



**Carl Vinson
Institute of Government
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Hyundai (HMGMA) in Southeastern Ga

For GACCM Association
November 14, 2024

Overview

HMGMA Impacts

Challenges/Opportunities

- Workforce availability

- Workforce housing

- Utilities, infrastructure

HMGMA in Context of Savannah MSA Economy

- Long Run Drivers

 - Logistics

 - Manufacturing

Monitoring Regional Economies

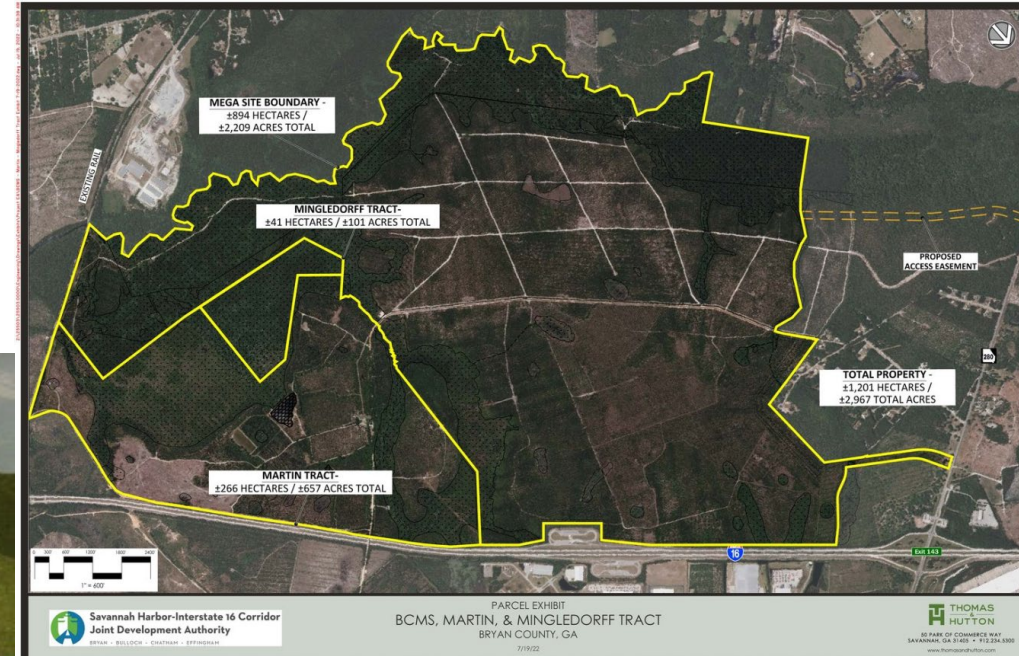


Hyundai Motor Group Metaplant America (HMGMA)

\$8 billion investment
16 million sq ft
300,000 vehicles annually
8,100 jobs at metaplant
+6,000ish supplier mfg jobs

Opens **2024**

5-year ramp-up
in operations



Metaplant Now Operational

Now Open
Approx 800-900 Employees



Hyundai: Regional Economic Impacts

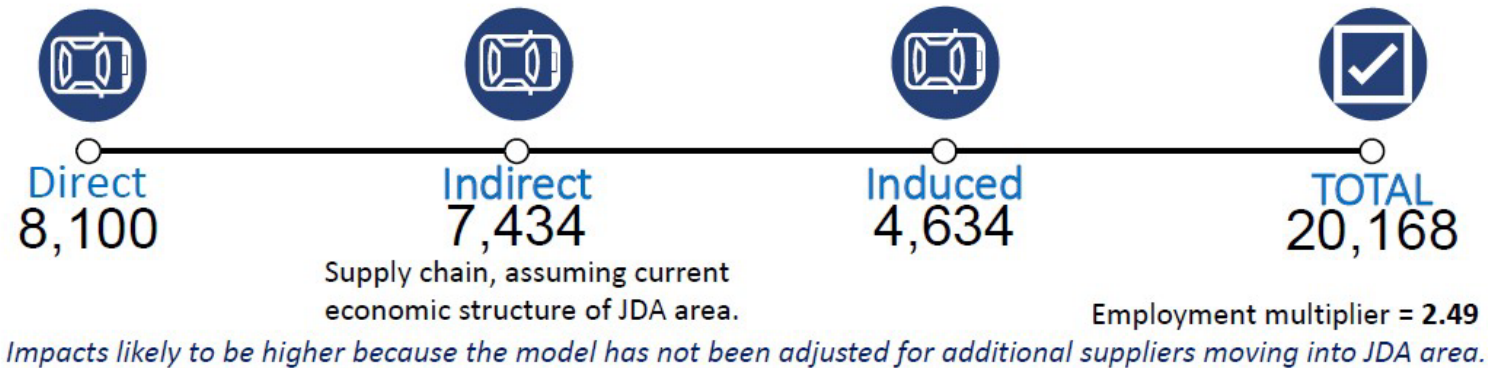
Direct: Jobs at HMGMA

Indirect: EV supply chain

Induced: Jobs from recycling on labor earnings at HMGMA and supply chain

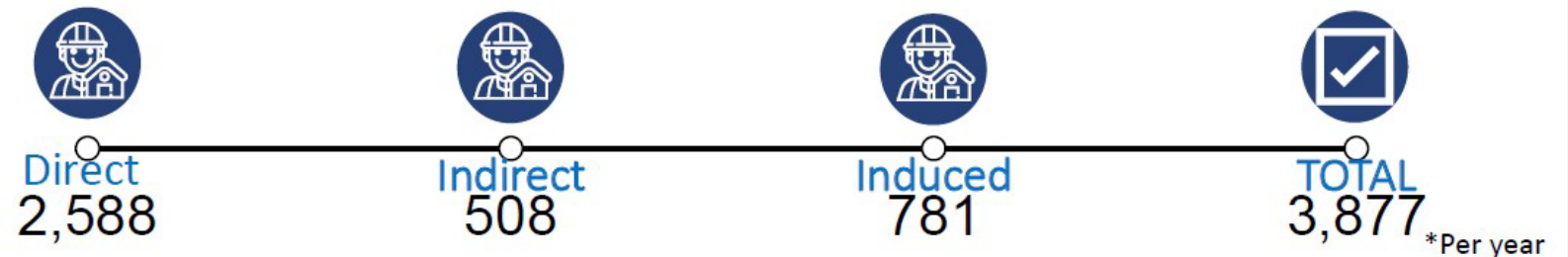
OPERATION OF EV AND BATTERY PRODUCTION FACILITIES

(at full operation with 8100 jobs):



CONSTRUCTION IMPACTS*

(using the same 10-year build-out as used for LOCI analysis):



Hyundai suppliers are coming....

