



City Summit

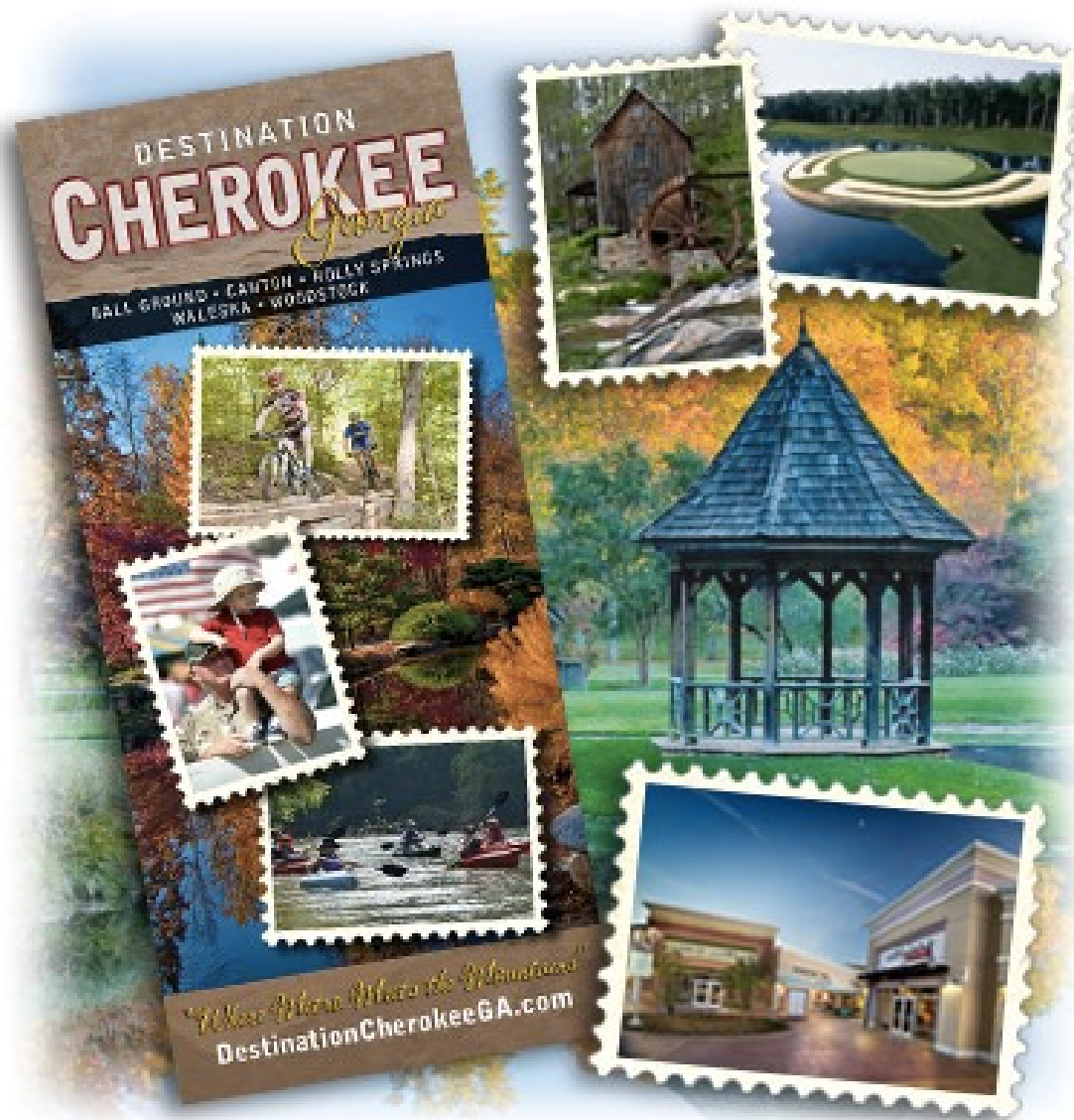
Cherokee County
Chairman Buzz Ahrens

Woodstock
Mayor Donnie Henriques

Canton
City Manager Billy Peppers

Holly Springs
Mayor Tim Downing

Ball Ground
Mayor Rick Roberts





CHEROKEE COUNTY, GA

CHEROKEE COUNTY COMMISSION CHAIR
L.B. "BUZZ" AHRENS

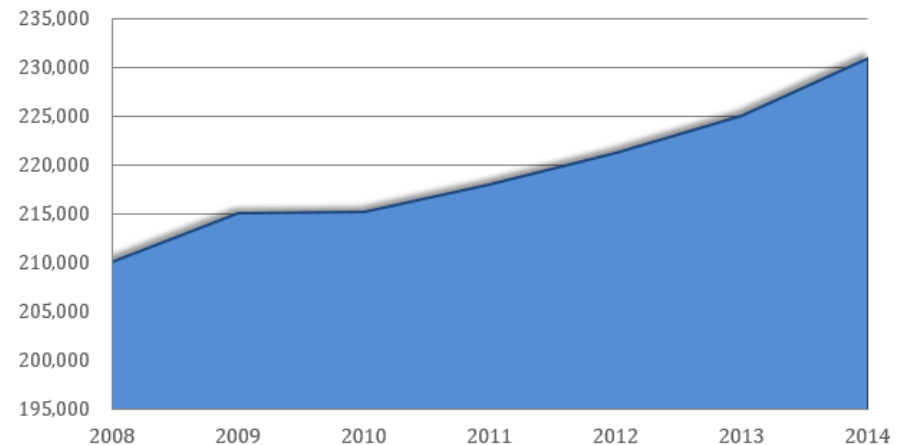
ABOUT CHEROKEE COUNTY



Cherokee County was formed in 1830 from lands previously held by the Cherokee Indians. The very name of the county honors the proud people who first settled here. We are perfectly located 30 miles north of Atlanta where "Metro Meets the Mountains". There are 5 main municipalities in Cherokee County: Canton, Woodstock, Ball Ground, Holly Springs, and Waleska.

2014 Population Estimate	230,985
2000-2013 Population % Change	58.6%
Education Attainment:	
•High School Graduate	88.9%
•Bachelor's degree or higher	34.2%
Median Family Income	\$67,261
2012-2013 Employment Growth	3.9%
2014 Unemployment Rate:	
•United States	6.2%
•Georgia	7.2%
•Cherokee County	5.9%
Square Miles of Area	421
2014 General Millage Rate	5.679

Cherokee County Population Growth

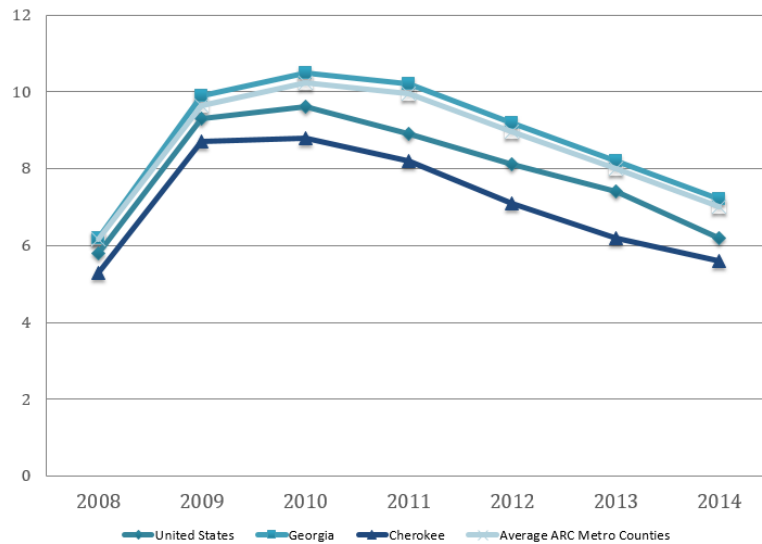


Source: US Census 2014 Estimates

*In 2012, Cherokee County moved to an Oct - Sept fiscal year, therefore 2012 is January 1 thru September 30.

