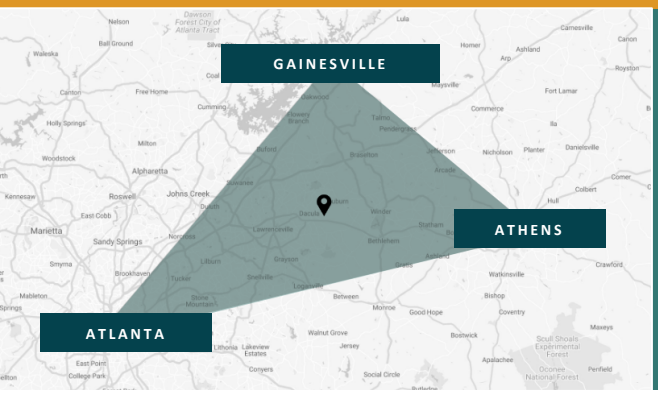
ROWEN

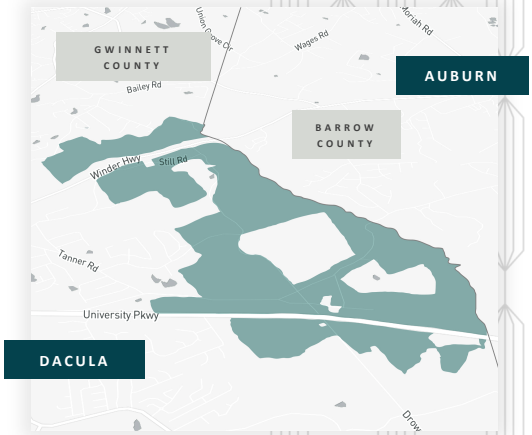
Georgia's Hub for Environmental, Agricultural and Medical Innovation

It seems impossible. Nearly 2,000 carefully preserved acres available at the intersection of three of Georgia's most dynamic MSAs, equidistant from many of the state's research institutions and nestled alongside Highway 316. Controlled by an independent non-profit foundation committed to fostering collaboration, driving discovery and preserving greenspace by leveraging a carefully designed innovation program that creates value for Georgia's innovators and distinguishes the project on a global stage.



This is Rowen, a unique approach to economic development activating exceptional opportunities rooted in science, informed by history and anchored by the natural resources found only in the Georgia Piedmont. Rowen is a visionary knowledge community, which will include a combination of offices, research facilities, public spaces and residences. The goal: to cultivate the entrepreneurial intersection of business and innovation with an active focus on the environment, agriculture and medicine.

From a design standpoint, Rowen is a reimagination and reinvention of the traditional office and research environment. The word Rowen refers to a "second harvest" or second cutting of a field, and this project will embrace the best in design practices to create a district that remains true to its natural beauty while creating new opportunities for Georgians. The result will be a place where 100-year-old oak trees will inspire 25-year-old innovators. Where young mothers can take children to engage with nature and walk on pristine wooded paths. Where Fortune 100 CEOs can make critical investments in the future. Where living, working and playing is not marketing but reality. Where a child born in Dacula in 2010 can hope to return after receiving a top-tier education in Georgia or beyond. Where nature inspires connection and collaboration among thinkers and doers.



Established to manage this groundbreaking project, the Rowen Foundation will serve as a catalyst for visionary actions furthering environmental stewardship, anchoring itself in their unbreakable connections to agriculture, medicine and thoughtful land management. Through careful planning and deliberate leadership, this mission-driven non-profit foundation will program the district in a way that honors the land's rich history, while changing the economic and social trajectory of a corridor primed for a variety of new jobs, including but not limited to positions in higher education, high-tech professionals, technicians, service providers and many more.

By The Numbers

Nearly 2,000
Total acres make up the property

75,000
Annual college graduates in the region

Over Two Miles
The length of the property's frontage along each side of Highway 316

26
Nearby Fortune 1000 HQs

$405 Billion
in GDP in the combined MSAs of Atlanta, Athens and Gainesville, good enough to rank as the 30th largest economy in the world

6.4 Million
People who live in the combined MSAs of Atlanta, Athens and Gainesville

50+
Research and educational institutions within an hour's drive of the property

Ongoing Economic Impact – State of Georgia*

	By 2035	Full Build-Out Potential**
Construction Costs	$1,150,000,000	$6,890,000,000
Ongoing Jobs Supported	18,500 Jobs	80,000 to 100,000 Jobs
Ongoing Annual Labor Income	$1,655,000,000	$8,000,000,000 to $10,000,000,000

*Source: Rowen Preliminary Economic Impact Analysis, HR&A, March 2020.
**Since the multipliers underlying the economic impact analysis would change substantially over the time period between now and full build-out (roughly 60+ years), the figures for full build-out potential are order of magnitude estimates.