11/22 AJIN Georgia
630 jobs
\$317 mil
Bulloch County

11/22 Hyundai Mobis
1,578 jobs
\$926 mil
Bryan County

1/23 Ecoplastic
456 jobs
\$205 mil
Bulloch County

2/23 Seoyon E-HWA
740 jobs
\$76 mil
Chatham County

2/23 Sewon America
740 jobs
\$300 mil
Effingham County

3/23 PHA
402 jobs
\$67 mil
Chatham County

4/23 Seohan Auto Ga.
180 jobs
\$72 mil
Liberty County

5/23 Hanon Systems
160 jobs
\$40 mil
Bulloch County

6/23 Woory Industrial
130 jobs
\$18 mil
Laurens County

6/23 NVH Korea
160 jobs
\$72 mil
Henry County

8/23 Daesol Ausys Ga
140 jobs
\$72 mil
Harris County

9/6 DAS Corp
300 jobs
\$35 mil
Candler County

10/23 Daechung Seat
Sav.
500 jobs
\$72.5 mil
Chatham County

10/23 Hwashin
460 jobs
\$176 mil
Laurens County

11/23 Hyundai Ind Co
100 jobs
\$24 mil
Coweta County

12/8 Kyungshin America
70 jobs
\$22 mil
Effingham County

2/24 Doowon Climate
Control
200 jobs
\$30 million
Candler County

**Total Announcements
to date: 2/6/24
\$2.7 billion
6,946 jobs**

HMGMA Suppliers announced as of 2/6/24

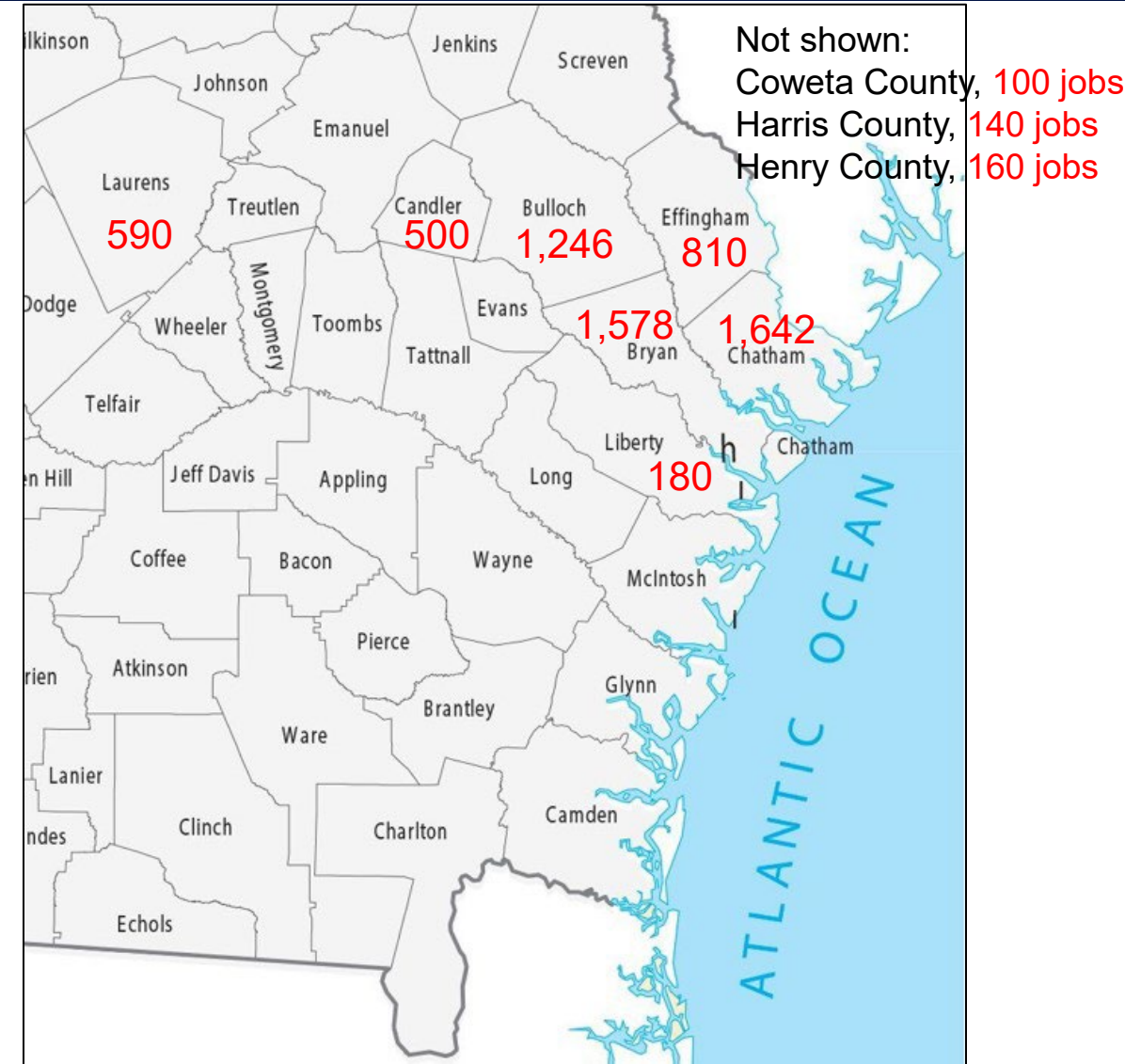
17 suppliers:

6,946 jobs

\$2.7 billion investment

Manufacturing employment
adding 300-500 workers per
quarter

+10% increase in regional
manufacturing employment
in 2024



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Bryan: 33.0 minutes
Bulloch: 24.0 minutes
Chatham: 22.4 minutes
Effingham: 30.0 minutes
Liberty: 23.5