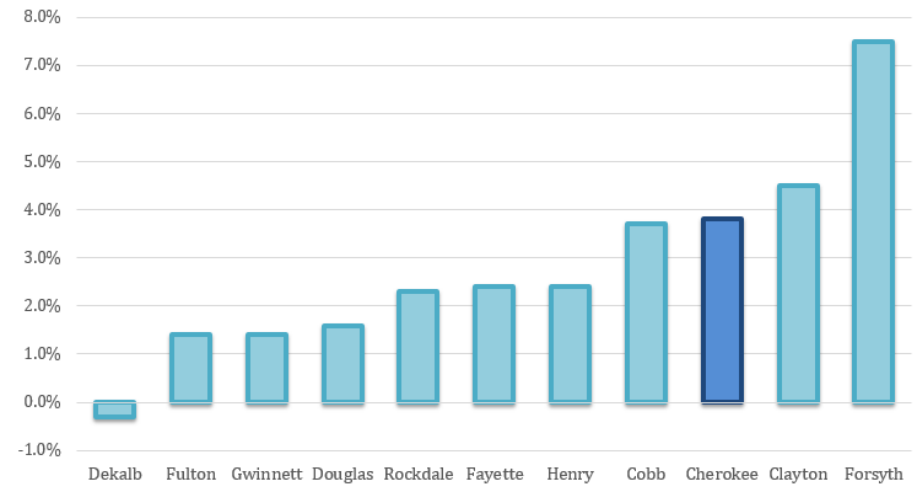
ECONOMIC STRENGTH

2008-2014 Unemployment Rate



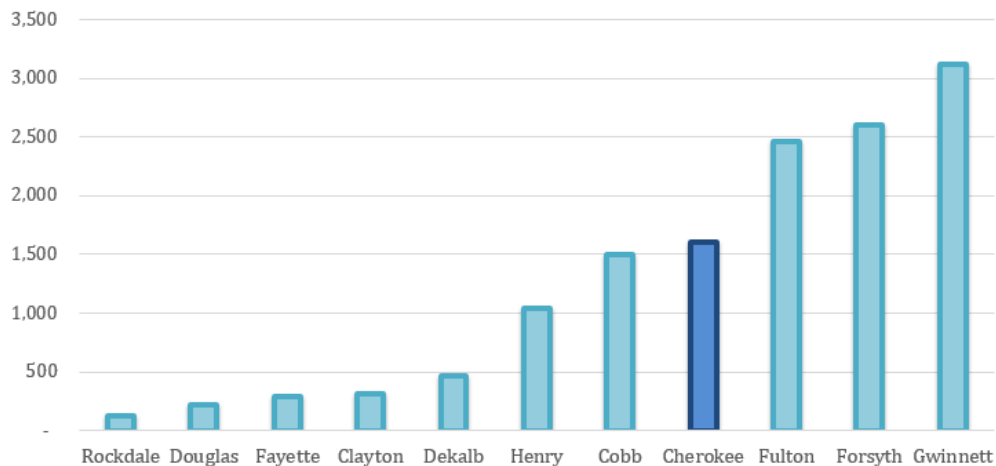
Source: Bureau of Labor Statistics

2011-2013 Average Employment Growth Rate



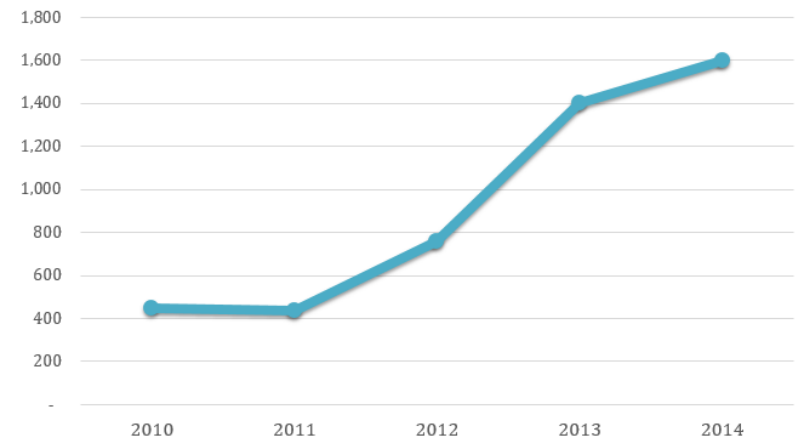
Source: Georgia Trend and The Bureau of Labor Statistics

2014 Residential Building Permits



Source: US Census Bureau: Building Permits (<http://censtats.census.gov/bldg/bldgprmt.shtml>)

Residential Building Permits



Source: CityView (Cherokee County Database)

THE 2014 HAPPENINGS



Inalfa Roof Systems, a Dutch company, officially opened its southeastern headquarters in January. Cherokee has seen a **capital investment of approximately \$34 million and almost 270 jobs created.**

The Outlet Shoppes at Atlanta has proven to be successful in Woodstock. Clientele is building steadily and as of October 2014, **sales were \$148,250,000** since opening.



Cabela's opened 100,000 square foot store in August. This national leader brought **200+ jobs** to the County and **invested approximately \$10M.**



Chairman L.B. Ahrens, Jr. (Buzz) began his third term. He will serve another four years as Cherokee County Commission Chair.



Universal Alloy Corporation committed an investment of **over \$20MM** and will create **additional 50 jobs.**



Schoen Insulation Services, national leader in manufacturing of non-metallic machined, turned, and cut parts, expanded their headquarters creating **20 more jobs and adding over \$2 million in capital investment.**

Cherokee County Animal Shelter **rescued hundreds of dogs** being kept in unsanitary condition and housed in cages. The shelter provided veterinary care, grooming, housing, and daily care. A maternity ward was set up for 20 or so pregnant dogs for extra special care. Animal Shelter employees and volunteers work around the clock. Our community responded by sending donations of food, supplies, money, and services. **The dogs have been adopted into loving homes.**



CHEROKEE'S RECOGNITIONS



INFORMATION TECHNOLOGY



Digital Counties Survey 10th Place
Population Category 150,000-249,999

RECREATION & PARKS



National Alliance for Youth Sports
Excellence in Youth Sports Award,
Honorable Mention

Cherokee County Aquatic Center



Georgia Recreation and Parks Association
Most Outstanding New Recreation & Parks Facility

Aquatics International Dream Designs

Voted Best New Thing by Cherokee Life magazine

Associated General Contractor of Georgia, Inc. (AGC) Build Georgia Award



FINANCE

GFOA Certificate of Achievement
for Excellence in Financial Reporting



AA+ Bond Rating

SHERIFF'S OFFICE

Re- Accreditation by CALEA

MARSHAL'S OFFICE

E-911 Center re-accredited by CALEA

State Marshal Accreditation – only 4 in GA



FIRE & EMS

Best in Region 1 EMS Service

New Fire Training Center lowered ISO rating from 5 to 3

Dr. Virginia Hamilton Special Service Award

Dr. Jill Marbley, Medical Director for Fire & EMS

COMMUNITY DEVELOPMENT

INDUSTRY GROWTH / INVESTMENT

ALMOST

\$40,000,000
IN INVESTMENT

On average, Cherokee County has seen over 75% of growth and investment from existing industries.

New jobs generated by existing industry **OVER**

OVER

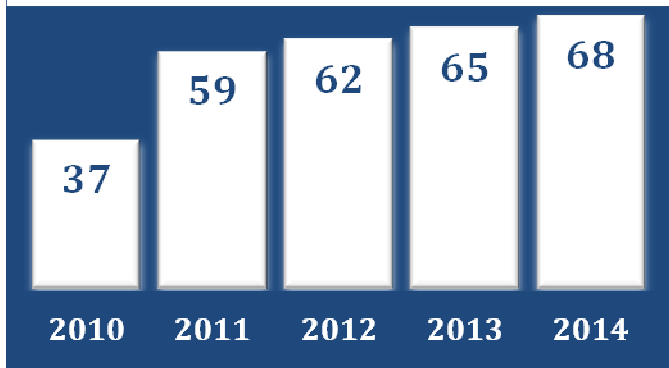
150 New jobs generated from new project announcements/locations.

131 plans were submitted for site plan approval.

From 2013, that was an increase of

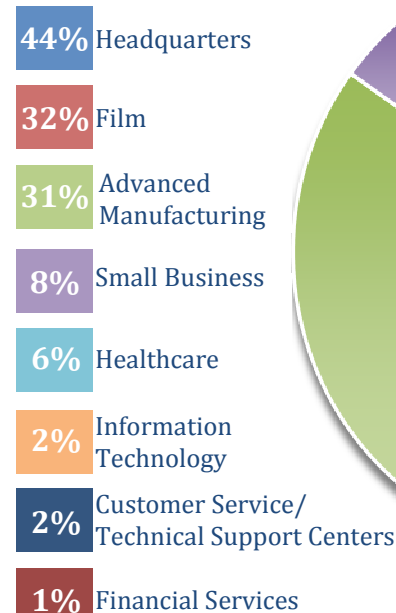
49%

TOTAL BUSINESS PROSPECTS



12.4%
increase
from 2013
in value
of Business
Licenses.

9.6% increase in total
number of Building
Permits from 2013.



Source: Cherokee Office of Economic Development & Cherokee County Development Services Center

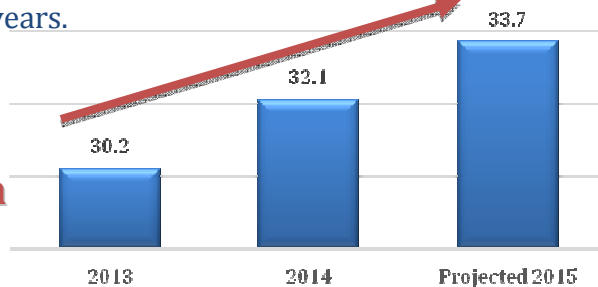
CHEROKEE'S 6-YEAR CAPITAL IMPROVEMENT PROGRAM (CIP)

\$185 million SPLOST and \$90 million Parks & Recreation CIP

SPLOST 2012 FUND (SALES TAX)

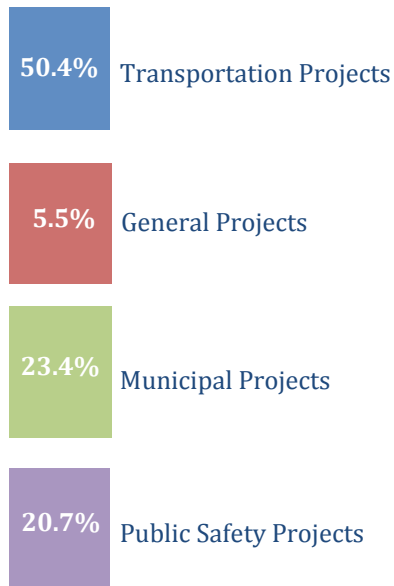
The SPLOST 2012 Fund was established to account for collections of the renewed SPLOST Tax beginning in July 2012. Capital project spending is dependent on the progress of construction which is influenced by project management, weather, approvals, etc. As the fund collects sales tax revenue each month, if it is not spent in the current year, the balance will accumulate and carryforward, so the projects will be completed in future years.

5%
Annual Growth



RECREATION BOND FUND

The Recreation Bond Fund accounts for the voter approved bond proceeds used to invest in recreation, parks, and greenspace. The Recreation Bond Fund is restricted only to the approved projects included in the 2008 referendum.



