

INNOVATION IN MIDDLE GEORGIA ▾



LIVING IN MIDDLE GEORGIA ▾

# About the Middle Georgia Innovation Project

# THE MIDDLE GEORGIA INNOVATION PROJECT

## OVERALL GOALS

Overall Project  
Goals

- Develop the Middle Georgia innovation ecosystem
- Provide a road map for Middle Georgia to become a 'Software Center of Excellence'
- The project will advance the efforts building the workforce that Middle Georgia needs for the future





# THE MIDDLE GEORGIA INNOVATION PROJECT

## HIGH LEVEL ROADMAP STRATEGIC ACTIONS



### #1 Create a Middle Georgia Innovation Corridor

- Form 'One Middle Georgia' entity that connects key players
- Build One-Stop Shop process for Innovators/Start Ups

### #2 Expand focus on Industry 4.0 Technologies

- Continue to push into education and technical systems
- Broaden focus of traditional Economic Development
- Pursue Smart Cities concepts and demonstrations

### #3 Amplify STEM and software engineering

- Work in collaboration with school and educational systems

### #4 Broaden appeal of the Region

- Tell the good stories and invest in quality-of-life narrative
- 'Living in Middle Georgia' initiative



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Corridor concept  
brings everything  
together

# ABOUT THE MIDDLE GEORGIA INNOVATION CORRIDOR





We have selected [478innovates.com](https://478innovates.com) as the website URL for the Middle Georgia Innovation Corridor. The telephone prefix for the Middle Georgia region is 478.

# INNOVATING AND LIVING IN THE MIDDLE GEORGIA REGION





## INNOVATION IN MIDDLE GEORGIA ▾

Innovation in Middle Georgia

About the Middle Georgia Innovation Project

About the Middle Georgia Innovation Corridor

Geography of the Middle Georgia Innovation Corridor

The Middle Georgia Innovation Corridor Pledge

## LIVING IN MIDDLE GEORGIA ▾

Living in Middle Georgia

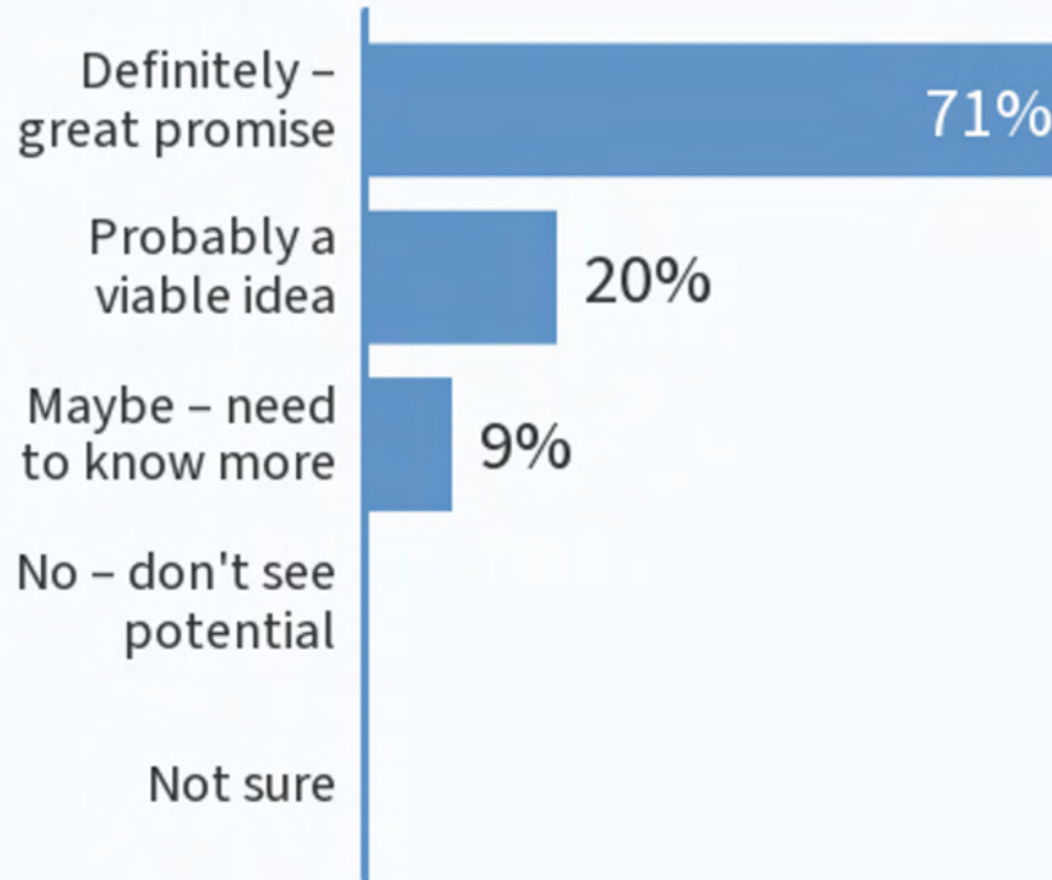
Fast Facts about Living in Middle Georgia

