



Growing Georgia's New Economy:

2014 Legislative Agenda





Business and Industry:

The success and growth of the technology sector in Georgia is critical to our state's economic recovery and long term growth. Through targeted policies the state can enable both entrepreneurial startups and established industry leaders to prosper in urban and rural areas. It is important that Georgia supports private sector, market driven solutions that are free of burdensome regulation and foster a globally competitive business environment. With the state's advanced workforce, technology research centers and ideal access to broadband, Georgia must be a leader not just in the southeast but in the country.

General Business

- TAG supports market-based solutions free from unnecessary government regulation or rule.
- TAG supports policies that promote a well-balanced, equitable and competitive environment for the development of all technology companies.

Communication Services

- TAG supports telecom legislation that encourages private investment in Georgia by eliminating out-dated regulatory burdens and requiring all market competitors to adhere to a similar regulatory framework when offering retail services.
- TAG supports incentives and policies that encourage the implementation and adoption of next generation broadband and wireless technologies throughout the state.

Health Information Technology

- TAG supports legislative or regulatory changes that promote the use of telehealth and telemedicine.
- TAG supports policies designed to improve the quality, availability and efficiency of health care through the greater adoption of health information technologies.

Energy

- TAG supports state policies that will encourage the research, implementation and usage of Smart Grid technologies.
- TAG supports updating the state energy plan to better reflect advancements in energy technologies and portfolio diversification, as well as outlining steps that facilitate the voluntary adoption and implementation of renewable energy options in Georgia.

Financial Services

- TAG supports policies that help preserve and protect the financial services industry in Georgia
- TAG supports policies and incentives that encourage growth for Georgia's banking, credit union, investment and payment industries/
- TAG supports the development of innovative technologies in the financial services market that ensure strong infrastructure, encourage new online and mobile delivery channels and provide secure access to funds for all Georgia citizens.

Information Security

- TAG supports policies that protect sensitive consumer data but do not place burdensome regulations on businesses and the free flow of information
- TAG supports the development of new technologies that promote universal internet access and the online delivery of products and services to all Georgians.
- TAG supports policies that seek to reduce the risks of cyber threats to Georgia businesses and provide protection for intellectual property and trade secrets.

Economic Development & Taxation:

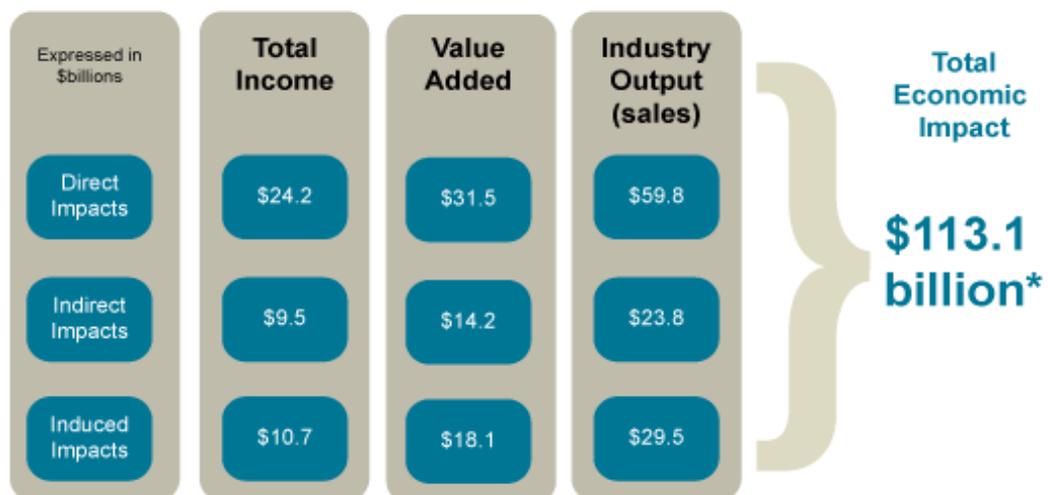
Last year, the technology industry had a \$113 billion economic impact on the state of Georgia, which accounts for nearly 17% of the state's economy. It is vital that we sustain and cultivate this maturing industry to ensure Georgia's economic success in the years ahead. Georgia should pursue tax and business policies that: promote statewide access to technology resources throughout the state, are both equitable and stimulating to the unique challenges of the industry, and encourage job growth and new business creation.