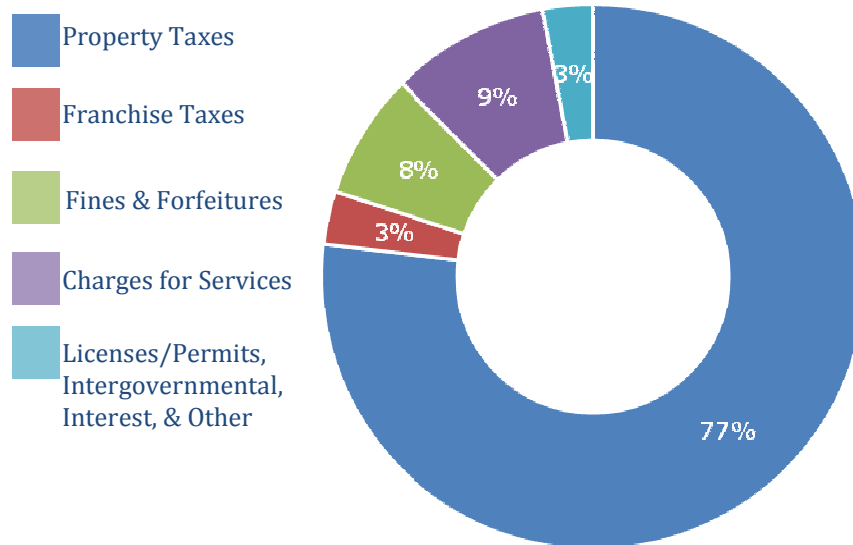
4,200 Park Land Acreage

From 2008, the County has increased park land acreage by **180%**

GENERAL FUND

The General Fund is the County's primary operating fund. It accounts for all financial resources of the general government, except those required to be accounted for in another fund.

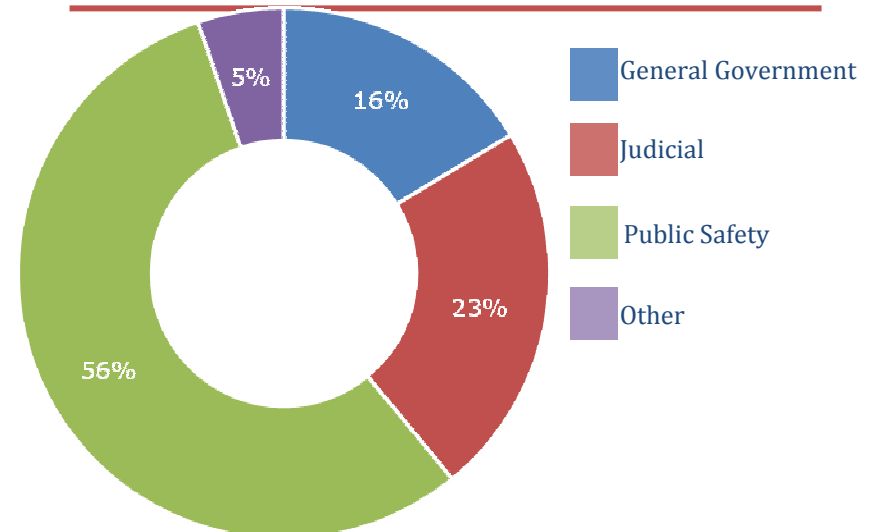
WHERE OUR MONEY COMES FROM



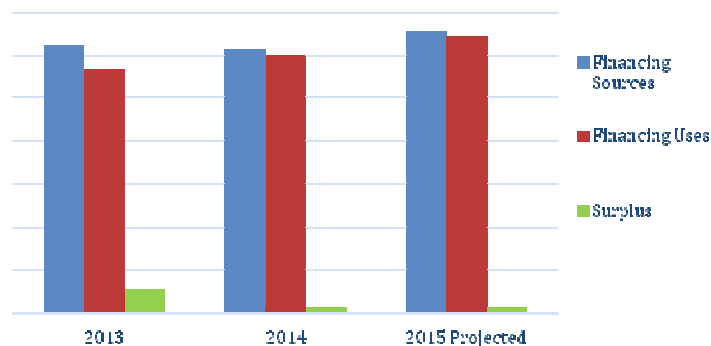
After the County collects taxes and other revenue, the monies must be spent efficiently to provide services to our citizens and businesses. The expenditures of the General Fund are classified by the type of service provided:

General Government	Culture & Recreation
Judicial Services	Housing & Development
Public Safety	Capital Outlay
Public Works	Intergovernmental
Health & Welfare	Debt Service

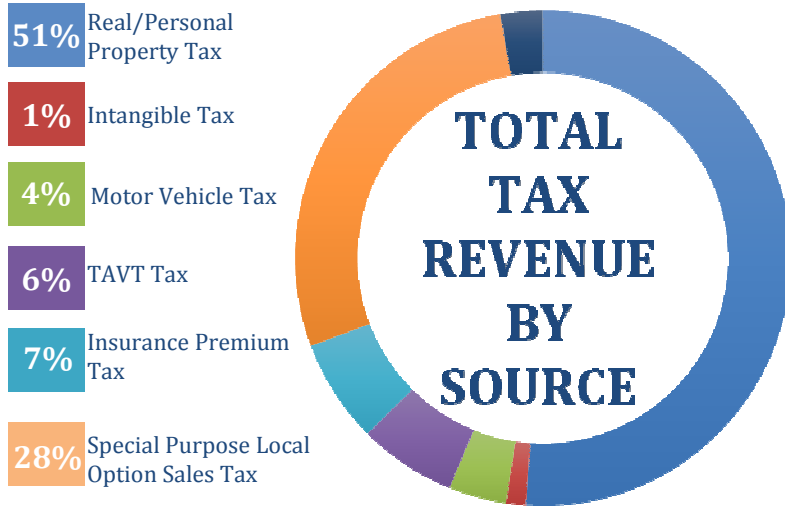
WHERE YOUR MONEY GOES



REVENUE VS. EXPENSES



MAJOR TAXES ASSESSED BY THE COUNTY

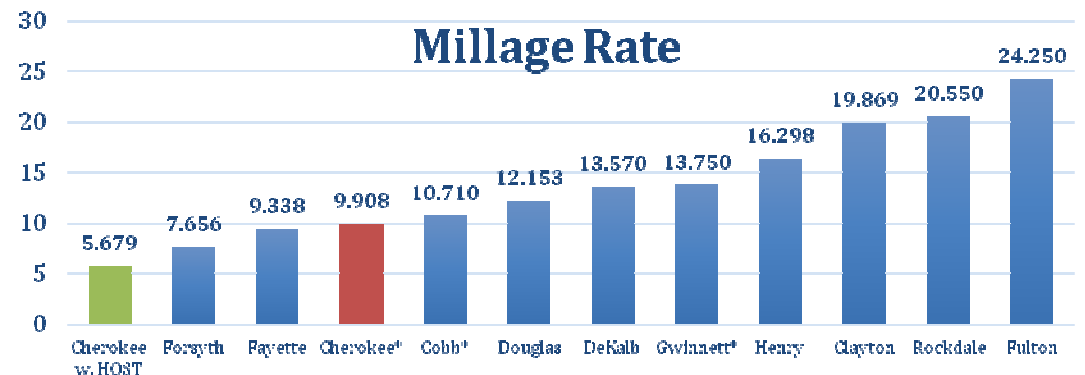


AD VALOREM TAX / TAVT

The new TAVT (Title Ad Valorem Tax) fee was implemented in 2013 and generated new revenue for the County's General Fund, but this fee eliminated sales tax on vehicle sales.

SALES TAX

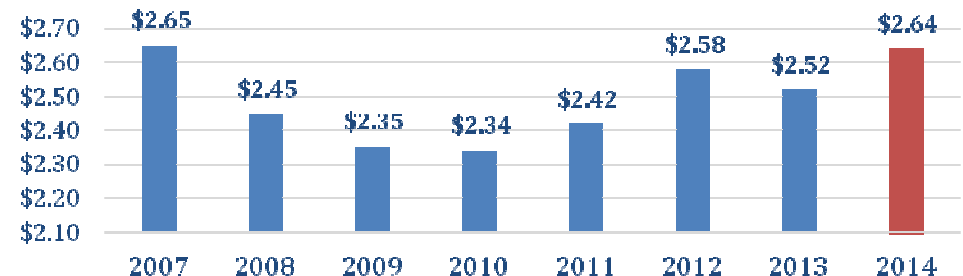
SPLOST taxes peaked in 2007 but decreased until 2010 because of the economic downturn. In 2014, the revenue began to increase and reached the 2007 totals. The County estimated \$2.0M in sales taxes was lost due to the new TAVT fee, but this variance has been recovered by the new Outlet Shoppes of Atlanta, Cabela's, and a general increase in all retail sales. Sales tax revenues increased 5% over 2013.



PROPERTY TAX

Property taxes are recognized as revenues in the fiscal year for which they are collected. Property taxes collected in September are for the next fiscal year beginning October 1. The 2014 Tax Digest increased 9.6% with 2.3% new growth. In July 2014, the County did not complete a full rollback of millage rates in order to grant 10% salary increase to public safety employees. This increase was to improve recruitment and retention. Cherokee County has the third lowest combined millage rate in the metro-Atlanta area.

Average Monthly SPLOST Collection



WHERE DOES YOUR PROPERTY TAX DOLLAR GO?



\$0.66

Cherokee County
School District

\$0.19

Cherokee County

\$0.12

Cherokee County Fire
& Emergency Services

\$0.03

Cherokee County Parks



**Median value of a home in FY2014
was \$190,400***

- Increased to \$212,300 in FY2015 -

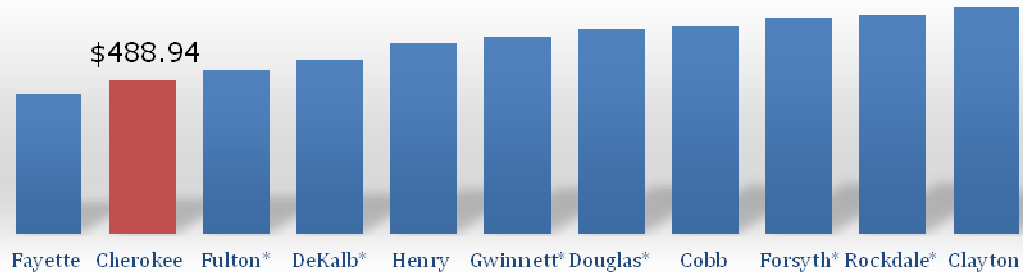
County	\$457.78
Fire	\$291.79
Parks Bond	\$ 63.18
<hr/>	
Year Total	\$812.75

The average taxpayer
paid **\$2.23** per day
which is about the same
price as **1** large cup of
freshly brewed coffee.

