

# **“SNAPSHOT 2012 “ CHEROKEE COUNTY**

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- I. Managing the Downside**
- II. Creating Opportunities**
- III. Planning for Growth**
- IV. Our “USP’s”**

# I. *Manage Downside*

- ***Fiscal Integrity***
  - Budget Realization
  - Parks Bond Management
  - Host/Lost Consideration
- ***Operational Excellence***
  - Re-Organization/Consolidation
  - Development Services Center
  - Planning Department Revisions
  - Wellness Initiative
- ***Public Safety Standards***
  - Accreditation: Sheriff / E911 / Marshal
  - Fire / EMS
  - Roads & Bridges
  - EMA Leadership

## II. Creating Opportunities

➔ • ***Four Pillars Establish Parameters***

1. Fiscal Integrity
2. Economic Development
3. Quality Growth
4. Environmental Stewardship

➔ • ***Set Priorities***

➔ • ***Measure Outcomes***

### III. Planning For Growth

- **Transportation Investment Act 2010**
- **Aquatics Center/Soccer Complex**
- **SPLOST 2012 – Renewal**
- **Economic Development Priority**
  - = Opportunity Zones
  - = Incubator
- **Life-Long Communities**

# IV.

CHEROKEE COUNTY ⇒ “UNIQUE SELLING POINTS”

( USP'S )

## EMOTIONAL

- Room to breathe
- Foothills of Blue Ridge Mountains
- Water Recreation – Rivers & Lakes
- Equine Character
- “Pro Business”
- Native American Heritage



## RATIONAL

- Nat'l Law Enforcement Accreditation
- State Marshal Accreditation – only 4 in GA
- Fire/EMS one of top 15 places to work in GA
- #1 EMS Agency in State – 2009
- E911 Call Center of year – 2009
- E911 National Accreditation
- Schools rate HIGH in State 'metrics'
- Lowest General Fund Tax rate in State
- 2<sup>nd</sup> Lowest County Tax Rate in Metro
- Lowest Employee Per Capita in Metro
- High Bond Rating AA+ (AAA is highest)
- Drought & Drinking Water Resources
- Airport Expansion / new Terminal
- Expanding Regional Hospital / Health Services (\$250 million investment)
- Housing values / alternatives
- Diverse Labor force / 'White Collar initiative'
- Major Retail Expansion[s] Underway
- Opportunity Zone – Highway 92 SW
- Re-branding Development Authority = Cherokee Office of Economic Development
- Expanding Technical College/Reinhardt Univ
- \$90 Million Recreation Expansion Plan – active parks, trails, aquatics ctr, greenspace
- Bluffs Parkway – Class A office site
- Atlanta Gas Light \$100 million expansion
- Five diverse Cities
- “Entrepreneur Friendly Designation”
- “Work Ready” County Certification
- State recognition / Chamber of Commerce