

Lawrence McKinney, CEcD, CCE, IOM Senior Project Director

Lawrence has generated over \$90 million for regional, multi-county and multi-city economic development organizations and created more than 11,000 jobs for the communities he has served over a 29-year career as an economic development professional in Georgia, Florida and Kentucky. He has personally worked with thousands of entrepreneurs, small businesses, and Fortune 500 businesses, helping guide their strategic decisions.

Lawrence's success stems from his ability to intuitively adapt to changing variables and situations for maximum impact. He possesses a proven capacity to build consensus, inspire staff and volunteers, drive progress, overcome obstacles, and achieve objectives. Truly diverse, in addition to pure EDO's, Lawrence has raised funds for the production of the Daytona 500 Flash mob video, construction of competition athletic facilities, and for providing angel investor capital to emerging entrepreneurs.

His efforts have been recognized as "Best of the Best" by the American Chamber of Commerce Executives, a "Top 20 Best Practice for EDO's" by Georgia Tech and have earned him a national reputation as an innovative, visionary thought leader. He's been named "Most Influential," "Business Person of the Year" and recipient of the "Mayor's Community Spirit Award," to name a few.

Summary of Experience

- Raised \$3 Million plus for a four-county regional EDO in Henderson, Kentucky exceeding the original goal of \$2.3 Million, and completing the campaign under budget as well.
- Raised \$8 Million for a ten-city, public-private EDO in Daytona Beach, Florida.
- Raised and managed \$3 Million for an EDO in Athens, Georgia.
- Raised \$2.5 million for a community development effort in Atlanta, Georgia.
- Raised \$5.5 Million for an industrial recruitment effort in Warm Springs, Georgia.
- Raised \$4 Million for a tourism program in Savannah, Georgia.
- CEO of the Daytona Regional Chamber of Commerce, Business Development Partnership and Halifax Area Trade Council (FL); CEO of the Impact Athens EDO (GA); CEO of Partners For Tomorrow EDO (Atlanta) and CEO of the Bryan County Development Authority (Savannah).
- One of just 15 professionals in the nation to hold both CCE and CEcD designations simultaneously.
- Board service includes the American Chamber of Commerce Executives, the U.S. Chamber of Commerce, the Georgia and Florida Chamber Executive Associations, the prestigious Daytona 500 Checkered Flag Committee and the Gallery Guards Committee of the Augusta National.
- MBA in International Business (GA State University); BBA Economics/Finance (GA Regents University).