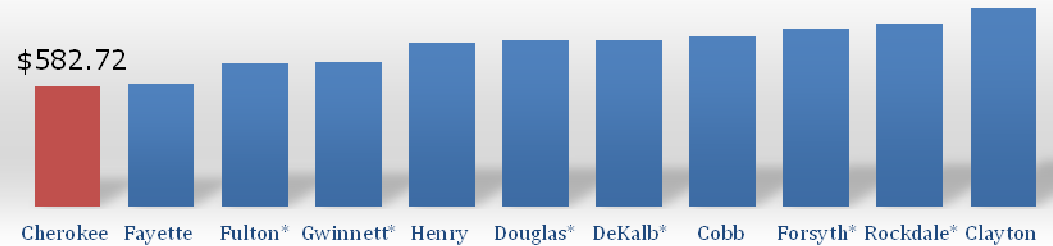
*Source: U.S. Census for 2009-2013

COMPARISONS PER CAPITA

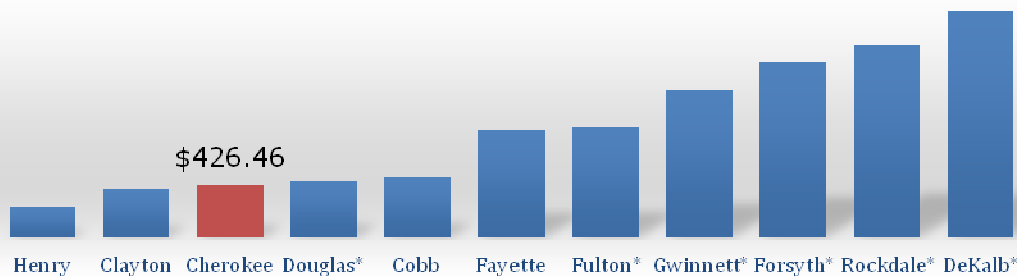
TAXES PER CAPITA



EXPENDITURES PER CAPITA



LONG TERM DEBT PER CAPITA





Cherokee County
Board of Commissioners

1130 Bluffs Parkway
Canton, GA 30114
(678) 493-6000
www.cherokeega.com



Woodstock 2015



**Cherokee County Association of Realtors
City Summit**

August 19, 2015

Vision Statement

Woodstock Is A Sustainable City With Hometown Pride. Our City Is A Community For A Lifetime With 1st Class Neighborhoods, A Vibrant Downtown And Natural And Designed Beauty. Our Residents Enjoy Convenient Living And Active Lifestyles.

Goals for 2015

- Improve Mobility for Residents.
- Promote Health and Wellness Through Continued Development of Recreation Programs.
- Expand Commerce by Making Woodstock More Attractive and Diversified Professional Employment Opportunities.
- Maintain City as an Effective, Efficient and Financially Responsible Organization.

Goals for 2015 (cont.)

- Maintain Downtown as the Heart for Our Woodstock Community.
- Plan for and Maintain First Class, Sustainable Neighborhoods.
- Focus on the Health, Development and Redevelopment of Commercial Corridors Within the City.

Awards and Recognitions

- The Georgia Dept. of Community Affairs recognized Woodstock as a Plan First Community in the inaugural year of the program for commitment to excellence in planning and plan implementation. One of only ten cities and counties in the State or Georgia to receive this recognition.

Awards and Recognitions

- The City was recognized as a 2040+ Community by the ARC for having achieved “Excellence” in implementing the Plan 2040 Regional Plan. Woodstock is one of only two communities in Metro Atlanta to have achieved this standard to date.

Awards and Recognitions

- The Woodstock Fire Department received the ISO Class 1 rating. Only the 7th department in Georgia and the 101st department in the nation to achieve this rating.

Awards and Recognitions

- In early 2014 the Georgia Dept. of Community Affairs honored the Main Street Program with an Award of Excellence in Economic Dev for the prior year program leading the way with first place finishes in four of the eight categories.

Woodstock Makes Top Ten Lists 2014/15

- Best Places to Live in Georgia (#9)
(areavibes.com)
- 2015 Safest Places In Georgia (#6 Big Cities 25,000+)
(valuepenquin.com)
- Most Pet Friendly Places Near Atlanta (#3)
(movoto.com)

Woodstock Makes Top Ten Lists 2014/15 (cont.)

- Best Atlanta Suburbs for Young Professionals (#9)
(movoto.com)
- Small Towns and Safest Places in Georgia (#9)
(movoto.com)
- Most Affordable Places in Georgia (#6)
(movoto.com)

Woodstock Makes Top Ten Lists 2014/15 (cont.)

○ Safest and Most Peaceful Places in Georgia
(#9)

(onlyinyourstate.com)

○ 10 Southern Spots for Free Live Music (#7)

(Southern Living Magazine: The Daily South)

Recent Developments: Amphitheater



Recent Developments: Sam's Club



Recent Developments: Stars & Strikes



Recent Developments: Outlet Mall Expansion



AMERICAN
STYLE.
EXCEPTIONAL
VALUE.



BANANA REPUBLIC



Recent Developments: Watermarke Church (Woodstock City Church)

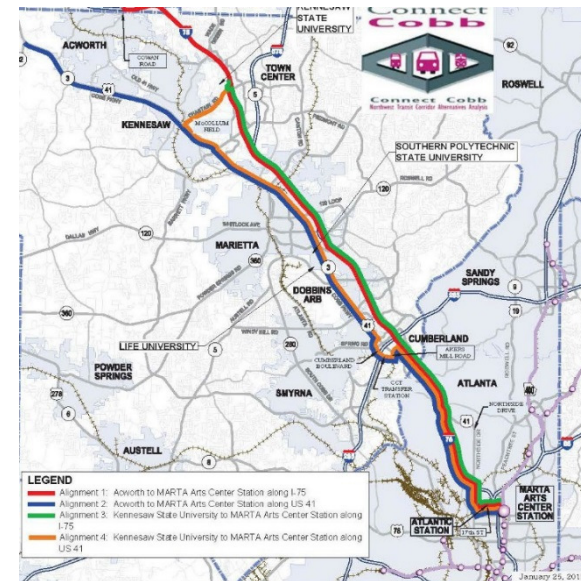
Watermarke Church Progress

Construction for the first phase of the new 176,000 sq. ft. Watermarke Church Facility is well underway. This 32 acre campus of Noth Point Ministries is located on Ridgewalk Parkway in Woodstock, GA.

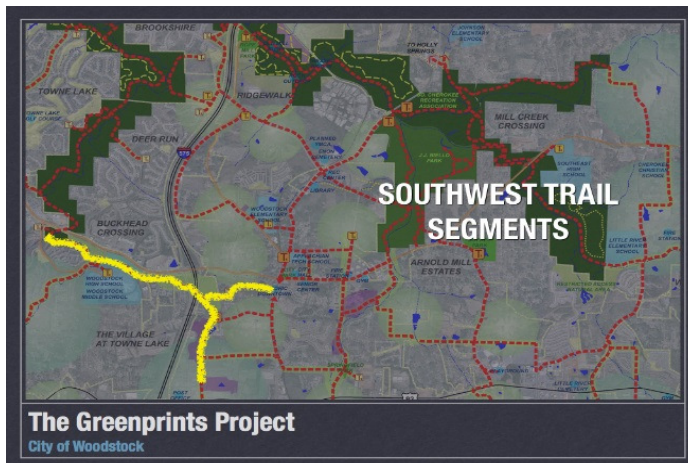
Owner: North Point Ministries | Architect: Bradfield, Richards, Rhodes & Associates
| General Contractor: Brasfield & Gorrie | Civil Engineer: Brewer Engineering



Recent Developments: Northwest Corridor Project (www.nwcproject.com)



Recent Developments: Greenprints Trail System



Recent Developments: Downtown



MadLif
e
Studios



Single Family Residential Permits

Single Family Building Permits by Quarter					
Year	2011	2012	2013	2014	2015
Q-1	28	44	64	69	98
Q-2	20	58	73	77	108
Q-3	28	65	103	59	45
Q-4	33	71	61	75	
Total	109	238	301	280	251
				5 Year Total	
				1179	

The Future

- Parking Deck
- Arnold Mill/TLP Widening
- Arnold Mill Bypass
- Trails
- Senior Center Expansion



City of Canton

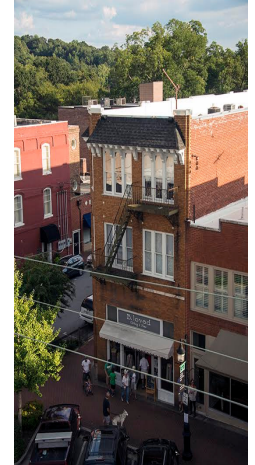


Opportunity Zone map for - City of Canton



#CantonForward

ECONOMIC DEVELOPMENT



Livable Centers Initiative

#CantonForward



**FIRST
FRIDAY**

**Canton
Historic
Downtown
Loop**

DOWNTOWN CANTON



ROCKIN' THE RIVER

Etowah River Park

THOMAS FOUNTAIN

FREE CONCERT IN THE PARK

FRIDAY
OCTOBER 23RD
FUN STARTS @ 6PM

2014 Overall Artist of the Year
2014 Georgia Country Male Artist of the Year
2013 Georgia Male Artist of the Year Finalist
Georgia's "Next Big Star" according to the Cherokee Tribune

DID WE MENTION THE GREAT FOOD TRUCKS WE INVITED?

