

# The STATE of SMALL BUSINESS:

## Supporting Georgia's Small Business Community

We **SPEAK** Business 



# AT A GLANCE

## GEORGIA SMALL BUSINESS

- **99.8%** of all business in Georgia are small businesses.
- **1.1 million** small businesses in Georgia.
- **80%** of the work GDEcD does is with small business.



# State of Small Business Resource Links



# Small Business Resource Page

GDECD'S [SMALL BUSINESS RESOURCE PAGE](#) CHAMPIONS SMALL BUSINESS

- Links to information on starting, growing and funding a small business (most visited GDEcD webpage)
- Primarily for *early stage entrepreneurs*
- Helps with acquiring business licenses, tax questions, etc.
- Shares insights and information regarding certifications, networking opportunities and webinars with partner organizations (SBDC)
- Resources regarding procurement and minority-owned businesses

[www.georgia.org/smallbusiness](http://www.georgia.org/smallbusiness)

# Tax Incentives for Small Businesses

Our [2022 Incentives Guide](#) educates businesses on these available incentive resources

## SMALL BUSINESS TAX RELIEF

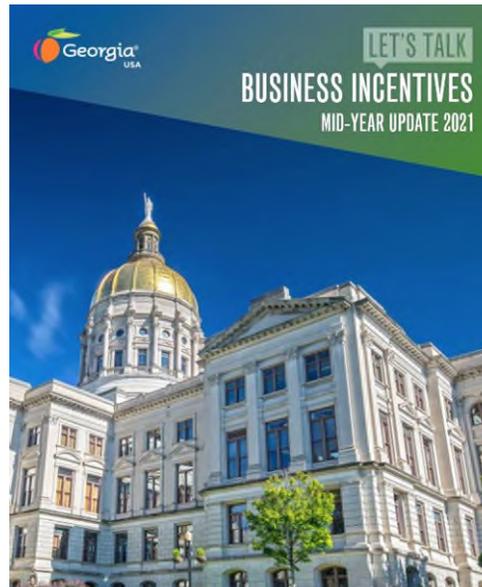
Allows for faster depreciation on equipment deduction.

## ENTREPRENEURIAL AND SMALL BUSINESS DEVELOPMENT LOAN GUARANTEE PROGRAM

Loan support for rural Georgia small businesses.

## SPECIAL ZONES (GEORGIA OPPORTUNITY ZONES, MILITARY ZONES)

Specialized tax credit for investment in certain qualified areas of the state.



# Regional Project Managers

- 12 regional project managers throughout the state are tasked with growing existing industries, including small businesses.
- Work with all agencies and local chambers to find the best solutions for small business expansion.



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REGIONAL PROJECT MANAGER  
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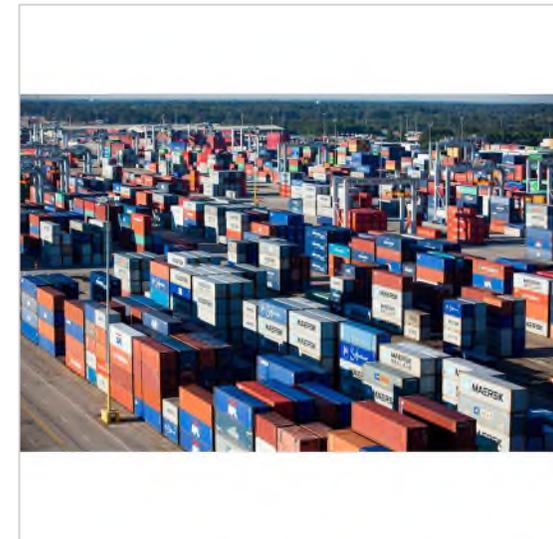
[www.linkedin.com/fernandakirchner](http://www.linkedin.com/fernandakirchner)



# CONNECT to Funding Resources

For existing small businesses international trade and art nonprofits, GDEcD can help with connections to grant programs:

- [Go Global Georgia](#): International Trade marketing grants (trade show booth fees, marketing material, international travel expenses)
- [Georgia Council for the Arts](#): Grants for nonprofits in the arts



# International Markets and Customers

Small businesses looking for international customers:

- Export services
- Export directory
- Trade show presence
- Export training
- 12 worldwide representatives
- Go Global Georgia grants
- Procurement webinars



# Innovation Solutions

- Through the **Center of Innovation**, small businesses access entrepreneurial counseling and innovation solutions with experts in:
  - **Aerospace**
  - **Energy Technology**
  - **Agricultural Technology**
  - **Information Technology / Digital Media**
  - **Logistics**
  - **Manufacturing**
- Innovation Support by experienced center staff:
  - *What does your small business need?*
  - *What is holding your small business back?*
  - *Where does your small business want to go?*