Social Media and Marketing T

Corridor website  
packed with  
information

# INNOVATING AND LIVING IN THE MIDDLE GEORGIA REGION

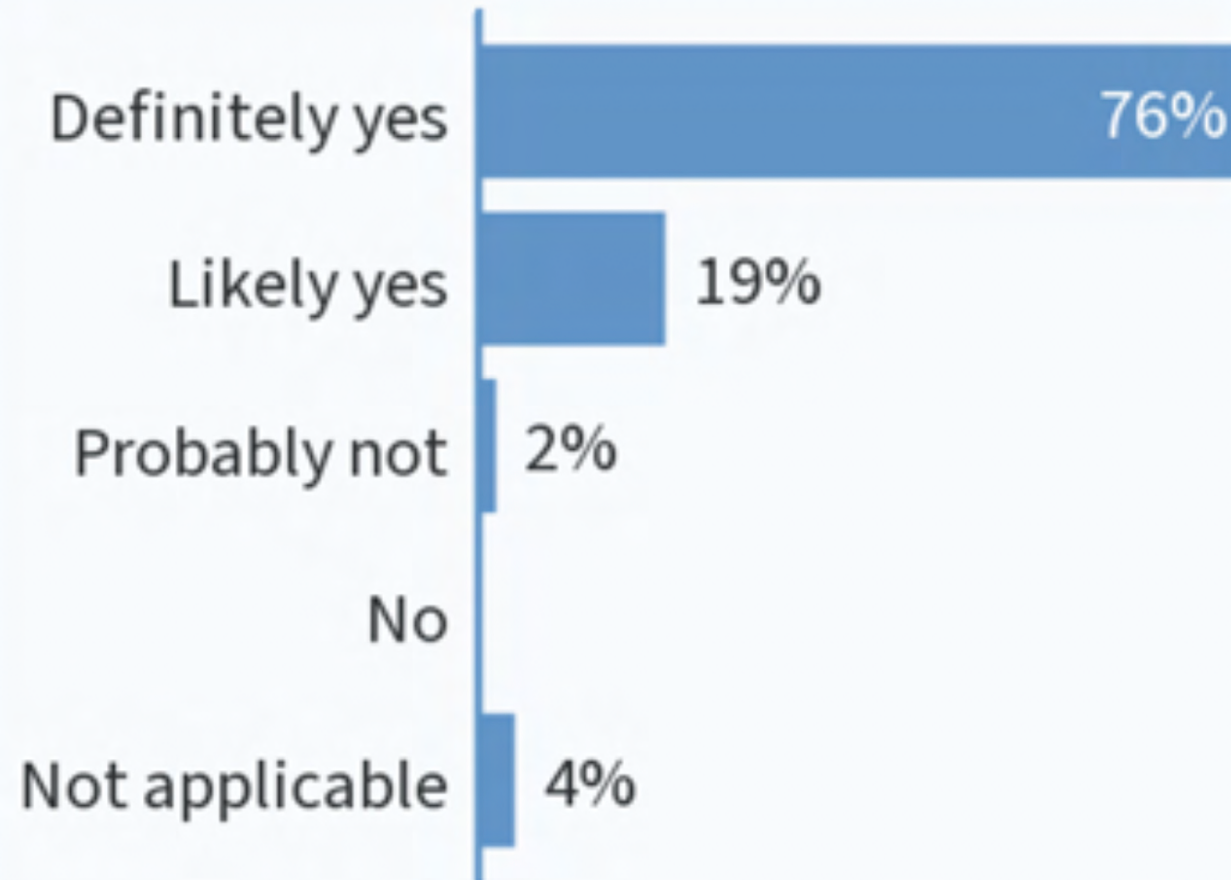
# Is creating a Middle Georgia Innovation Corridor a promising idea?



Tested with local stakeholders



# Do you / your organization want to be part of creating Middle Georgia as center of innovation?



**Gained  
strong local  
support**





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Presents an  
attractive  
proposition

# INNOVATION IN MIDDLE GEORGIA

INNOVATION COMMUNITY

**Middle Georgia is an exciting place to innovate and create.**

The Middle Georgia Innovation Corridor has been launched and this consists of an innovation community which brings together and connects elements of the Middle Georgia region into both a geographic and conceptual space. These elements include defense, manufacturing, industry, education and healthcare.