Georgia: 28.4 minutes

Challenges/Opportunities

Workforce availability

Workforce housing

Utilities, infrastructure

60-Minute Labor Watershed

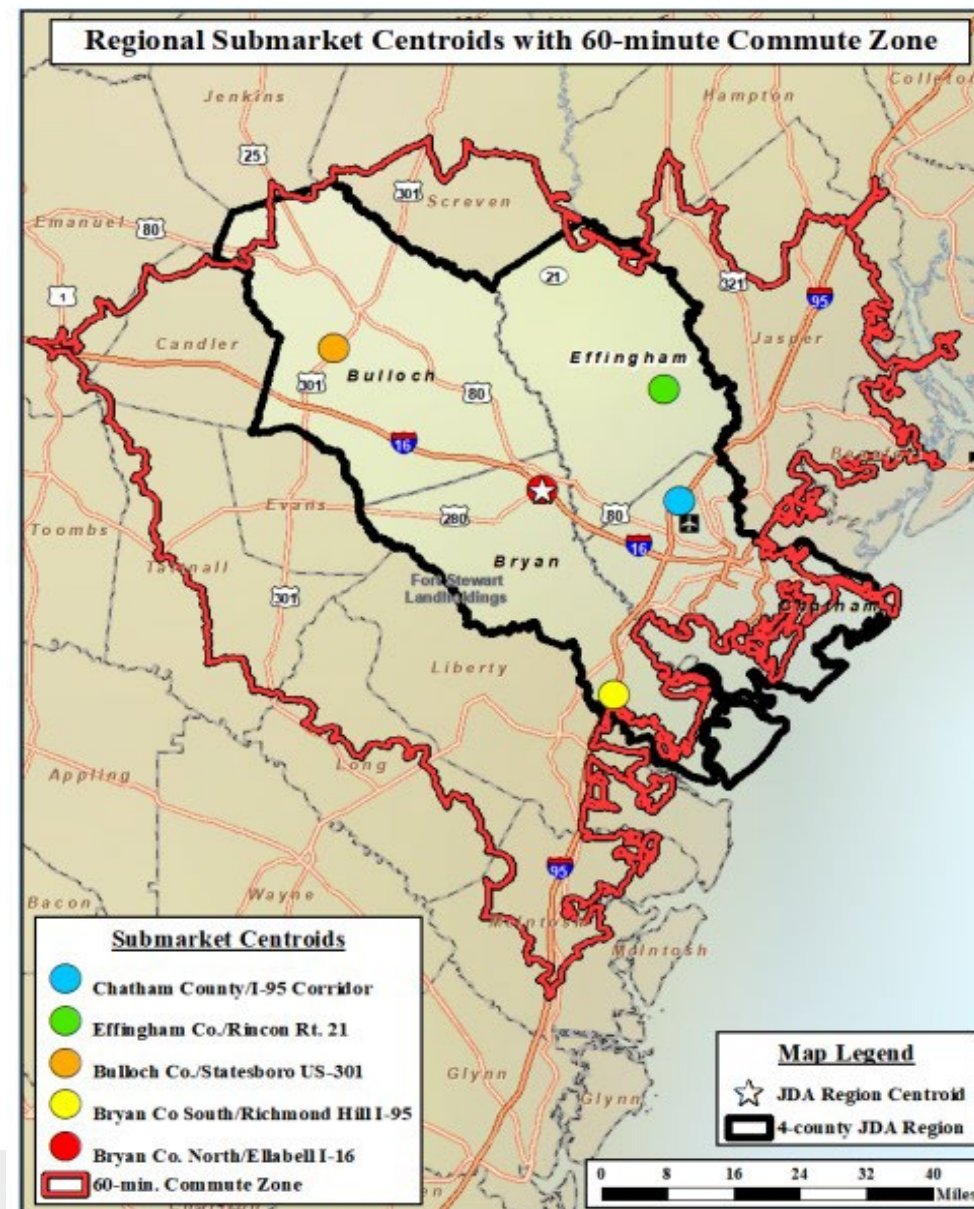
16 counties

Approximately 700,000 persons

6% of regional workforce within 20 minutes of site

Tight labor market:

2% to 3.5% Unemployment Rate



JDA-Commissioned Workforce Development Study

Wadley Donovan Gutshaw Consulting

Labor Supply exhausted in 2025

Occupational Demand to 2027
81% of total needed

Industrial Labor Projected Supply/Demand Balance

Year	Annual Additions to:		Supply Deficit	Underemployed One-Time Supply	Supply Balance
	Supply	Demand			
2023	1,947	2,494	548	4,716	4,168
2024	1,947	5,502	3,556	4,168	613
2025	1,947	4,013	2,067	613	-1,454
2026	1,947	3,914	1,968	0	-1,968
2027	1,947	4,153	2,206	0	-2,206
2028	1,947	3,489	1,542	0	-1,542
2029	1,947	3,058	1,111	0	-1,111
2030	1,947	2,913	967	0	-967
2031	1,947	3,032	1,085	0	-1,085

Industrial Occupations
(New Demands: '23-'27)

Total Demand, All B/C Occupations:

20,076

Top Occupational Demands

General Laborers (mat'l movers, etc.)	4,469
Assembler & Fabricator	2,365
Forklift/Industrial Truck	1,911
Stocker/Order Filler	1,761
Industrial Maintenance/Mechanic	1,634
Truck Driver	1,119
Machinist/Cutting/Grinding	1,113
Production Workers, Other	929
Inspector/Tester/Sampler	620
Welding/	413
	16,334

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Georgia
City-County
Management Association

Suggested Solution.....

