



## Inalfa Roof Systems Selects Cherokee County to Meet Manufacturing Needs

### SITE SELECTION

In a year-long search, Inalfa Roof Systems landed in Cherokee County through a deal that almost didn't happen. The automotive sunroof manufacturer was looking to open its first U.S. plant outside of Michigan to serve automakers in Tennessee, Kentucky, Alabama, Mississippi and South Carolina.

Teams from Inalfa flew into Atlanta and drove north along the Interstate 75 corridor. "We checked out every possible building from Georgia through Tennessee and Kentucky," said Inalfa Operations Plant Manager Dan Twork. That's when they met the Georgia Department of Economic Development and the Cherokee Office of Economic Development. "We probably looked at 40 or 50 sites. From there, we narrowed it down to four - two in Georgia and two in Tennessee. There were some big conversations, and Cherokee really wanted us to be here."

“Georgia really showed they wanted the business. They were committed to Inalfa, and they were there for our company every step of the way.”

– Greg Cornett, Operations Plant Manager  
Inalfa Roof Systems

### SOLUTION

For all parties involved, it seemed like a done deal. Inalfa had found a facility, and the community had taken every step to make Inalfa's move a simple one. The site featured a building that could accommodate the unique needs of multiple manufacturing lines and was in an Opportunity Zone, which would maximize Inalfa's tax credits for each new job created for five years.

### Company:

Inalfa Roof Systems

### Facility Type:

Manufacturing

### Top-line Requirements:

A location that allows ease of transport to automobile manufacturers in the Southeast coupled with a skilled technical workforce

### Number of Jobs Added:

300

### What Georgia Offers Inalfa:

- Customized training at no cost through Georgia's best-in-the-nation Quick Start training program
- Focused pre-employment assessment through Quick Start and the Georgia Department of Labor
- Access to logistics expertise at no cost through the Center of Innovation for Logistics

### Incentives:

- Opportunity Zone designation offered Inalfa a \$3,500/employee job tax credit with excess credits applied to payroll withholding
- Localized incentive package from Cherokee County
- Tax liability based on products sold in-state



And then, unexpectedly, the negotiations with the building's owner fell through.

"We were just sick about it," said Georgia Department of Economic Development Project Manager Wylly Harrison. "We said, 'What if we just reopen this search and see what's out there.'"

What they found was an undeveloped greenfield site, something all parties involved had avoided considering due to Inalfa's timeline to begin operations.

Misti Martin, president of the Cherokee Office of Economic Development, worked quickly to assist Inalfa after officials agreed to consider a greenfield site. Real estate firm CBRE organized requests for proposals to four Atlanta-based developers. After intense negotiations, Inalfa chose ROOKER, a real estate and construction firm, was selected to develop their new 165,444-square foot facility in the Cherokee 75 Corporate Park. "They went above and beyond to find a site and a construction company that could fast-track the deadline," said Cornett. Martin worked closely with the Cherokee County government to help facilitate permitting, even turning around a mass grading permit in 24 hours.

At the same time, Quick Start worked with Inalfa to understand the company's vision. Officials visited the Auburn Hills facility, documented their processes in detail, and set up three locations at the Chattahoochee Technical College to begin training Inalfa's new workforce, many of whom were recruited with the help of North Georgia Staffing.

## TEAMWORK

"The whole time, we knew they belonged in Georgia," said Georgia Department of Economic Development Project Manager Wylly Harrison. "There is a long history of manufacturing in our state, and we have the infrastructure, logistics and workforce to meet any of Inalfa's needs."

"The takeaway from this is the amount of support Inalfa received," said Twork. "From the economic development team to the Chattahoochee Technical College, to North Georgia Staffing and the Quick Start program, we know we made the right decision to come to Georgia."

“The teamwork that was involved in this – local, state, private sector – was incredible. No difficult project like this is ever won without a highly qualified team, but everyone involved was solutions-based, and we were able to turn around this project in the timeline that met Inalfa's needs perfectly.”

– Misti Martin, President  
Cherokee Office of Economic Development



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