

# Fact Sheet

## Overview

West Point, GA is the epicenter of a new economic corridor for high tech auto manufacturers and the businesses that serve them, fueling 20,000 jobs and a \$6.5 billion impact over the next five years. In reinventing itself from a declining mill town to a 21st century hub of innovation and sustainable family community, West Point is becoming the new face of prosperity in America.

## History

The City of West Point came to life in the 1880s as a bustling textile town with a vibrant workforce and amenities that included a well-known opera house. After gradually losing much of its workforce to globalization, the town staged a comeback in the 1990s during the technology boom, and despite retrenchment, remains a regional center for hi-tech labor and industry. Today, globalization is working to West Point's advantage, with a new 2,200 acre industrial automotive complex, world-class training center and forward looking community leaders dedicated to promoting West Point's economic renewal.

## Location

West Point is the epicenter of an emerging economic region, the West Point Triangle.



## Demographics

### Current:

*(US Census; Georgia Tech Enterprise Report/Troup, Harris, Chambers County figures)*

- ▽ West Point, GA Population 3,300
- ▽ Tri-County Median Household Income \$43,740

### Projected: (2012)

- ▽ West Point, GA Population 8,000-10,000
- ▽ Tri-County Median Household Income \$52,247

## Economic Development & Job Growth

### Kia/Other Auto Industry Investment

- > \$1.2B Kia investment backed by \$4.00 million public investment from state and local governments
- > \$700MM from 14 automotive suppliers representing more than 4,000 jobs
- > 43,000 applications received for 2,500 Kia jobs in recent 30-day period
- > Kia full production capacity of 300,000 vehicles per year
- > 7,000+ total new manufacturing jobs in Greater West Point by 2010
- > 20,000 new jobs and \$6.5B in economic impact to region by 2012

### Other Industry & Commercial Development

- > Established high tech, insurance and banking presence in Greater West Point/Valley area (including ITC Holding Co., InterCall, Knology, Charter Bank & J. Smith Lanier & Co. Insurance)
- > \$250MM+ in additional private commercial investment
- > Zoning and infrastructure in place for vertical development of commercial, office, medical, hospitality, service and retail
- > New opportunity revitalization zone for downtown West Point

## Lifestyle & Resources

### Education

- > Wide selection of public and private schools, Pre-K through HS
- > University and graduate education options nearby: Auburn University, Columbus State University, West Georgia Technical College

### Healthcare

- > Lanier Health Services, Valley, AL
- > West Georgia Medical Center, LaGrange, GA

### Housing

- > Range of housing options planned to meet needs of all families, from auto workers to business management and entrepreneurs, to retirees
- > Historic homes within walking distance to downtown West Point
- > Average price of existing homes currently on the market in West Point is \$209,000
- > New housing under development includes 550 rental apartments and 575 single family home sites ranging from \$150,000 to \$500,000

### Recreation and Public Lands

- > West Point Lake: 25,900-acre body; 525 miles of shoreline; 2 marinas for fishing and boating
- > 175 acres of new public land bordering Chattahoochee River for camping and recreational use
- > 39 miles of hiking and biking trails
- > Golf, plus a range of athletic facilities at nearby 54,000 sq. ft. Valley Sportsplex, including tennis, swimming, basketball, track and multi-purpose sports fields

## Key Milestones

**January/February 2006**  
*2,200 Acre KIA Industrial Site Purchased*

**March 2006**  
*KIA Announcement*

**March 2008**  
*KIA Hiring Begins*

**August 2008**  
*Georgia Tech Smart Growth Study*

**November 2008**  
*DOT Projects Complete*

**February 2009**  
*500 New KIA Jobs Created*

**May 2009**  
*Test Productions Begins*

**November 2009**  
*First Sellable Vehicle*

**December 2009**  
*1,200 New KIA jobs*

**December 2010**  
*7,000+ New Manufacturing Jobs*

**December 2012**  
*1,400 New Businesses*

**December 2012**  
*20,000 Total New Jobs Projected for Area*