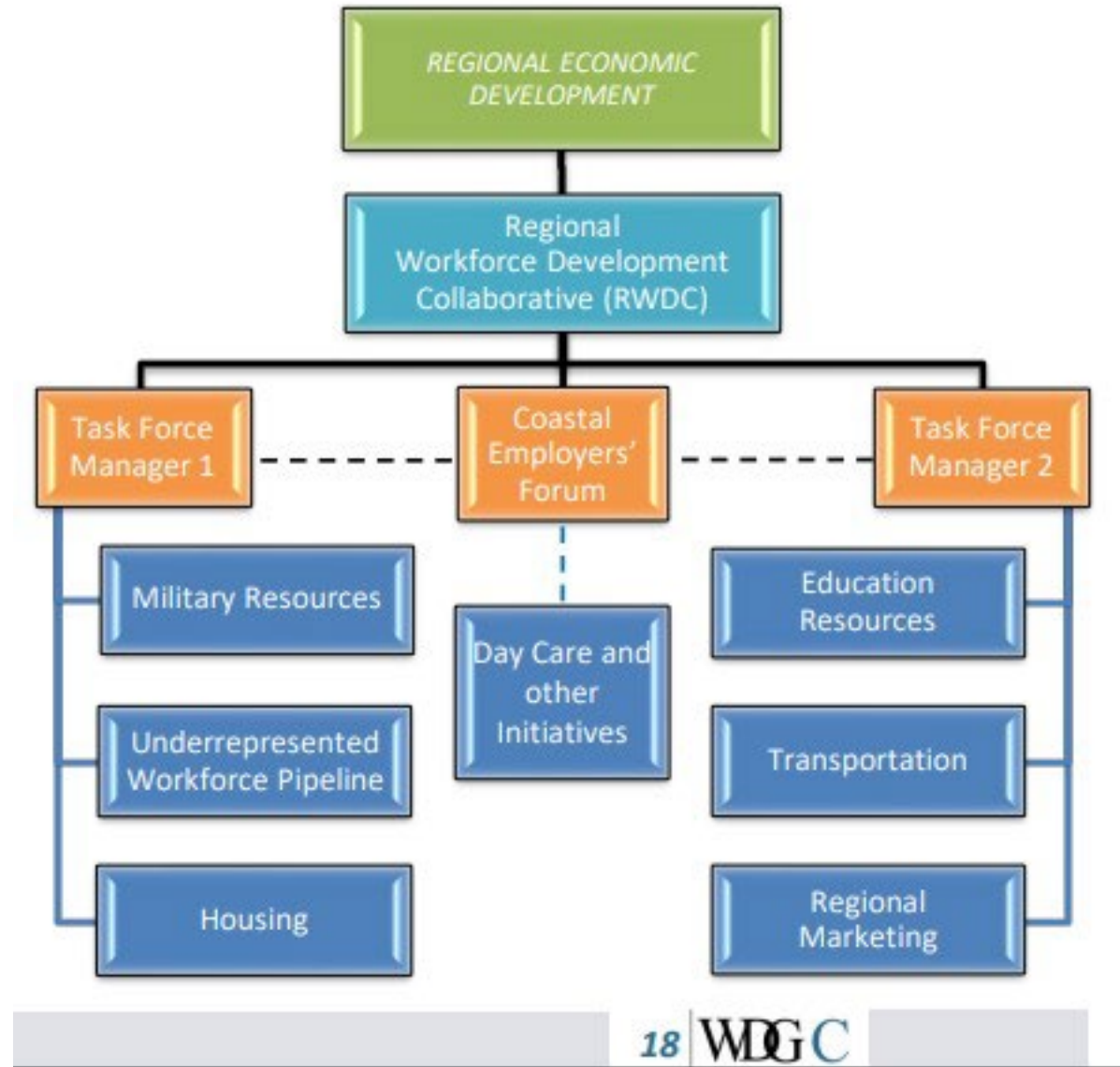
Regional Workforce Development Alliance

Public/private partnership

Encompasses geography of 60-minute watershed

Mission:

- a) Coordinate regional business attraction and retention, and workforce development
- b) Provide support for mega projects
- c) Review of and feedback on RWDC activity



Workforce Housing

In long run,
approximately
2/3rds or more of
workers will migrate
to the region.

Chatham County
share: 3000-4000
new households

Understanding the Problem

The need for safe, stable, healthy, quality housing in our area is acute. A recent market analysis estimates that Chatham County has a housing deficit of 10,000 units across all price points.

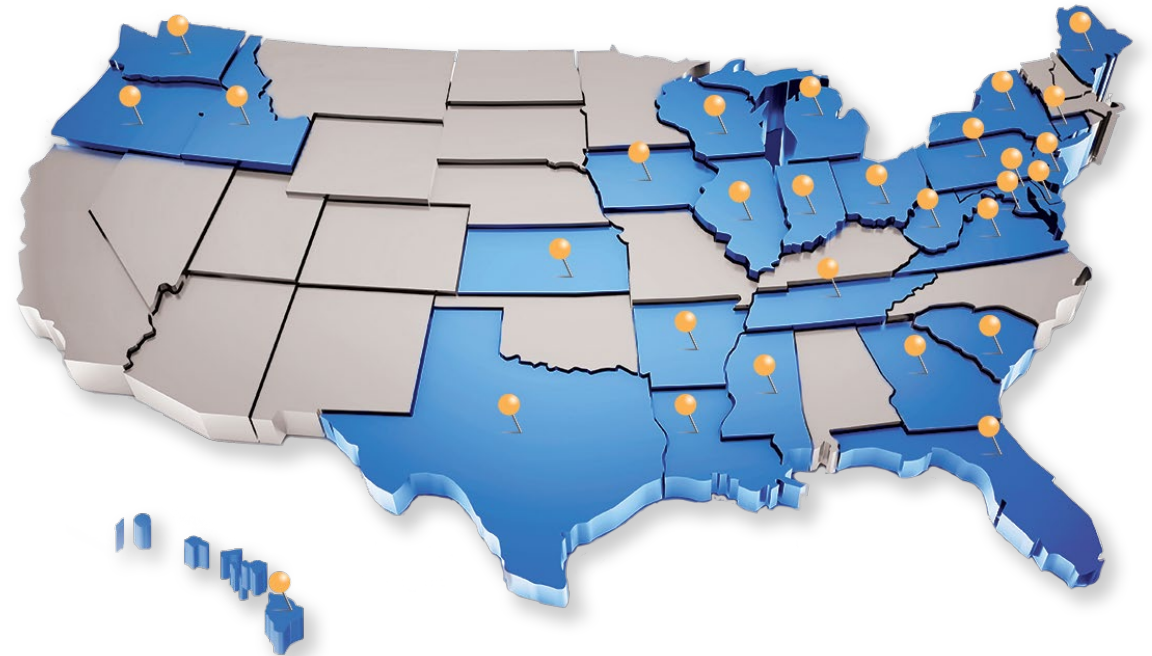
The majority (73%) of those units are needed for low- to moderate-wage households – those earning between 30% (\$17,500) and 120% (\$70,500) of AMI, or Area Median Income, as determined by HUD.



United For ALICE

Asset **L**imited, **I**ncome **C**onstrained, **E**mployed

- Founded (2009) and powered by United Way of Northern New Jersey
- Georgia was the 29th state
- Comprehensive measures of financial hardship
- ALICE has an income above the Federal Poverty Level, but below the cost of basics in the county where they live.