[Read more about the Middle Georgia Innovation Corridor](#) →





# ABOUT THE MIDDLE GEORGIA INNOVATION CORRIDOR

**Built on existing  
and emerging  
strengths**

## THE INNOVATION CORRIDOR

**The Middle Georgia Innovation Corridor is being propelled by an emerging cluster of technical, scientific and digital based jobs and industries.**

The region outperforms in areas such as Human Capital and Knowledge Creation, with the core urban concentrations of Macon and Warner Robins being especially strong. The region is home to the Robins Air Force Base, which is now supporting new digital engineering systems and advanced battle management missions, in addition to its long-standing role as a manufacturing maintenance industrial complex. The region has an impressive concentration of higher education institutions that produce approximately 7,000 STEM degree graduates a year.





# Geography of the Middle Georgia Innovation Corridor

Proximity is  
important

## A REGIONAL EFFORT

**The Middle Georgia Innovation Corridor is a regional effort and includes all 11 counties within the Middle Georgia region. This corridor is anchored by the counties of Houston and Macon-Bibb.**

# Middle Georgia Innovation Corridor Exploration Map

Mapping  
innovation hot-  
spots

## INNOVATION IN MIDDLE GEORGIA ▾

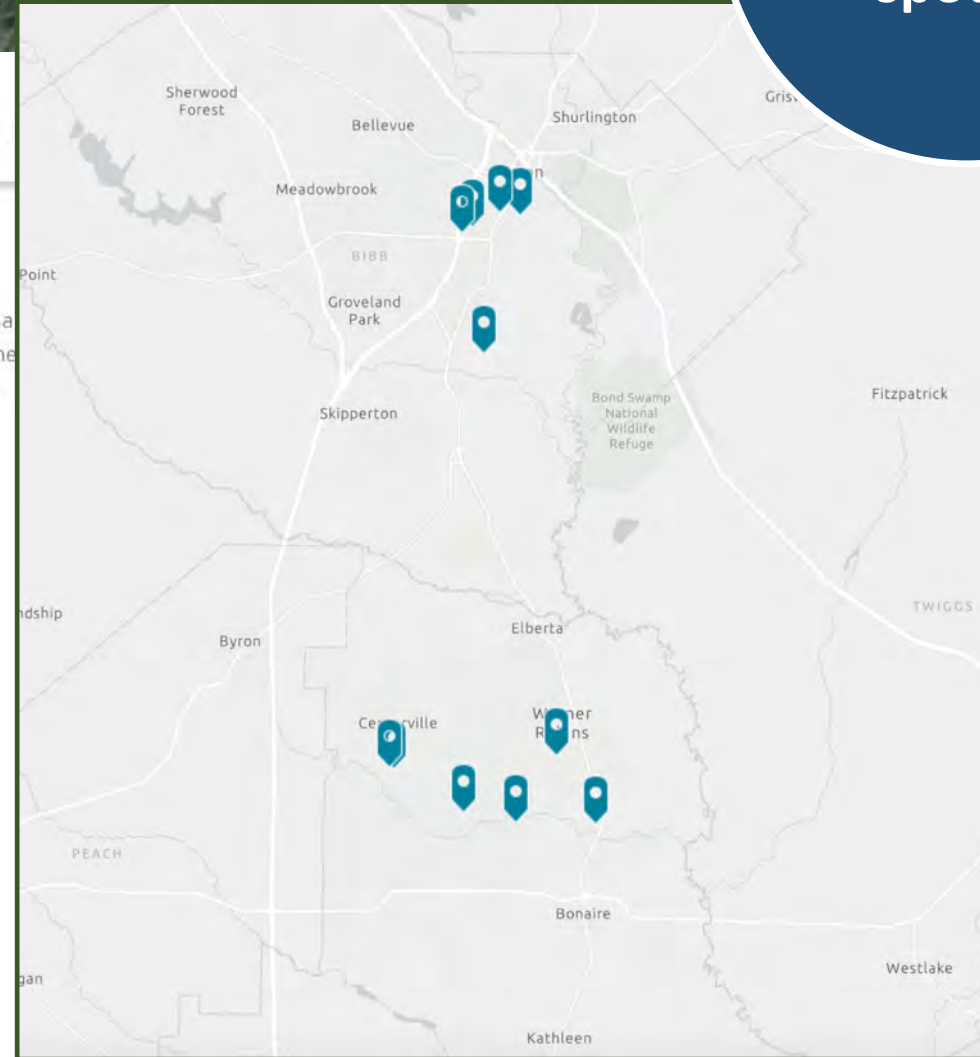


THIS REGION IS

### Rich in Assets

The 11 county Middle Georgia region is rich in assets in innovation, education, industry and manufacturing. There are a number of existing and impactful innovation efforts within the region which will only increase in the future with the new missions at Robins Air Force Base and the realization that now is the time to develop and launch the Middle Georgia Innovation Corridor.