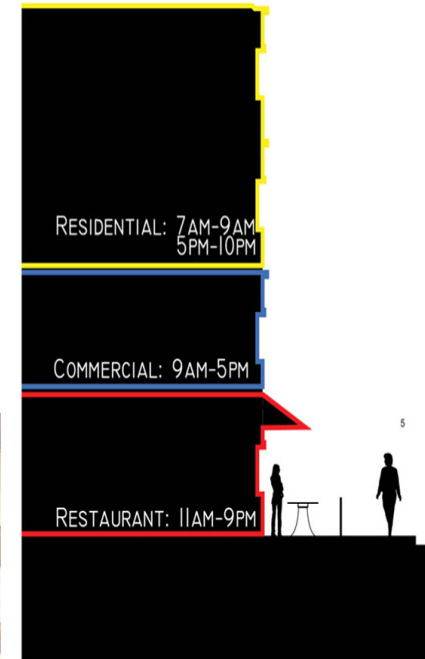
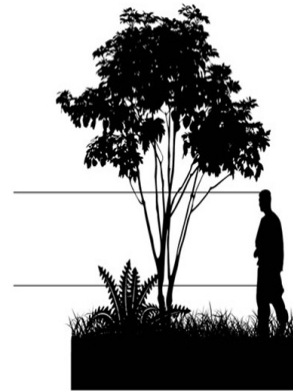
ANGEL FIRE BBQ	THE BLAXICAN
TEX'S TACOS	THE BLAXICAN
SCOTT BOYS BBQ	THE BLAXICAN
SEVEN SEAS MEDITERRANEAN CAFE	THE BLAXICAN
KONA ICE	THE BLAXICAN
THE BLAXICAN MEXICAN SOUL FOOD	THE BLAXICAN

#CantonForward

PARKS & RECREATION

Development Activity

- 145 Residential Permits (2015)
(134 Single Family)
- 6,532 Inspections
- 25 Commercial Alterations
- 2 Masterplans
- 189 Foundation Surveys



2016 Budget

- Property Tax Reduction to 5.85
 - Lowest Property Tax Rate in 20 Years
- \$1.5M for Road Resurfacing
- \$4.8M in Water/Sewer Improvements
- 4 New Fire Positions
- Trail Completion from Etowah River Park to Heritage Park
- Full Fledged Parks & Recreation Program
- City Branding & Signage Initiative

Discover Holly Springs

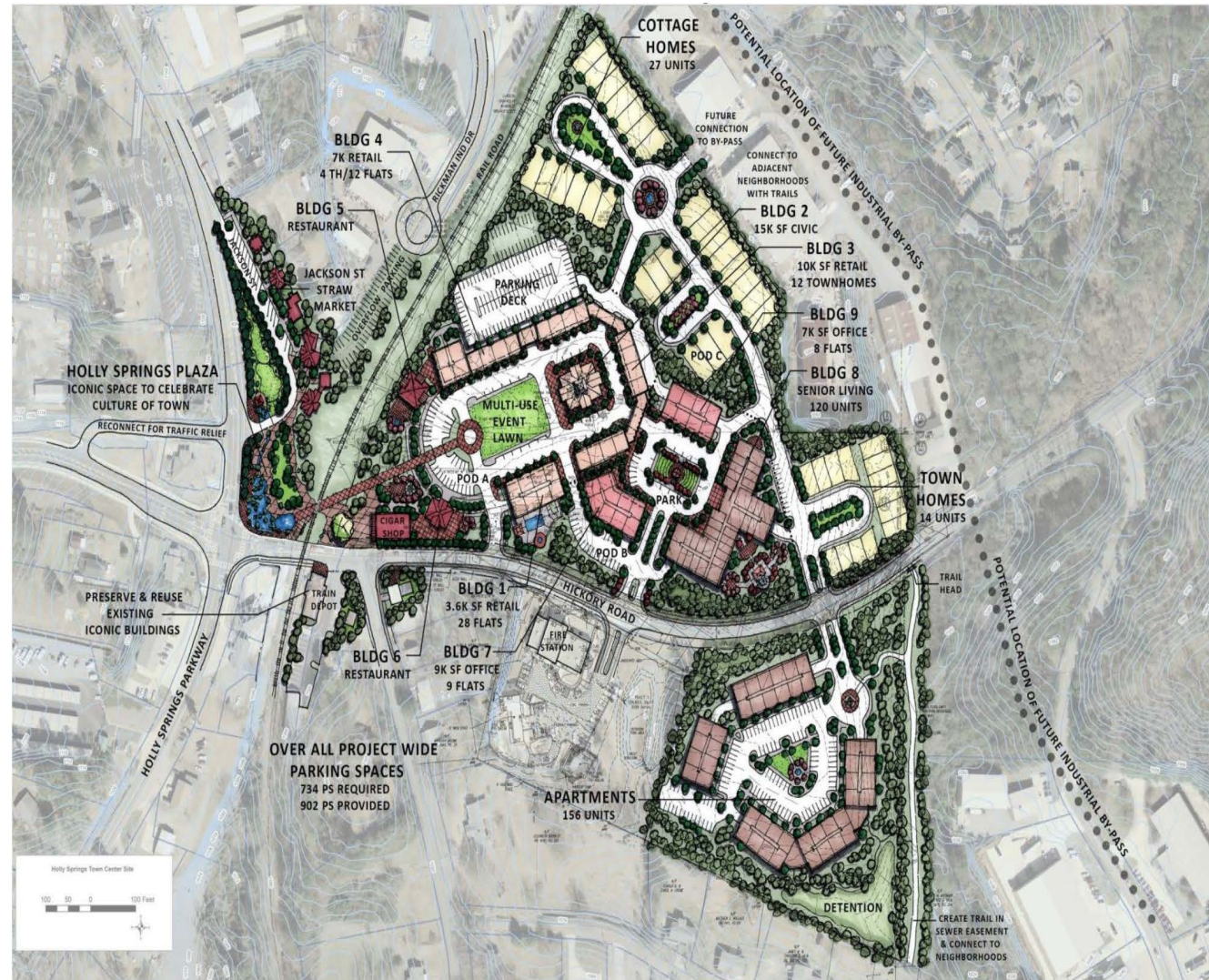


Preserving the past, creating the future.



The Future Downtown Holly Springs

- Over a decade of planning
- Anchored by civic amenities
- Mixed-use development with retail, office, and residential space



WAKEFIELD
BEASLEY &
ASSOCIATES

MASTER PLAN UPDATE
CITY OF HOLLY SPRINGS, GEORGIA
MASTER PLAN UPDATE

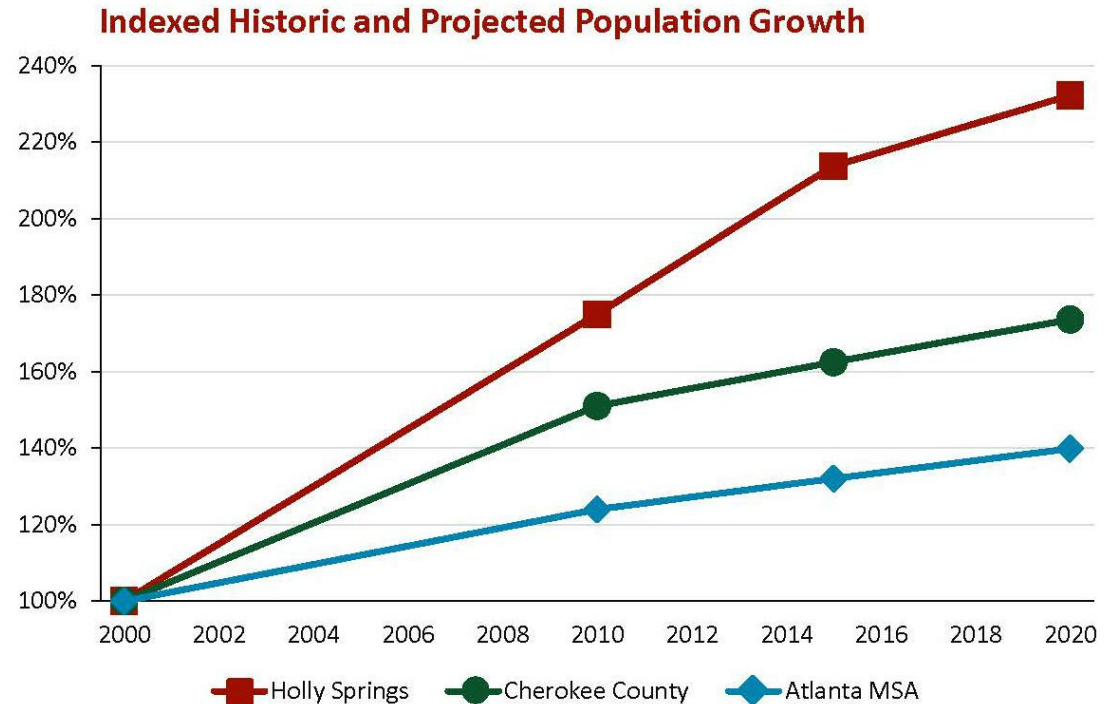


Population Growth

COHS population is growing at a faster rate than Cherokee County and the Metro-Atlanta area.

Continued growth is projected through 2020.

Gen X is the largest age cohort in the City.



This growth index assesses growth since 2000 in relative terms. 2000 is the base year represented on the left axis at 100%.