# Georgia Defense Exchange

## MILITARY PROCUREMENT

- Small businesses looking for contracts at Georgia's military installations
- Contract database connects small businesses and military contract opportunities

[www.gdx.georgia.org](http://www.gdx.georgia.org)



# Georgia's Film Industry



- 
- Connects small businesses to the thriving film industry, which facilitates hundreds of productions annually and spends billions of dollars in Georgia.
  - Georgia's film industry is supported by thousands of small businesses many highlighted in [Georgia Film Works](#) story webpage
  - [Production Directory for Crew and Vendors](#):
    - Online small business directory for vendors in film
  - [Camera Ready Contacts](#):
    - Local points of contact for film industry who can engage and promote local small businesses for film production

# Small Businesses in Tourism

## MARKETING ASSISTANCE FOR TOURISM SMALL BUSINESSES

- Most small businesses in tourism do not have the budgets for marketing to consumers
- **Explore Georgia** connects the consumer to tourism small businesses in Georgia
- **Explore Georgia** is structured to promote marketing tools and support for small businesses in tourism, plugging them in to the thriving hospitality and tourism industry



VISIT  
**SAVANNAH**  
EST.  1733

# MARKET

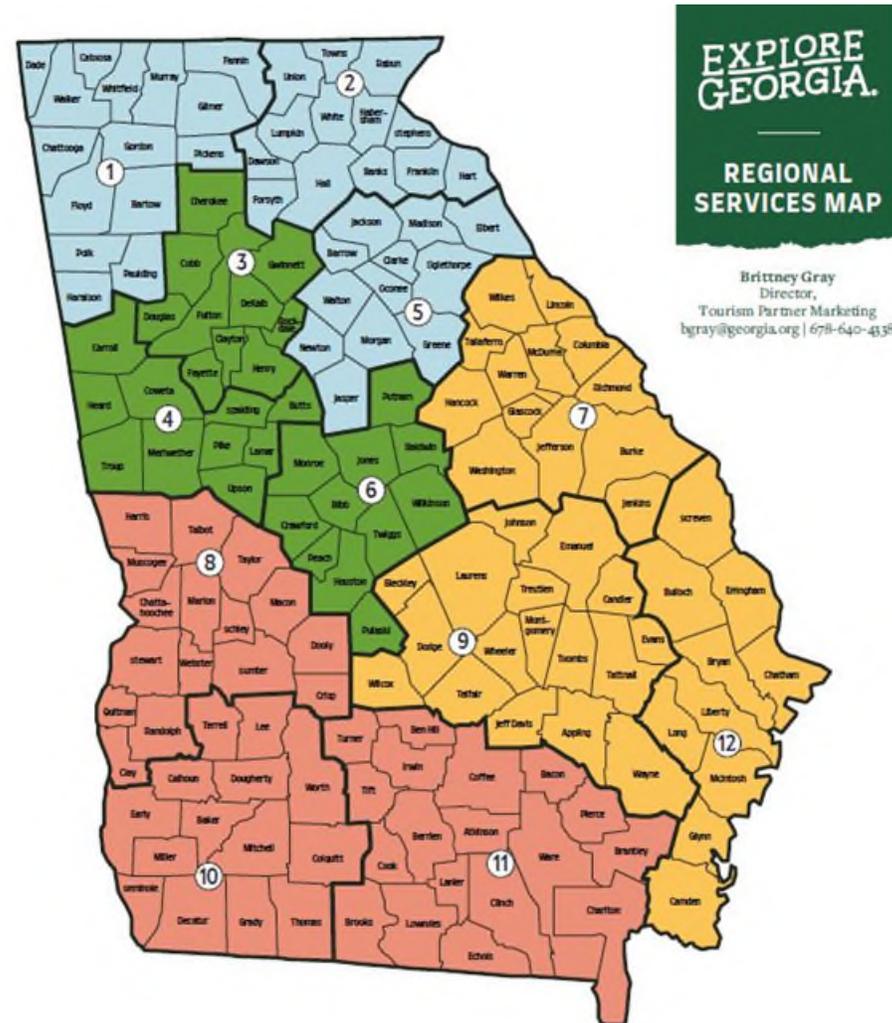
## MARKETING ASSISTANCE FOR TOURISM SMALL BUSINESSES

### Regional Product Managers:

- Points of contact for tourism industry in regions across the state
- Helps tourism small businesses market throughout their communities

### Menu of Digital Marketing Tools:

- Website (1 million unique visitors a month)
- Social media
- Travel guide
- Marketing emails
- Tourism data dashboard