Drawing Inspiration

This project builds on the current understanding of research and innovation centers, which bring together private companies with public institutions—including universities, colleges, non-profit R&D institutions, federal labs and so on—to best facilitate the exchange of ideas, flow of talent and access to labs and other specialized equipment.

GLOBAL BENCHMARKS:

Cortex Innovation Community

A 1.7 million-square-foot multi-use development that facilitates collaboration among partners while challenging the concept of what a research park can be.

Research Triangle Park

The standard for regional innovation centers, the 22 million-square-foot campus on 7,000 acres has evolved to welcome the public and 50,000+ employees.

Utrecht Science Park

A transformative project that meshes the natural environment and exists as a public asset with the technological advancements inherent in an innovation center.

Though they once resembled traditional office parks, the innovation communities of today incorporate various elements of multi-use developments into their planning and design. At their core, they are communities that facilitate the sharing of resources, technology and knowledge. These public-private partnerships bring the best aspects of all engaged partners to play, establishing a collaborative environment that fosters innovation and discovery through:

- Growth of existing companies
- Creation of new companies and jobs
- Commercialization of intellectual property
- Diversification and resiliency of economies
- Respect for the environment and future sustainability

Rowen builds on the concept of research and innovation parks by creating a place where innovation, preservation and equity function as the guiding principles. The end result: a historic level of economic impact for the state, nation, and with time, the world.

Medical, Environmental & Agricultural Focus

Rowen has identified three programmatic drivers based on the history of the site and the strengths of the state's economy and institutions. Through these focused programmatic efforts, Rowen will provide a convergent space for Georgia's innovators and distinguish itself in a global innovation economy.

Medicine

Medicine has been in a state of continuous evolution over the past several decades due to shifts in the provision of healthcare, greater focus on preventative care, global health challenges and other trends. The global COVID-19 crisis will continue to impact all aspects of medicine and amplify interest in global and population health issues.

Health and medicine are significant drivers of employment in Georgia, and industrial medical industries are growing. Georgia's major institutions serve as anchors for medical research and innovation activity. These institutions already collaborate on research and innovation in digital health, medical research and treatment of disease. Private employers in the state also conduct high-tech life sciences research.

Rowen will cultivate further innovations in medicine for Georgia and the world through new approaches to medical care, technologies and therapies, population health and health equity. Rowen will help create space for the increasing importance of data and cyber security in the medical field, including biotechnology research and much more.

Environment

Environmental actors are grappling with renewed urgency for sustainable policies, industries and investment strategies as cities and countries are witnessing increased measurable impacts of climate change and an immediate need to address these impacts.

Georgia houses a diverse range of environmental industries, including energy, engineering, professional services and non-profits. Georgia's universities, major institutions and municipalities serve as anchors for environmental research and leaders of best practices for sustainability. The state's timber and energy industries have the potential to lead in the development of new green economy approaches, while academic institutions continue to support the development of green start-ups.

Rowen will further Georgia's commitment to emerging innovation in environmental sciences and green energy to improve society's response to climate and social issues by focusing on green architecture and engineering, green economy innovation, ecological resilience and climate, and energy generation, usage and storage.

Agriculture

Recent innovations in agriculture have responded to ongoing changes in our climate and global population. As countries continue to address these changes through policy and business strategies, the field will be dictated by the resources available to them.

Georgia has a wealth of agricultural industries that are relatively concentrated compared with national averages. UGA has invested in Athens and remote campuses to realize its vision of becoming the nation's top agriculture institution, and institutions throughout the state serve as regional anchors for the education of Georgia's workforce. Following employment trends, Georgia's academic institutions are innovating food production, and collaborative research has produced high-tech advancements in agriculture.

Rowen will build on Georgia's ongoing commitment to agriculture by providing a natural space for researchers to improve the efficiency, resilience and productivity of crop and animal production via digital and high-tech agriculture, resilience and biodiversity, food systems improvement, and biological, chemical and engineering technology.