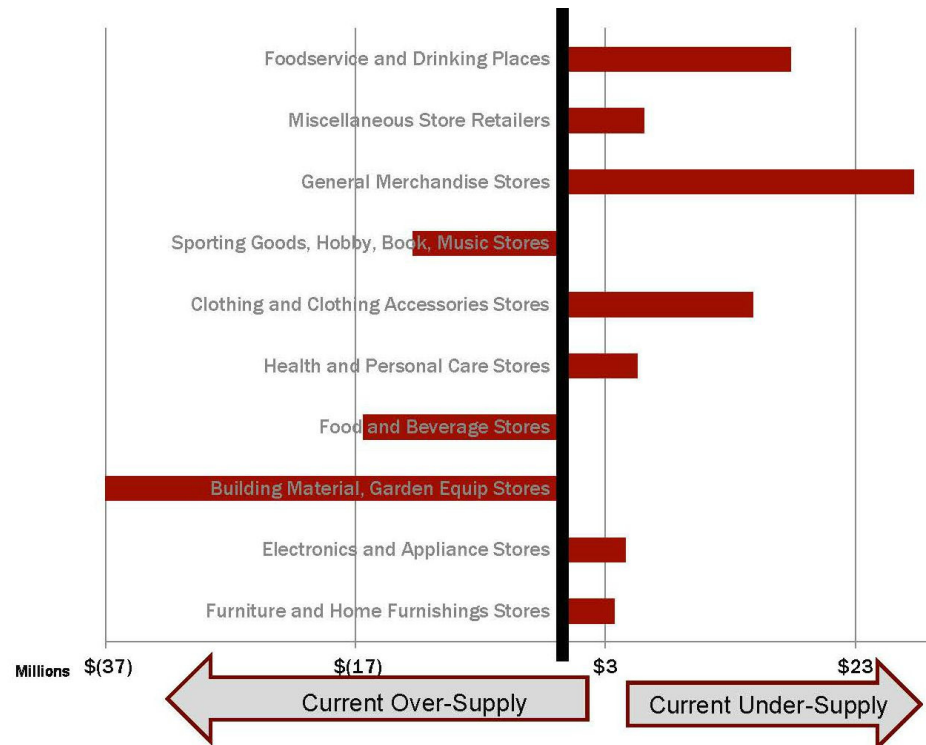
Source: BAG, based on data from Nielsen, Inc.



Retail Opportunities

Coupled with current and proposed households, Downtown Holly Springs could support 25,000 SF of retail space.

Opportunity gaps exist in the Downtown Holly Springs 2-mile trade area for retail stores that typically comprise a successful mix of town center redevelopments.



A positive value signifies an more current retail demand than current dollars spent in the trade area, while a negative value signifies a surplus of retail space relative to current demand.

Source: Nielsen, Inc.

Downtown Holly Springs Commercial Demand Results by Store Type

	Current HH Demand	Future HH Demand	Total
Home Furnishings Stores	2,154	328	2,482
Health and Personal Care Stores	1,319	527	1,846
Clothing and Clothing Accessories Stores	2,658	372	3,030
Other General Merchandise Stores	0	1,054	1,054
Miscellaneous Store Retailers	1,539	558	2,097
Local Serving Office	7,500	2,500	10,000
Food/Beverage & Restaurants	3,531	995	4,526
	18,701	6,334	25,036

Source: BAG

[illegible]



Located on Hickory Road,
J.B. Owens Park is
expected to open in
September 2015. The 33-
acre park consists of
concrete and natural trails,
an open field, playground
and pavilions.





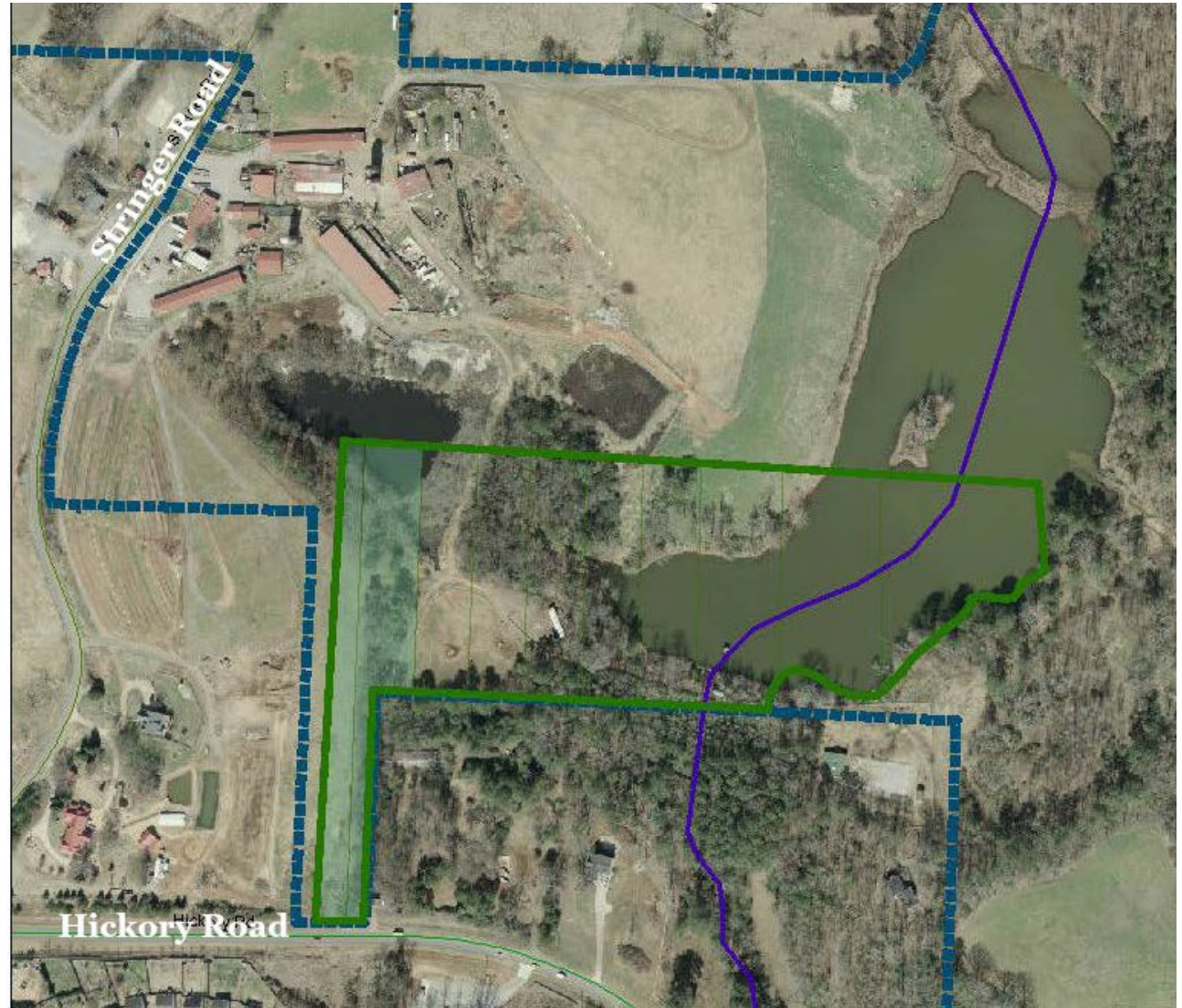
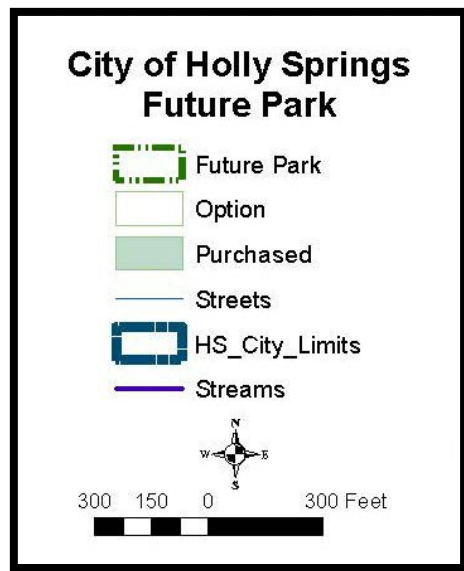
Cherokee County Fire & Emergency Services Proposed Station 3

In 2015, the City of Holly Springs entered into a 50 year ground lease agreement with Cherokee County for the construction of the replacement Station 3 which will be built between Hwy. 140 and Crown Ave. in Harmony on the Lakes.