- TAG supports utilizing technology to bolster statewide economic development.
- TAG supports the study of emerging technologies and the impact the technology industry can have on Georgia's economic development.
- TAG supports business-friendly policies and tax incentives that promote the growth and development of technology companies and infrastructure throughout Georgia.
- TAG supports legislation that will encourage the development, growth, recruitment and retention of technology companies.

2012 State of the Industry:
Technology in Georgia



Economic Impact Analysis of Technology in Georgia - 2011



*As measured by total industry output

Source: Georgia Institute of Technology, Enterprise Innovation Institute, Community Innovation Services.

Technology companies in Georgia produce a total economic impact in the state of \$113.1 billion. This includes direct industry output (sales) of \$59.8 billion, which is 17 percent of the state's Gross Domestic Product. As this direct impact ripples through the state's economy another \$23.8 billion in indirect impact is generated along with \$29.5 billion in induced impacts. Georgia's technology sector directly employs more than 200,000 workers, but a total of 612,147 jobs in Georgia were dependent on the technology sector as the indirect and induced economic impacts are considered.



Education & Workforce:

Education is the foundation for a competitive workforce that is required to drive innovation in our 21st century economy. Technology advancement has contributed heavily to U.S. economic growth over the past several decades and moving forward, the nation's fastest-growing occupations will necessitate workers with skill sets in science, technology, engineering and mathematics (STEM). In order to remain globally competitive, TAG supports public policy that fosters STEM education at all levels of learning; inspires a new generation of innovators and entrepreneurs; and incorporates appropriate technology tools and expertise in student instruction.



Curriculum

- TAG supports alignment of STEM curriculum with identified needs of the business workforce.
- TAG supports benchmarking to assess current capabilities and set future goals.
- TAG supports efforts to include technology needs for students as part of the state's QBE funding formula.
- TAG supports policy and funding efforts to encourage on-line interactive and digital learning initiatives.



Students & Teachers

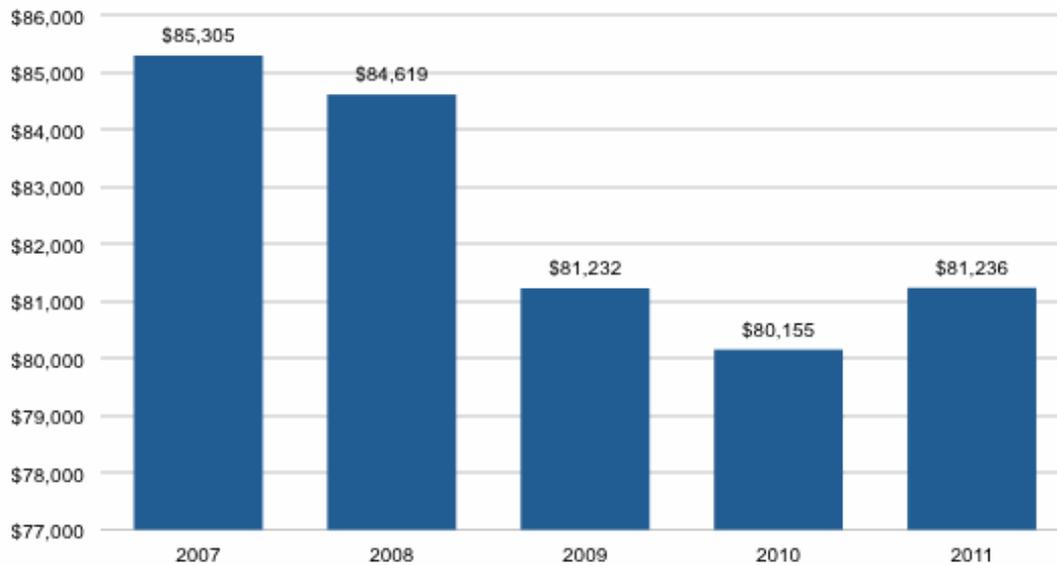
- TAG supports unique incentives for teachers to encourage certification in math and science-related subjects.
- TAG supports a systematic recruitment strategy to develop a reliable pipeline for STEM teachers.
- TAG supports providing training for teachers to deliver the most advanced methods of digital, online or virtual learning using the most up-to-date technology.
- TAG supports efforts to recruit and educate students about STEM courses and activities at all educational levels.
- TAG supports an educational system that focuses on individual learning and customization to provide students access with world-class learning opportunities.
- TAG supports the implementation of broadband and next generation wireless technologies in all schools to provide students with the opportunities for digital or web-based learning.
- TAG supports the greater adoption of non-traditional learning environments including, but not limited to, charter schools, homeschooling and virtual learning.