UnitedForALICE.org



Meet ALICE

Asset **L**imited, **I**ncome **C**onstrained, **E**mployed

- Working, often in essential jobs, sometimes more than one
- Little or no savings — for emergencies or future investments
- Cost of basics (esp. food, housing) are on the rise and far outpacing income
- Inflation and crisis hit harder
- Often earning too much for traditional public assistance
- Elevated anxiety and depression



The ALICE Household Survival Budget

The Household Survival Budget reflects the minimum cost to live and work in the modern economy. This budget is the basis for determining whether households are above or below the ALICE Threshold by county.

Housing



Child Care



Food



Transportation



Technology



Health Care



Taxes



Miscellaneous

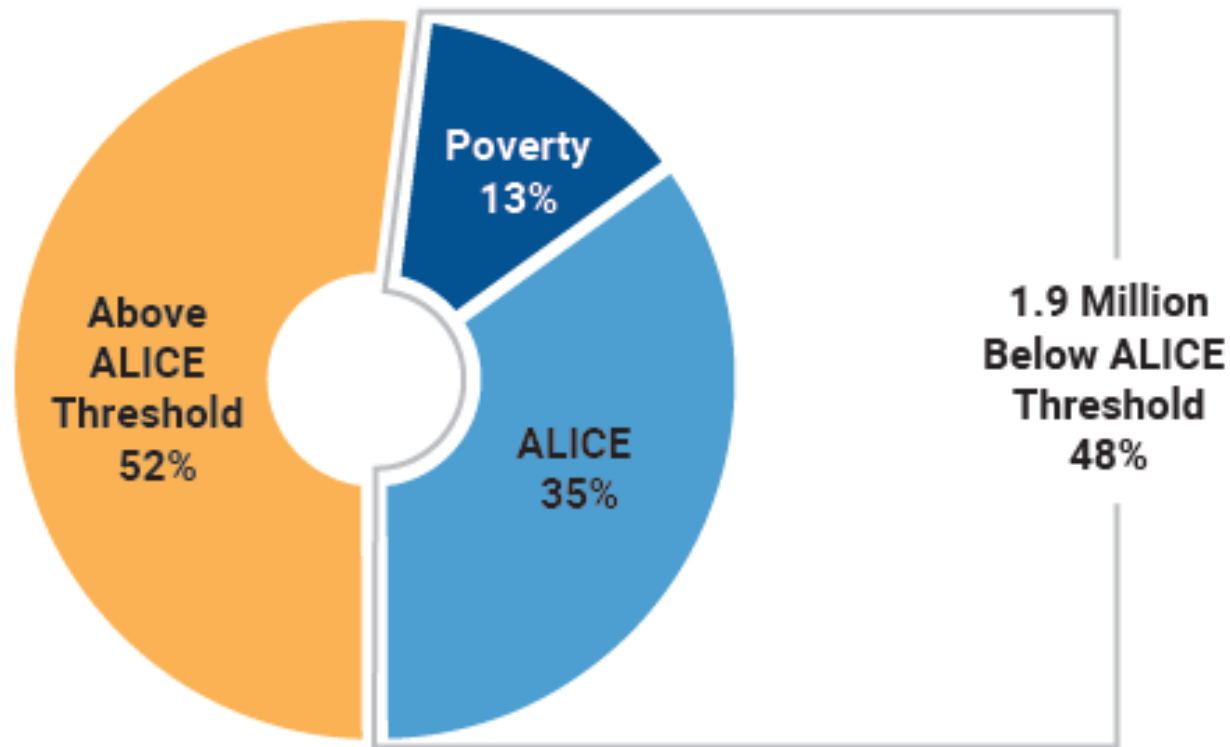


UnitedForALICE.org/Household-Budgets/Georgia

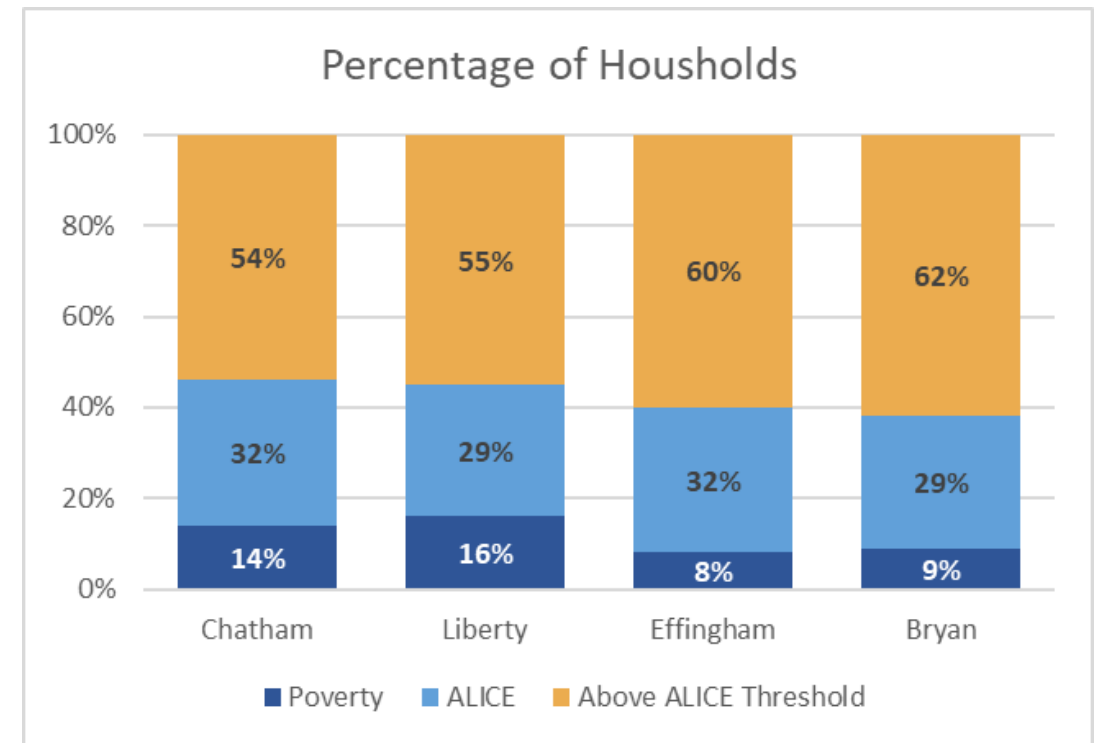


Understanding Financial Hardship in Region

Total Households in Georgia = 4,021,382



Regional Snapshot



Utilities/Infrastructure

Water

GA EPD Permit:

- Approved 6.6 million gallons per day from Bulloch County wells
- Bulloch County wells provide water to Bryan County site
- HMGMA: 4 million gpd
- Other development: balance of supply
- Must phase out use of Floridan Aquifer use by year 25

US Army Corps of Engineers: re-evaluation of water permit under Clean Water Act

Notable:

City of Savannah plans in increase capacity by 42 million gpd in next two decades from Savannah River.