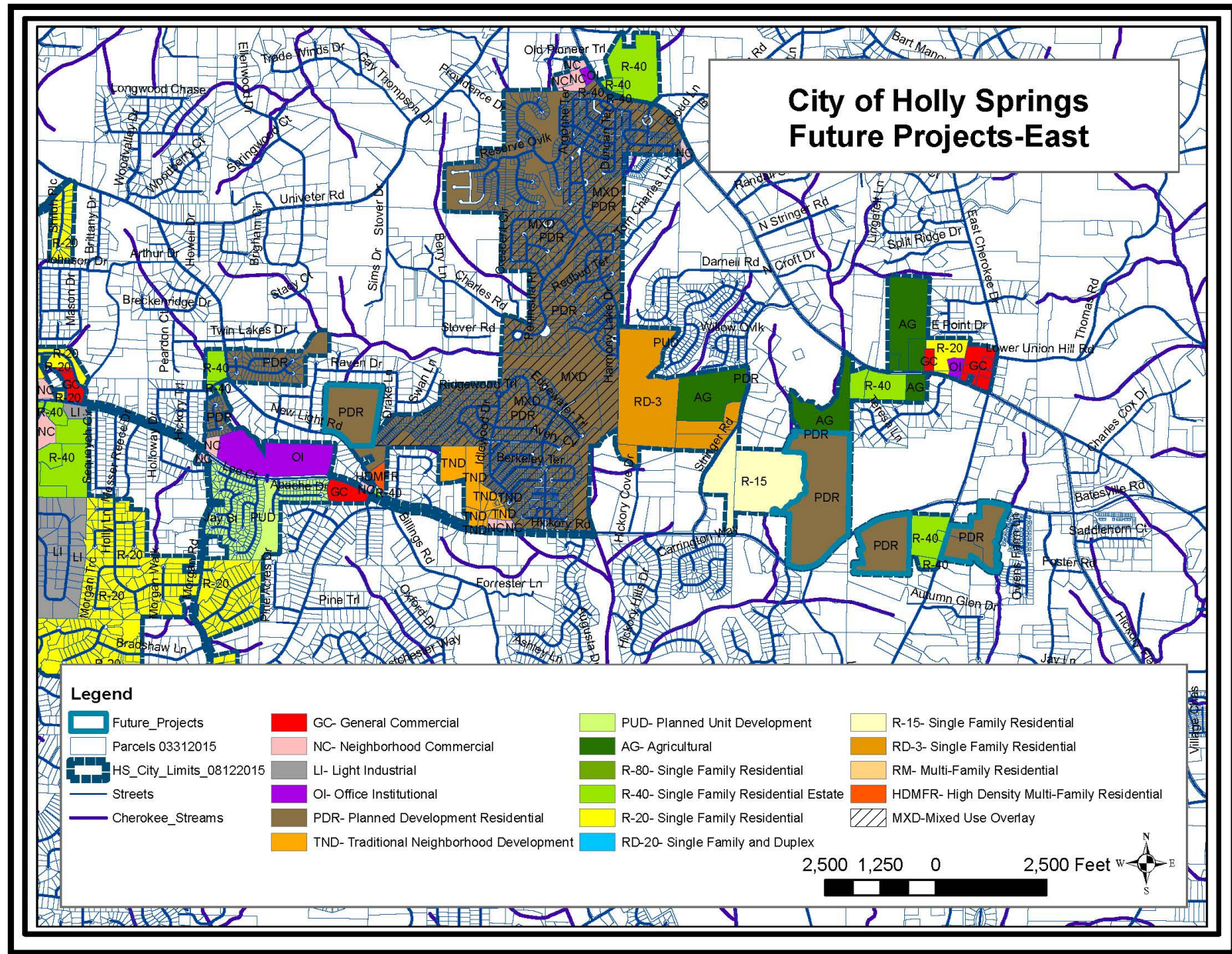
Cagle Family Farm Project

COHS entered an option agreement for the acquisition of 58 acres of land for use as a future park. The City plans to use this land as an active and passive park.

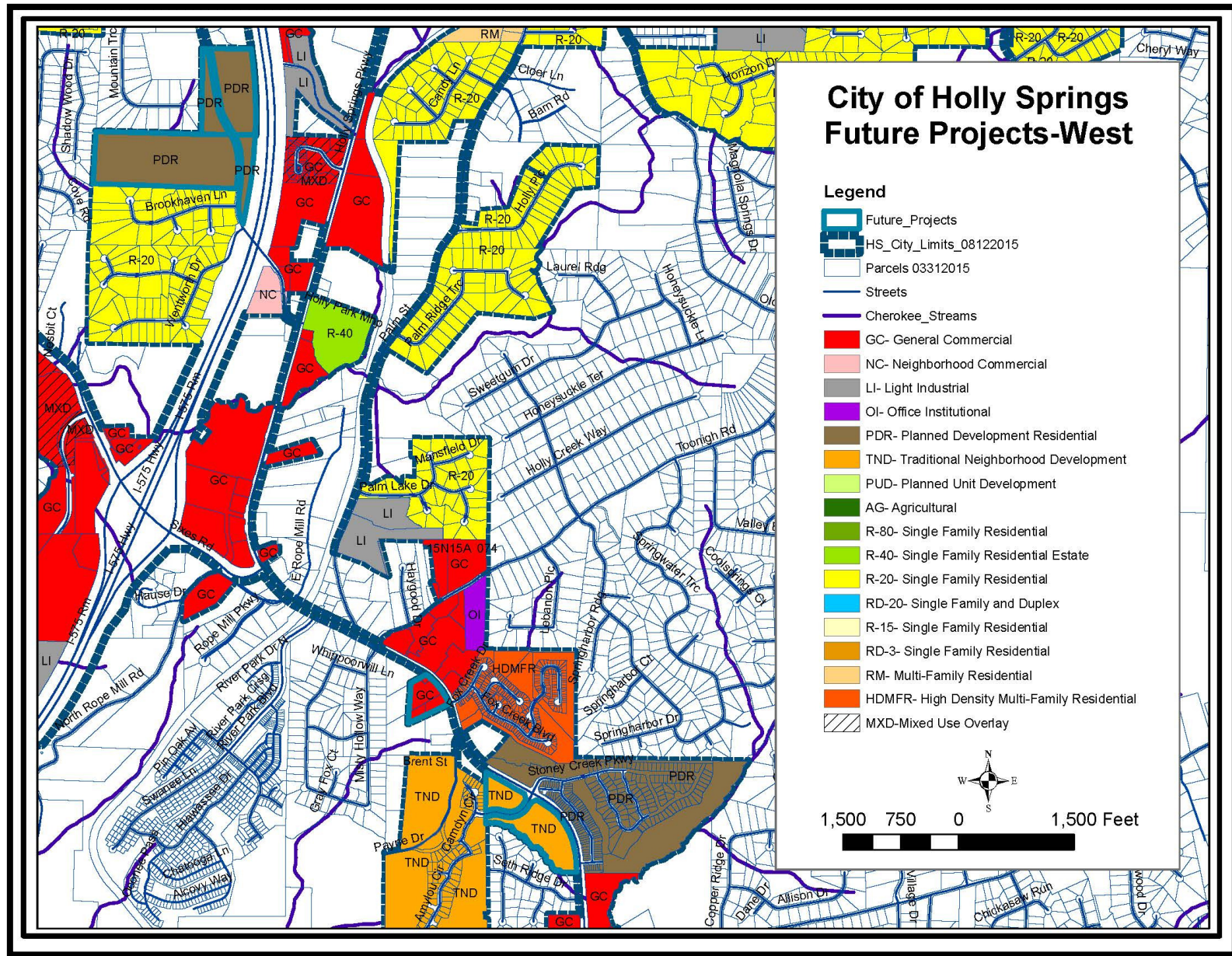


Holly Springs Headlines

Undeveloped Properties East



Undeveloped Properties West



Livable Centers Initiative & Palm Street Sidewalk Project

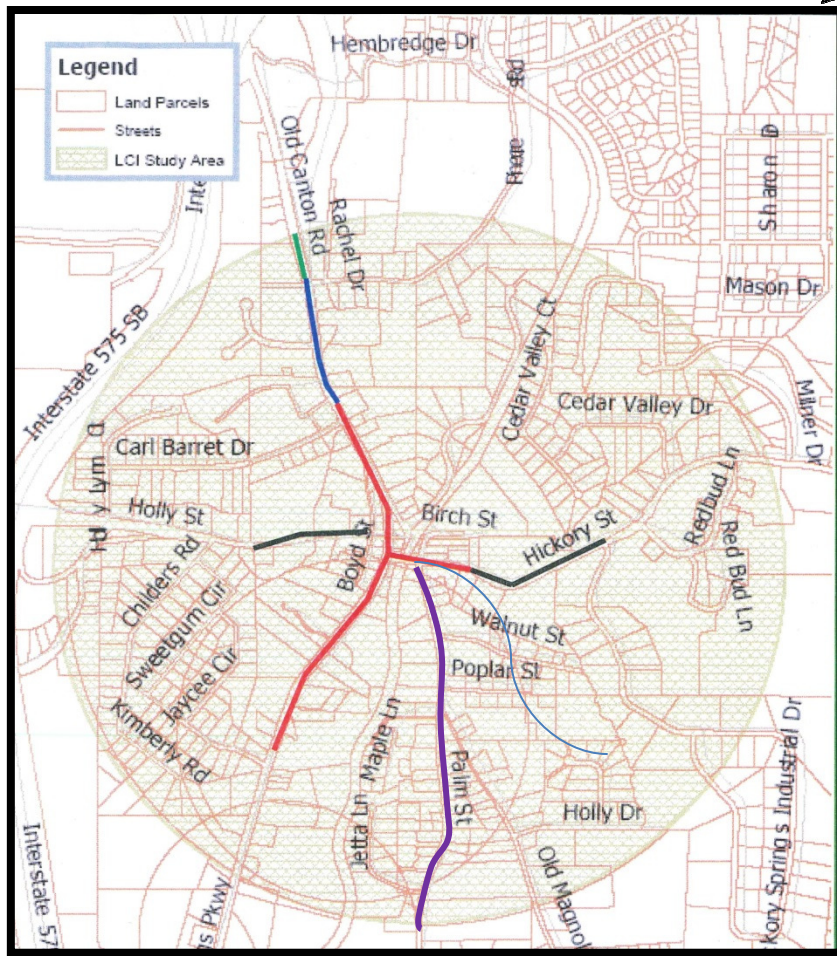


COHS received grant funds from the Georgia Department of Transportation Livable Centers Initiative (LCI) and Transportation Enhancement (TE) grant programs for the construction of streetscapes along Holly Springs Pkwy. and Hickory Rd.

Construction is expected to begin in late 2015.



Proposed Pedestrian Network Routes



City received the Community Development Block Grant from Cherokee County for sidewalk improvements on Palm St.

Construction should begin in late 2015.

KEY

Red Line – Currently Funded-LCI

Blue Line – Currently Funded-TE

Black Line – Not Funded

Green Line – Will complete northern route

Purple Line – Currently Funded-CDBG

Recognitions



#1 Safest City in Georgia



- In December 2014 ValuePenguin.com ranked Holly Springs the #1 safest city in Georgia, stating, “The 22 police officers in Holly Springs clearly do a great job of keeping crime in check through the area. The lack of property crime in Holly Springs really stands out and is the second lowest in Georgia.”

#4 Best City in Georgia for Young Families

- In March 2015, NerdWallet.com ranked Holly Springs as the #4 best city in the state for young families, based on:
 - home affordability prosperity and growth
 - quality of education family friendliness.



Discover Holly Springs



770-345-5536
www.hollyspringsga.us

Preserving the past, creating the future, and everything in between.

 City of Holly Springs, GA – Official Government

 @COHS_GA

City of Ball Ground Overview

What makes
Ball Ground
Unique?

Ball Ground By the Numbers!