Workforce Development

- TAG supports public-private partnerships to communicate real world business needs to educators and administrators to better prepare students for the workforce through intern or apprenticeships.
 - TAG supports strong collaboration between K-12, post-secondary and the business community to ensure the needs of the workforce are being met.
 - TAG support the greater adoption of Georgia College and Career Academies, and other work-based learning programs throughout the state to provide a more hands-on, industry driven, learning environment.
 - TAG support workforce development models that promote and encourage the enhancement of current professionals in their career.
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Georgia's Annual Average High-Tech Wages
2007-2011



Georgia's technology jobs are among the highest paying of any sector in the economy. Although average annual wages for technology jobs have declined from the peak set in 2007, the average rebounded in 2011 and is back above \$81,000.

Procurement:

Georgia government, at both the state and local level, relies on technology solutions and services provided by private sector companies. Whether through the provision of single or comprehensive technology solution or service, technology companies have the ability to contribute towards a more efficient and effective government. The state should encourage purchasing policies that enhance the state enterprise and promote the use of private sector solutions where feasible. The state should ensure a competitive environment where all vendors are treated equally based on technically sound and cost effective solutions.

- TAG supports state efforts to utilize private sector technology solutions to increase efficiency and lower the cost of government.
- TAG supports a fair and equitable procurement process that enables and utilizes a global free enterprise and market-based based economy.

Innovation & Entrepreneurship:

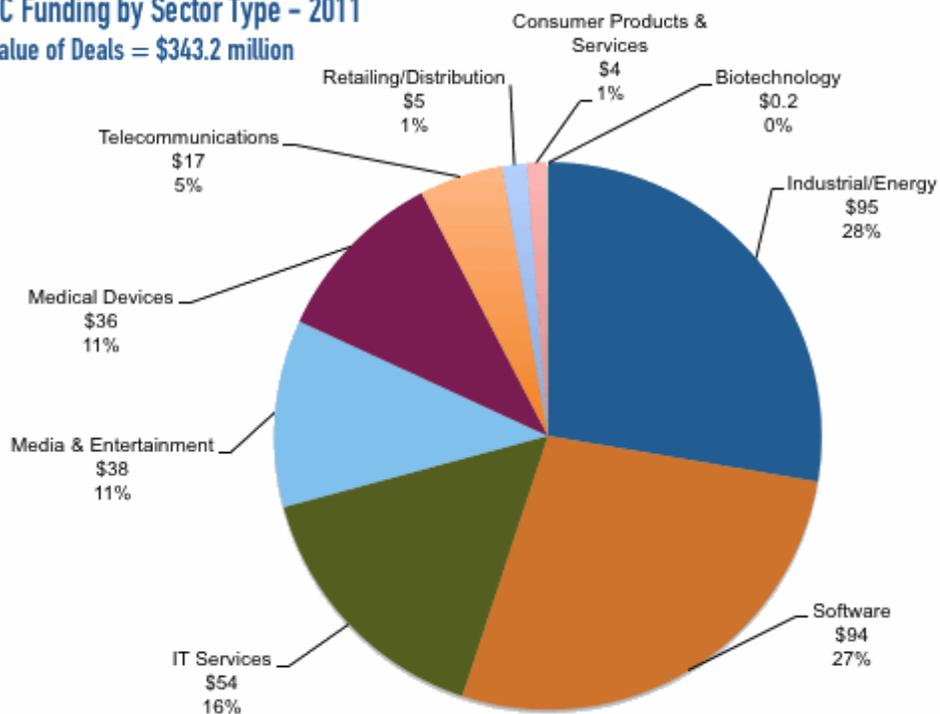
A critical component to economic success and job creation in Georgia is through the support and growth of early to growth stage, Georgia-based, technology companies. In order to ensure this success, the state of Georgia should pursue policies that stimulate innovation, encourage entrepreneurial activities, retain intellectual capital and grow knowledge-based jobs. This can be accomplished by assuring access to capital, implementing creative and effective tax reforms, and encouraging support programs that advance the competitiveness of Georgia technology companies.