Roads, highways, bridges and other Infrastructure

Site Development: \$650 million total

\$300 million for water-related infrastructure

\$200 million for roads

\$150 million for all other utility infrastructure

\$6.8 million for rail extension

\$62.5 million for workforce development training center

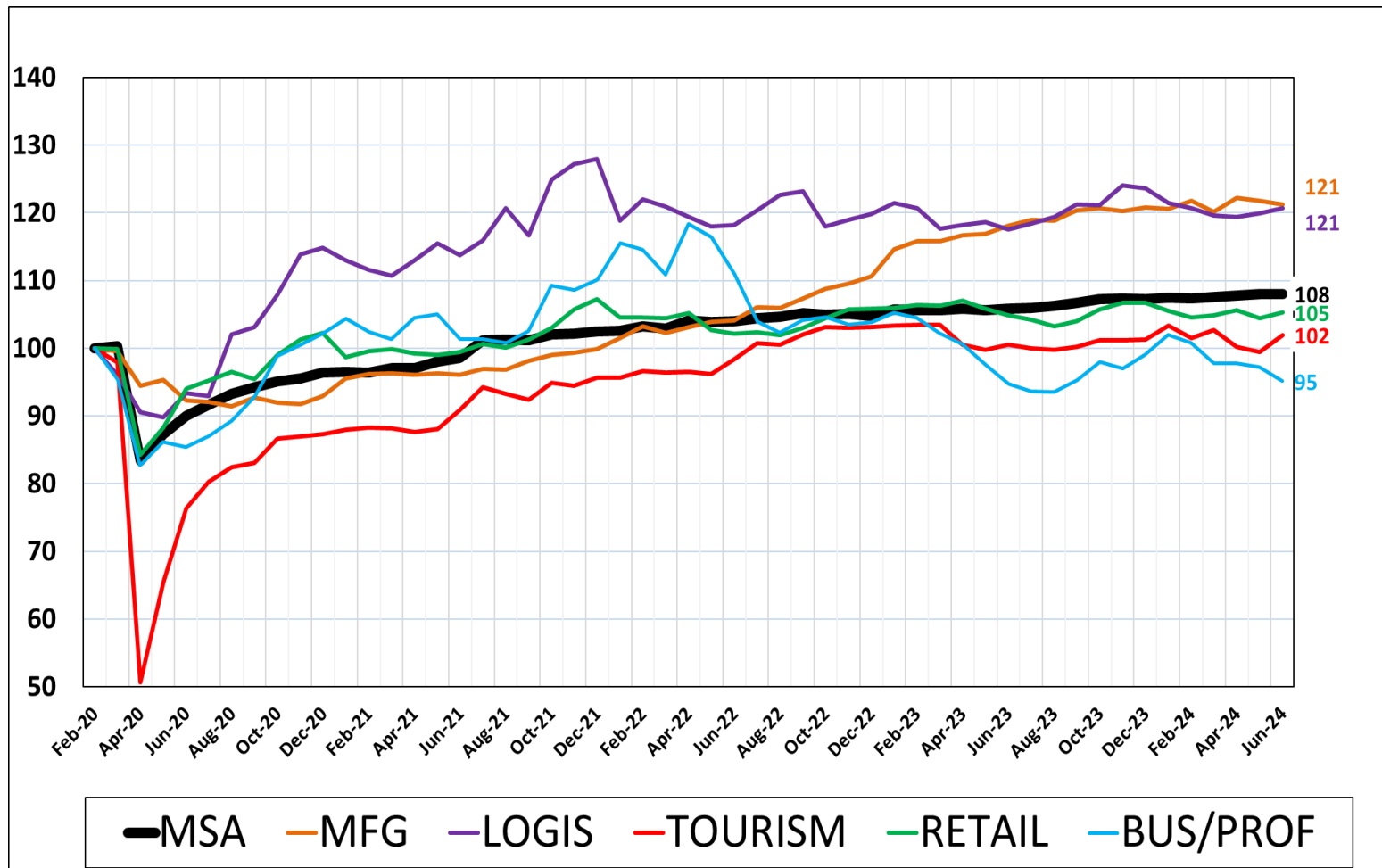
Other costs related to residential and commercial development???



HMGMA: Context in Savannah MSA Economy



Sav MSA Index of Sector Growth (Feb 2020 = 100)



Employment Recovery:

- 1) MSA at 108%
- 2) **Logistics** at 121%
- 3) **Manufacturing** at 121%
- 4) Tourism at 102%
- 5) Prof/Bus Services at 95%

Port Activity and Savannah MSA Economy



GPA:

+30% capacity to approx 10 mil TEU by 2025
+\$4.5 billion investment over next 10 years

A Typical Freighter:

12,000 TEUs = 40 jobs
12,000 TEUs = 200,000 ft²

Logistics: 2024



Logistics & Distribution

Total 12/2024 inventory: 140 mil ft²

- + 13 million ft² by end of 2024
- + 21 mil in 2023
- + 16 mil in 2022
- + 8 mil in 2021
- + 7 mil in 2020
- + 12 mil in 2019