- ▶ Mercer Engineering Research Center
- ▶ U.S. Air Force Advanced Technology & Training Center
- ▶ Mercer University Innovation Center
- ▶ Blue Sky Lab
- ▶ Synergy Innovation Center
- ▶ The Center for Software Innovation
- ▶ Fire Starter FABLab
- ▶ SparkMacon Startup Space
- ▶ Robins Spark Innovation Hub





## Thoughts on the Middle Georgia Innovation Corridor




“ One of the great strengths of Middle Georgia is the combined assets we have in our area; Robins Air Force Base, the Industries, the school systems, and the higher education... we have it all. This is one reason of many we are considered a “Great American Defense Community!”. ”

- **Brigadier General John Kubinec,**  
USAF (retired) President and CEO,  
21st Century Partnership

## Thoughts on the Middle Georgia Innovation Corridor




“ A corridor evokes dynamism, geographical spread, collaboration and inclusivity. Instead of building in one city, our innovation corridor spans a region. In this manner, the corridor creates opportunities for many. There are elements of fluidity and agility with not being stuck in one location that are very appealing to innovation. In this context, innovation can be the vehicle toward social and health equity, economic opportunities for all, and overall a great quality of life. ”

- **Isabelle Magnin,**  
Innovation Leader, Atrium Health Navicent

## Thoughts on the Middle Georgia Innovation Corridor




“ An innovation corridor would foster collaboration between companies, higher education and communities in order to drive transformational activities which would deliver world class talent, quality of life and economic opportunity. ”

- **Ember Bishop Bentley,**  
Chief of Staff and Government Relations Officer



Local voices tell  
the story





## Refining the proposition

### DEFINITION:

*The Middle Georgia Innovation Corridor is a concept which will unite and link individuals and entities from within the 11 county Middle Georgia region. These individuals and entities will all be connected to innovation and emerging/accelerating technologies via industry, research, education, workforce, Robins Air Force Base and local communities. The corridor will continually evolve as innovation is always evolving. The corridor will be dynamic, proactive and progressive as new technologies accelerate. As a regional corridor, the corridor will be collaborative, inclusive and agile in adapting to new technologies, sharing information and attracting new talent/retaining talent for the workforce that is needed now and into the future. The ultimate aim of the Middle Georgia Innovation Project is to build an innovation ecosystem and position Middle Georgia as a "Software Center of Excellence".*





Building local  
ownership

# Embrace the concept of the Middle Georgia Innovation Corridor





## Take the Pledge

**Take action**

I pledge to support the concept of the Middle Georgia Innovation Corridor. This pledge is my commitment to actions that will develop from the launch of the Middle Georgia Innovation Corridor. Initial actions include:

1. Commit to working with the Innovation Corridor ecosystem to share and promote examples of best practice in local innovation.
2. Commit to the cross promotion of innovation success stories of entities involved within the Innovation Corridor, in order to maximise publicity and tell the story of innovation across the region.
3. Identify the innovation capacity in my organization/institution/company which will build the existing and future workforce, and work to connect to like-minded innovators in the region.
4. Tell the story about the liveability appeal, affordability, educational assets and the beauty of the Middle Georgia region to help develop our current talent, and attract new people and their families.





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# Living in Middle Georgia: Cool Vibrant, Safe and Exciting

Tell the good  
story about  
Middle Georgia

# NEXT STEPS







### IMMEDIATE NEXT STEPS - CONSULTANTS RECOMMENDATIONS:

1. Small local core group to drive corridor project forward (Development Authority of Houston County, The Middle Georgia Economic Alliance and 21<sup>st</sup> Century Partnership)
2. Build core funding partners and institutional support – seek outside support for programming
3. Locally, promote pledge and engagement via proclamations / endorsements and letters of support
4. Overall, use Innovation Corridor concept to focus effort on Industry 4.0 and Digital Transformation
5. Explore the need/viability for a Software Innovation Center to serve the communities of the Middle Georgia Region and its industries.