located within the County which meet or exceed the average wage level of this community.
5. Provide new capital investment equal to or in excess of \$1.0 million for a business locating or expanding in the County. Note: Capital investment must be in new construction. For the purposes of these guidelines, "Capital Improvements" means property improvements that either will enhance the property value or will increase the useful life of the property.

V. Available Incentives

The County offers a variety of incentives and assistance for qualifying businesses. The specific type of incentive or assistance with depend upon the needs of the business as well as the benefits created by the proposed business.

1. Expedited Permitting Process - The County may expedite the development permitting process required for a new business or existing business expansion.
2. Waiver or reduction of Permit / Impact Fees - The County may waive all building permit fees associated with a business relocation or expansion including all fees associated with new construction, plan review, and tenant finishes.
3. Waiver or reduction of Water & Sewer Connect Fees
4. Waiver or reduction of Business License and Occupational Taxes - The County may waive applicable business license taxes assessed up to three thousand dollars (\$3,000) on an annual basis. This waiver may be for a period of up to three (3) years depending on the total capital investment and jobs created. (See table below).



	Tier 1	Tier 2	Tier 3
Number of New Jobs	15 - 25	26 - 99	100 +
Amount of Capital Investment	\$1 million	\$1.01 million to \$5 million	\$5.01 million +
Business License Occupant Tax Waiver	1 year	2 years	3 years

5. Waiver or reduction of impact fees.
6. Tax Allocation District (TAD) incentives authorized under the Redevelopment Powers Act and Georgia law § 36-44-1, et. seq.
7. Development Authority financing as authorized per the Development Authorities Act and Georgia law § 36-62-1, et. seq.

V. Submittal Requirements

All businesses requesting incentives must provide the following information to the County and or Conyers Rockdale Economic Development Council (CREDC):

1. Letter to the Chairman or his designee and documentation indicating how the request meets the criteria set forth in this policy.
2. Amount of applicant's equity / investment in the project.
3. Itemize list or level of incentive requested.
4. Detailed business or development pro forma.
5. Proof of applicant's financial stability or business plan.

VI. Evaluation / Approval of Incentives

1. Each request for incentives will be evaluated by the County staff on a case by case basis taking into consideration the following factors:
 - A. Revenue for the County.



- B. Circumstances in reference to the business location and property characteristics that create challenges to development, including impact on existing infrastructure.
- C. Number of full time jobs created detailed by wage and position title.
- D. Strength of benefit to the City.
- E. Ability of the project to spur additional economic development in the County.
- F. Impact of the proposed development on existing businesses in the community.
- G. Credit worthiness and financial strength.
- H. Level of compliance with County zoning, development guidelines, and Comprehensive Land Use Plan.

The Chief of Staff will provide a written recommendation of full, partial, or no incentive to the Chairman and Board of Commissioners based on input from the CREDC Executive Director and or County staff.

VII. Written Agreement Requirement and Compliance

All economic development incentives approved by the Board of Commissioners will be formalized in writing via a letter or memorandum of understanding (MOU) between the County and the recipient business. At a minimum, the letter / agreement should outline the following:

1. A complete description of the location of the proposed business project.
2. A list of the kinds and amounts of property values, revenues, incomes, or other public benefits that the business will provide.
3. A description of the incentives being offered and the method for calculating such incentives.
4. A provision for determining compliance and measuring whether an applicant and other responsible parties have meet their obligations under the agreement.
5. A provision for cancellation of the agreement, and recapturing of incentives if the project is determined not be in compliance.
6. Such other provisions as the County shall deem appropriate.

The County reserves the right to audit a business to assure compliance with the terms of the agreement.