Vacancy rate: 7%

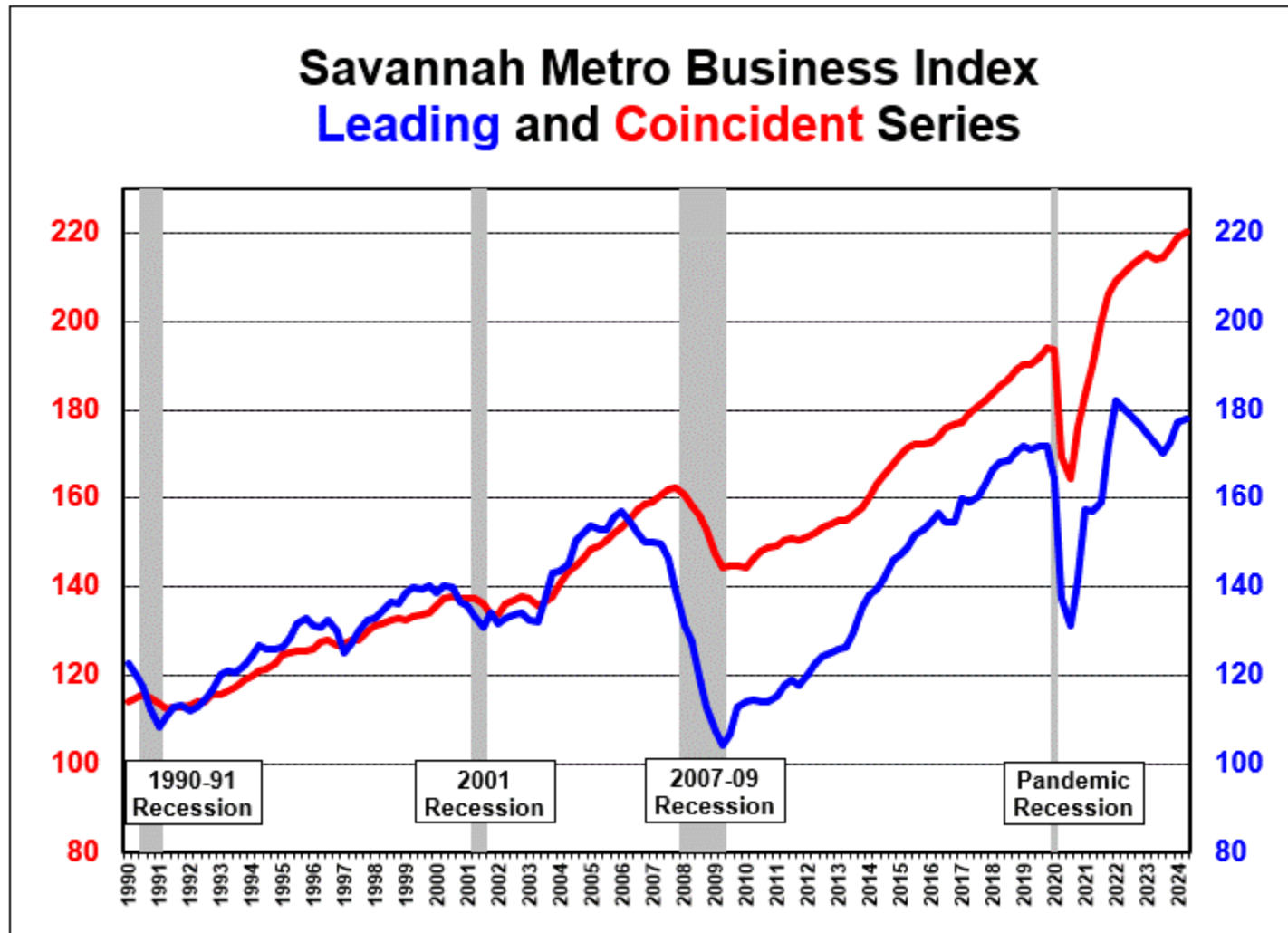
Monitoring Regional Economies



Savannah Metro Economic Indicators

- **Total Employment**
- **Tourism Activity (hotel taxes and airport boardings)**
- **Retail Sales**
- **Port Activity: GPA Containers (TEUs) Handled**

2024: Sav MSA Sustainable Growth



2024:Q2 index: +2.4%

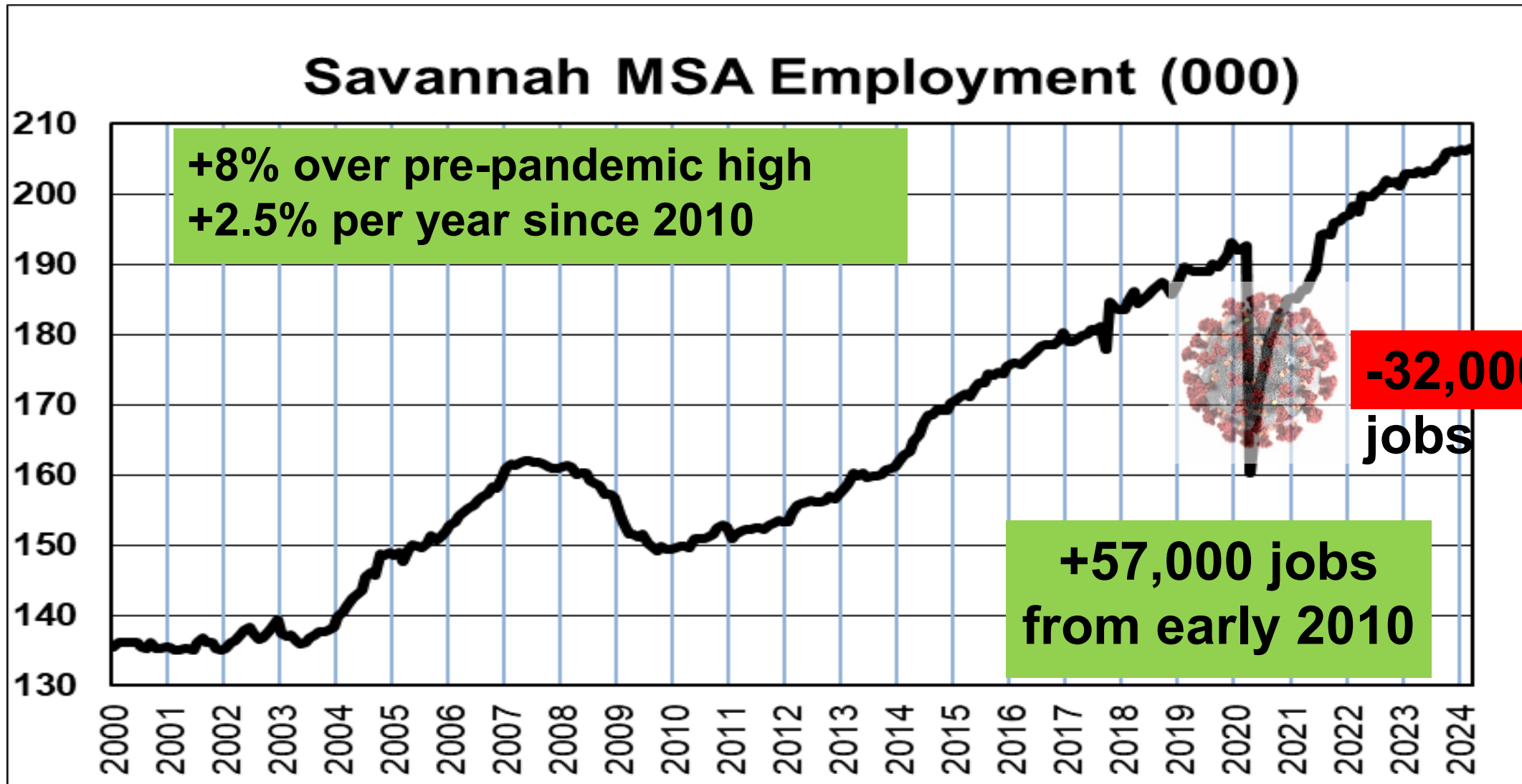
Improving signal from the forecasting index

