

# MEAG POWER current COMMUNITIES

## MONROE, GEORGIA

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# MONROE

## Made in Monroe

The definition of “manufacture” comes from Latin, *manufactura*, “something made by hand.” From small mom-and-pops to international mega companies, the City of Monroe has a healthy share of manufacturing concerns.

Two of Monroe’s manufacturing entrepreneurs are innovating new ways to reach consumers. Sailors Studio and Rinse Bath & Body Co. occupy inviting retail spaces in the front of their facilities and workshops in the back. Since 2013, owner Debbie Sailor crafts a variety of accessory products through the art of enameling. Internet sales further the brick-and-mortar success.

From its beginning in 2003, Rinse Bath & Body Co. has steadily developed into a popular brand of natural handmade bath and body products featured in stores and spas across the country, including shelf space with Walt Disney Company. All Rinse inventory is made from scratch in small batches.

Minutes from these downtown manufacturers is state-of-the-art manufacturing on a massive scale. Familiar names like long-time manufacturer Leggett & Platt Inc. and Hitachi Automotive Systems are both major employers for the community. Leggett & Platt, an S&P 500 manufacturer, conceives, designs and produces bedding technologies for residential and commercial use. Hitachi Automotive Systems, producer of automotive components, doubled its Monroe plant facility in 2014 and was named Georgia Manufacturer of the Year in the mid-size operation category that same year. Both companies serve international markets.

Today, there are a total of six manufacturers in Monroe, all proud to claim their goods are “Made in the USA.”

*“Made in the USA”  
is a mantra that  
resonates in Monroe*





# FAST FACTS MONROE

**POPULATION:** 13,234

**WALTON COUNTY POPULATION:** 83,768

**UTILITIES:** Electric, natural gas, water, sewer, garbage, recycling, cable and digital television, Internet, high-speed fiber Internet, voice over Internet protocol (VoIP) telephony service.

**TRANSPORTATION:** Monroe is 11 miles from I-20; 36 miles to I-285 and 45 miles from I-75. Key highways are U.S. Highway 78 and Georgia Highway 11.

**NOTABLE EMPLOYERS:**

- Leggett & Platt Incorporated – bedding
- Walmart Distribution – supply chain logistics
- Hitachi Automotive Systems – automotive parts
- Clearview Medical Center – healthcare
- Walton County Board of Education – education
- Minerva Beauty – beauty salon furniture distribution

*“Monroe is on the leading edge of community development taking full advantage of our unique location and entrepreneurial spirit.”*

Mayor Greg Thompson

- The City of Monroe was transformed for several days into 1960s Hampton, Virginia, for the Hollywood movie Hidden Figures. Hidden Figures tells the story of the black female mathematicians who worked as “human computers” that helped America win the space race.
- Monroe. There is an app for that. On your next trip to Monroe, download the Historic Walking Tour app to guide you on your exploration.
- With over 1,200 booths and 300,000 square feet of antique, vintage and repurposed items, Monroe has the largest concentration of antique stores of any county in Georgia.
- Monroe made the New York Times in March, “Finding Common Ground in Small-Town Georgia.” The Times reporter chronicles the story of documentary photographer Stephanie Calabrese, who captures the character and soul of Monroe in her photographic essay.
- Monroe was named to honor James Monroe, fifth president of the United States.

# Prepare for Maximum Impact

**Monroe is a city with big plans and the people to make it happen.**

Monroe is the county seat for Walton County Georgia. Just 45 miles east of Atlanta and 25 miles from Athens, it is a sweet spot to enjoy all the amenities of Atlanta, including Hartsfield Jackson International Airport, as well as the advantages of the University of Georgia, the jewel of the state university system.

The city's leadership has a vision for Monroe. A master downtown plan, streetscapes and designs for new public gathering places provide transformative opportunities for the citizens and businesses of Monroe. Time and again this kind of public investment in infrastructure produces private investment and growth. The first streetscape was completed two years ago, and there is more to come.

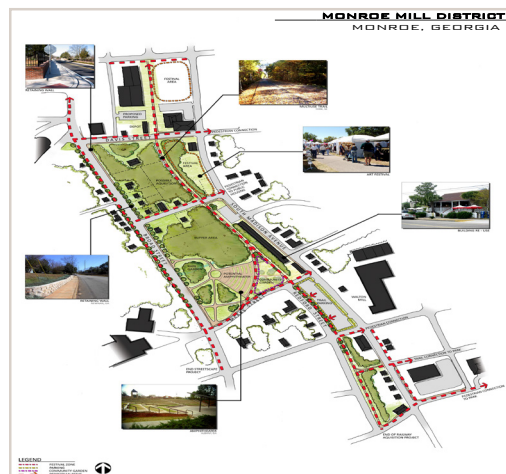
There are 204 businesses in the footprint designated as downtown. Broad Street Boots and Scoops, an ice cream and candy shop, are two of our newest downtown merchants. The Story Shop, a children's bookstore that opened in October 2016, invites you to walk into Narnia's wardrobe or snuggle in a hobbit hole to share a good book. An enthralled Story Shop Instagram follower told owner Melissa Music that she chose Monroe as a place to live because of the power and whimsy of her children's bookstore.

At the end of Broad Street, the private sector repurposed the textile mills of past decades into antique malls that draw shoppers looking for treasures from the past. And, for those looking for a perfect wedding or event location, a slick four-color, 24-page publication, Occasions Monroe, highlights high-end vendors and unique destinations for the perfect wedding or party.

Big business is alive and well in Monroe, too. Indeed, Hitachi Automotive Systems recently made the city proud when it was recognized in 2016 by the Georgia Department of Economic Development for its exemplary community impact as a key industry and employer. Hitachi was honored for its philanthropic endeavors, including providing food to organizations to combat child hunger, housing and transportation, and educational assistance. This is the first year the Georgia Department of Economic Development honored members of the automotive industry in this fashion.

And there is more in Monroe than just business. For example, each month, the Monroe-Walton Center for the Arts is focused on bringing meaningful arts experiences that showcase talented artists. Plus, this spring Monroe will host a Smithsonian Traveling exhibit.

So when it comes to convenience, shopping, culture, community involvement or a future well planned for success, get ready to be impressed because Monroe is definitely prepared for maximum impact.





Hitachi Automotive Systems



Sparrow Hill Inn, a Boutique Bed & Breakfast and Special Events Venue

# More About HOMETOWN MONROE

- The U.S. unit of Japanese supplier Hitachi Automotive Systems Ltd. completed construction of its third and largest plant at its Monroe operations and celebrated their 20-Year Anniversary in Monroe in June 2017. The 290,000-square-foot facility produces electric power-steering systems and variable displacement pumps. The other two plants – which have a combined floor area of about 230,000 square feet – produce valve timing controls and propeller shafts.
- The Walmart Distribution Center is an anchor employer for the region employing approximately 900 people. Metro Atlanta’s superior highway system contributes to communities like Monroe becoming linchpins in corporate supply chains.
- The historic Davis-Edwards House is available for group tours by appointment and for rental for various functions such as luncheons, weddings, showers and meetings.
- Monroe’s colorful history is typified by antebellum homes, historic downtown and venerable government buildings.
- The city proudly claims the honor of being the “City of Governors,” having furnished seven men to act as Governor of Georgia. Monroe also claims a native son who left Monroe for the West and later became Governor of Texas.