- TAG supports funding in 2014 the Invest Georgia fund which will increase access to capital for investment into high growth, job producing, and companies within Georgia.
- TAG encourages the support of early and growth stage Georgia companies that have the ability to impact the technology industry and support Georgia's economic development.
- TAG supports creative and effective tax reform legislation that will help foster innovation and support for statewide entrepreneurship activities.
- TAG supports legislation that stimulates innovative business concepts, fosters competition, reduces barriers to entry and provides retention and growth for high-tech entrepreneurs and technology businesses.

2012 State of the Industry:
Technology in Georgia



VC Funding by Sector Type - 2011
Value of Deals = \$343.2 million



The software sector led Georgia's venture capital market in terms of the number of 2011 deals with 26, but it was second in terms of overall venture capital raised. The software sector raised \$94 million in Georgia in 2011, but slightly trailed the industrial/energy sector, which raised \$95 million on only three deals.

where georgia TECHNOLOGY leads

Georgia

There are **250,000** technologist and **13,000** technology companies in the Georgia.

Info Security

Over **25 %** of the worldwide security revenue market share is generated by Georgia companies

Logistics

Georgia ranks **5th** in the nation for logistics employment

FinTech

Georgia FinTech companies generate more than **\$34 billion** annually

Communication

Services

Georgia companies employ more than **61,000** people in this sector

Health IT

More than **186** Health IT Companies Operate in Georgia



About: Technology Association of Georgia

The **Technology Association of Georgia** (TAG) is the largest tech association in the southeast region.

We have over 21,000 members, representing 2,000 tech and tech-enabled companies.

TAG supports its members by generating opportunities for personal, professional and business growth. By forging these strategic alliances, TAG acts as a primary catalyst to foster a rich growth environment for technology development in Georgia. A leader in the technology industry, TAG serves as an advocate for positive change that will transform the science and technology community and will enhance the economic climate of Georgia.

TAG is committed to actively working with local, state and federal elected officials, as well as, industry partners to promote sound public policies to help grow Georgia's science and technology community.

For more information please visit www.tagonline.org

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2013 TAG Government Relations Task Force

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- Kevin Curtin, AT&T
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- Sally Clark, Georgia Chamber of Commerce
- Justin Clay, NCR
- Bob Davis, Verizon
- Jim Flowers, Clayton State University
- Marlit Hayslett, Georgia Tech Research Institute
- Brandon Hembree, Massey Bowers & Hembree
- Robert Hendricks, McKesson
- Bryson Koehler, The Weather Company
- Jeff Katz, Definition 6
- Terry Lawler, Regional Business Coalition
- Knox Massey, Keith Massey Family Investments
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- Kelly McCutchen, Georgia Public Policy Foundation
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- Chuck Meadows, Metro Atlanta Chamber of Commerce
- Brenda Potter, Fiserv
- Robert Shults, Intel
- Bradford Swan, GE
- Graham Thompson, Thompson Victory Group
- Michael Wall, Comcast
- Pat Williams, McKenzie Daniels & Assoc.
- Robb Willis, Troutman Sanders
- Maria Zach, Strollo Group