Both pointing to apprx
2% to 3% through 2024

Longer term factors....

- 1) HMGMA
- 2) Logistics

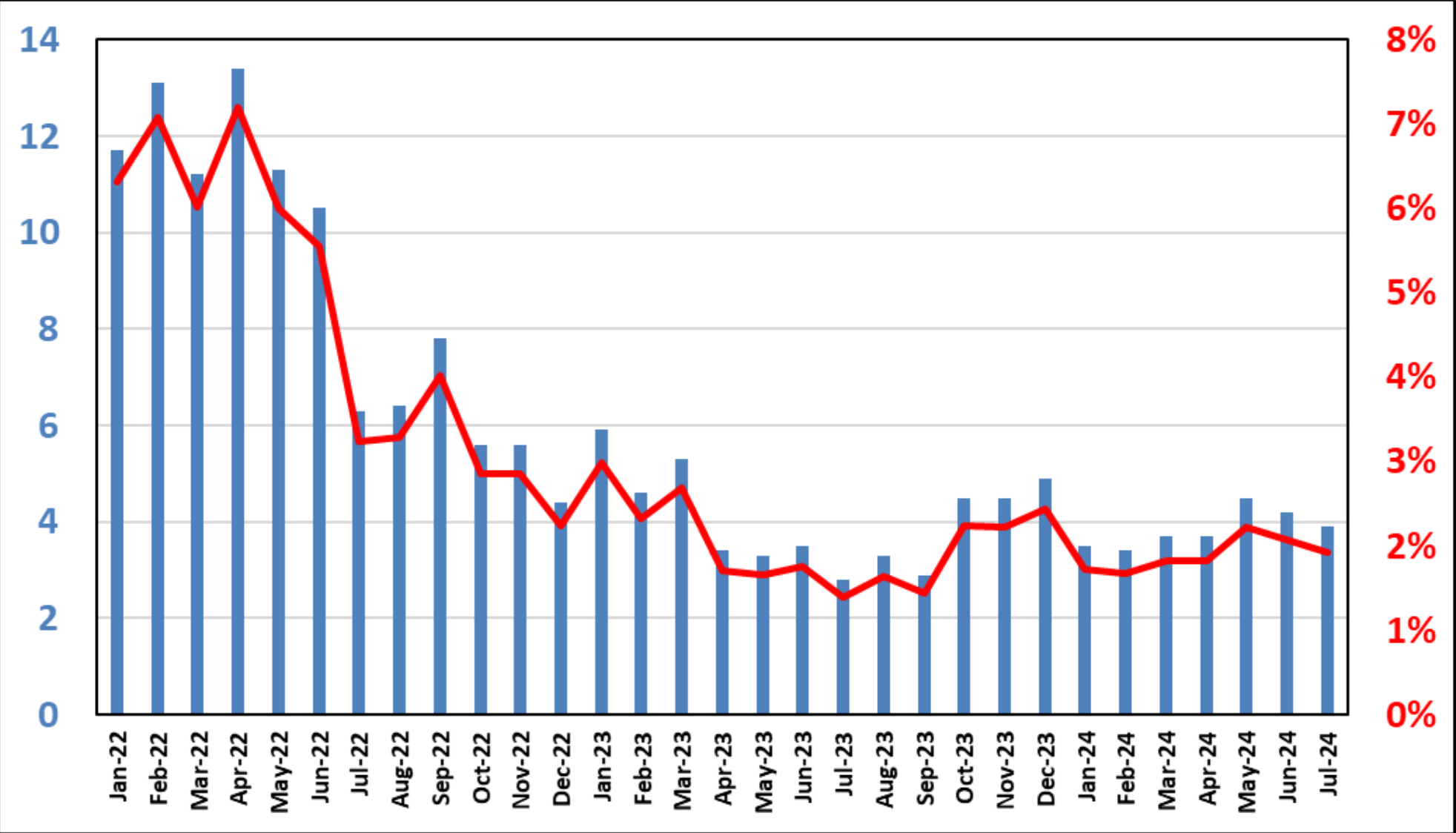
SAV MSA Employment on trend



Savannah MSA Employment 12-Month Change (000) and Percent Change

Regional
employment
growth
continues:

+2% during
previous 12
months





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Key Take-Aways

- **Major Project**
- **Massive Economic Impacts**
- **Notable Challenges and Opportunities:**
 - Workforce Development
 - Workforce Housing
 - Utilities/Infrastructure
- **Effects are layered on an already growing regional economy**
- **Coordination of regional response will be important**

CVIOG

INFORM. INSPIRE. INNOVATE.



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COMMUNITY BRANDING

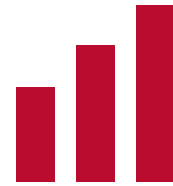
GEOGRAPHIC INFORMATION SYSTEMS (GIS)



CUSTOM
APPLICATION
DEVELOPMENT



DOWNTOWN
DEVELOPMENT



DATA ANALYTICS
& VISUALIZATION

FINANCE COURSES • GOVERNMENTAL PROFESSIONALS CERTIFICATION



STATE & LOCAL GOVERNMENT SERVICES

STRATEGIC  PLANNING



SCHOOL
LEADERSHIP

SURVEY RESEARCH & EVALUATION



ONLINE COURSES • LEADERSHIP DEVELOPMENT • ECONOMIC DEVELOPMENT TRAINING

WORKFORCE DEVELOPMENT



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PLANNING RETREATS AND CUSTOMIZED FACILITATION