# Nija Torrence

TOURISM MARKETING MANAGER,  
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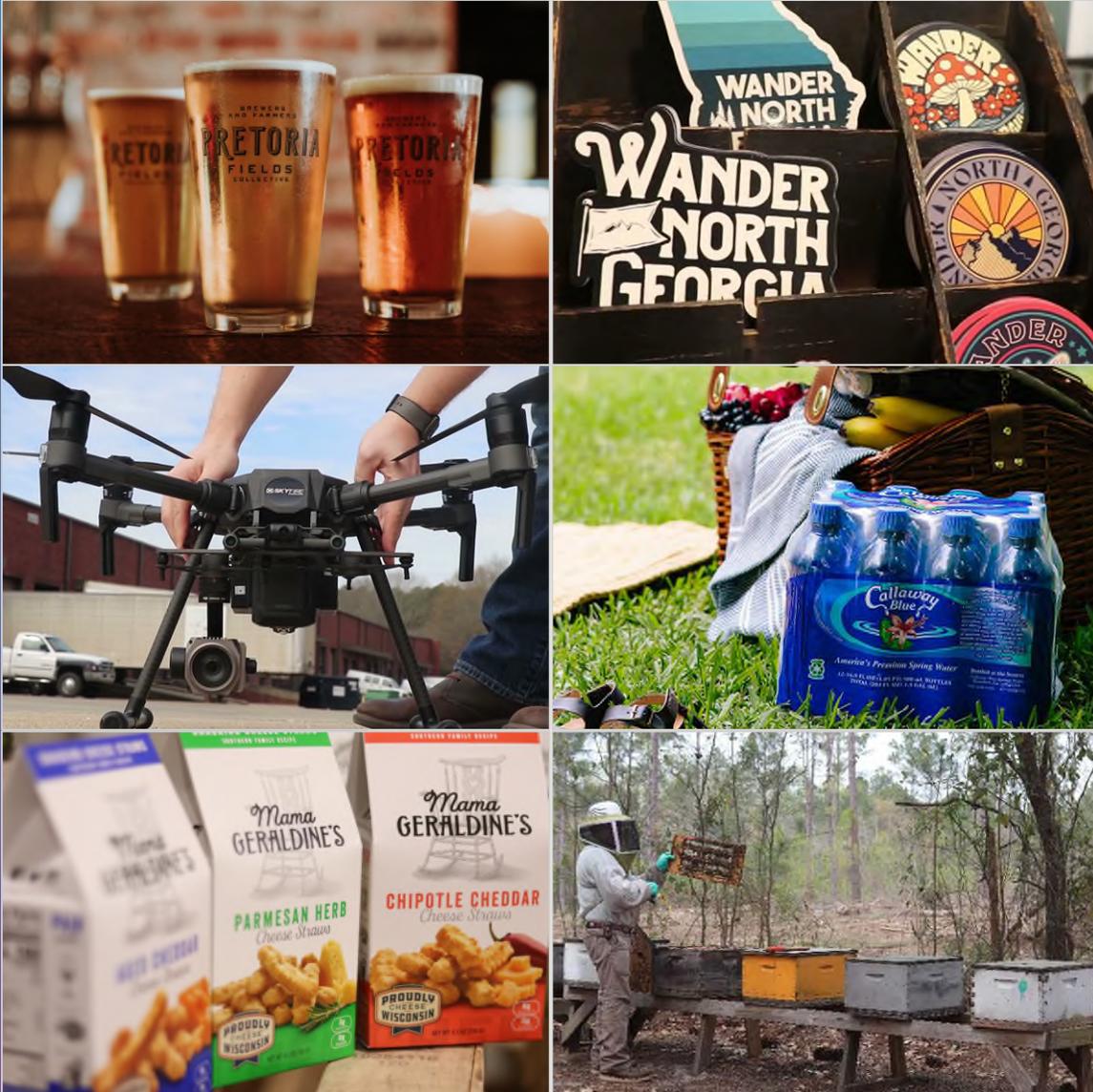
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# MARKET

## MARKETING FOR SMALL BUSINESS ROCK STARS

- Each year, GDEcD and the Georgia Economic Developers Association (GEDA) recognize a handful of outstanding, unique, and impactful small businesses in Georgia as they continue to take risks, impact communities and employ Georgians.
- Winners are recognized by Governor Kemp and heavily promoted on GDEcD's social media platforms.



# State of Small Business Resource Links



## Director of Small Business Outreach



***Allen Fox** is the department's lead in programs and initiatives relative to small business*

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# THANK YOU

We **SPEAK** Business