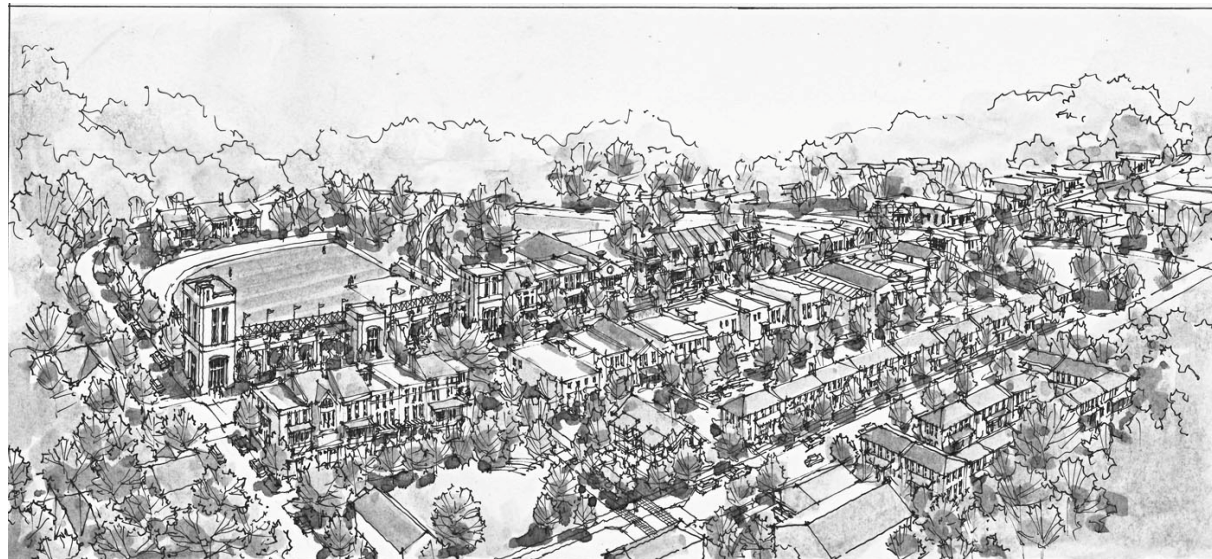
- 1,950 Residents
- 71 Businesses
- 623 Jobs
- 3,688 Acres
- 5.77 Square Miles
- 130 Years Old
- 2nd Oldest City in Cherokee County
- 53 Building Permits in 2015

Public Facilities



The Valley Street Overlay District

- Encourage development on Valley Street away from Canton Highway.
- Create a link between the city's emerging commercial district and its historic downtown.



The Valley District

Ball Ground Georgia

Urban



© 2007, All Rights Reserved - Urban Town Development

Valley Street Before Construction



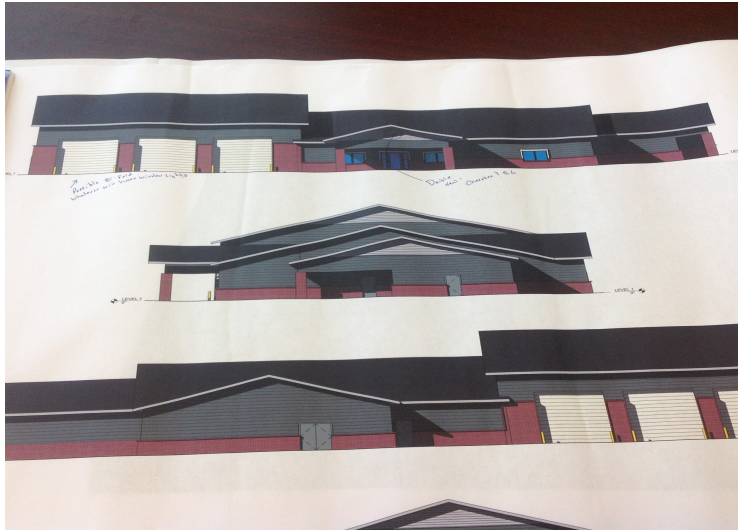
Valley Street After



Valley Street Development



Valley Street Development (2)



What's Up Next on Valley Street

- January 2016 – Universal Alloy Corporation
- January 2016 – New Fire Station
- January 2016 – Your Business??
- And.....

Valley Street Streetscapes

- \$600,000 in Federal Grant Funding
- Sidewalks, Street Lights, Pedestrian Rest Areas, Plantings
- $\frac{3}{4}$ Mile Linear Park
- Connects the School with Business and Residential Components of District
- Will Complete the Loop Establishing over 4 Miles of Contiguous Sidewalk

Downtown Before Streetscapes



Downtown During Streetscapes



Downtown During Streetscapes



Downtown After



What Followed Streetscapes?

- D-LAB – Complete makeover of the old Ball Ground Elementary School Facility for a design studio and screen printing company – 20 jobs
- Frankfurt Doner and Meats (German Deli)
- Les Bon Temps (Cajun Cuisine)
- Martins General Store
- The Corner District (Wedding & Events Venue)
- We provide Wi-fi Downtown and in all Parks
- And we Certainly have to mention.....

MENA

(Starring Tom Cruise....and Rick Roberts)



DESIGNATIONS

- Downtown Ball Ground is Listed on the National Register of Historic Places
- Ball Ground Achieved the “Main Street” Designation in 2014 making business and property owners in the district eligible for great financing opportunities.
- The Very Southern Edge of our Downtown District is an “Opportunity Zone” Making Employers Eligible for Tax Credits for Jobs Created.

What Did Mena Mean?

- Estimated \$500,000 to Local Economy
 - \$100,000 to off duty officers county wide
 - \$100,000 to security guards hired locally
 - \$120,000 in Building/Property Leases (in City)
 - \$20,000 in Food Purchases for Catering
 - \$3,000 in Propane Sales for Catering Trailers
 - \$1,500 Daily in Car Part Sales (Vintage Cars)
 - Local Restaurants Reported Record Breaking Sales
 - Local Vendors Reported Record Sales
 - Local Contractors Picked up Numerous Jobs

What's Next for Downtown

- 4 (yes 4) of the old 'Rock Shops' are under contract with a closing date of September 30th, 2015
- THE ROCK IS GONE from the central parking lot downtown
- The City has entered a lease with the railroad to obtain additional downtown parking – should be available by October 30th.

The Burger Bus Coming Soon!!

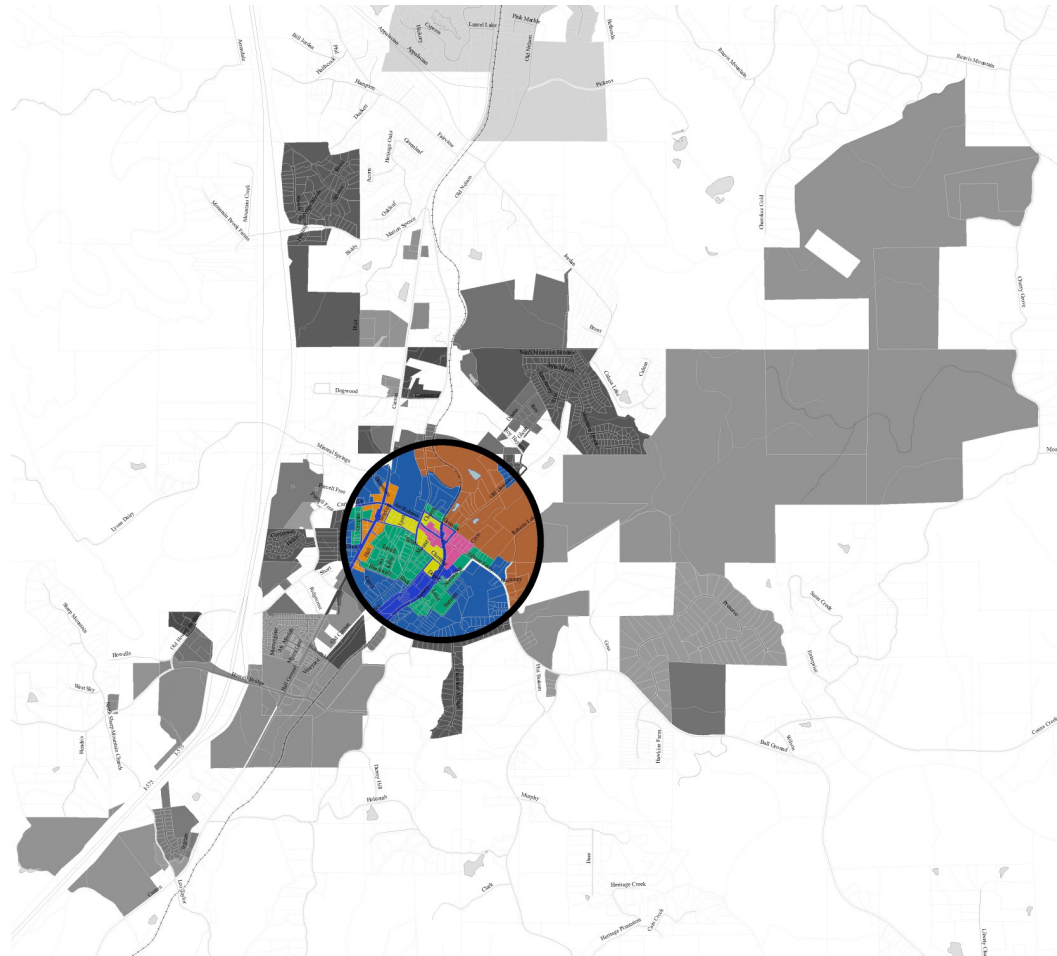
- Original City of Atlanta Street Car Trolley
- Restored and will be located on RR right of way downtown
- Indoor and Outdoor Seating adjacent to City Center Park
- Made possible by the City of Ball Ground DDA and Mr. TY Brown – Owner of D-Lab

THE BURGER BUS (Under Rennovation)

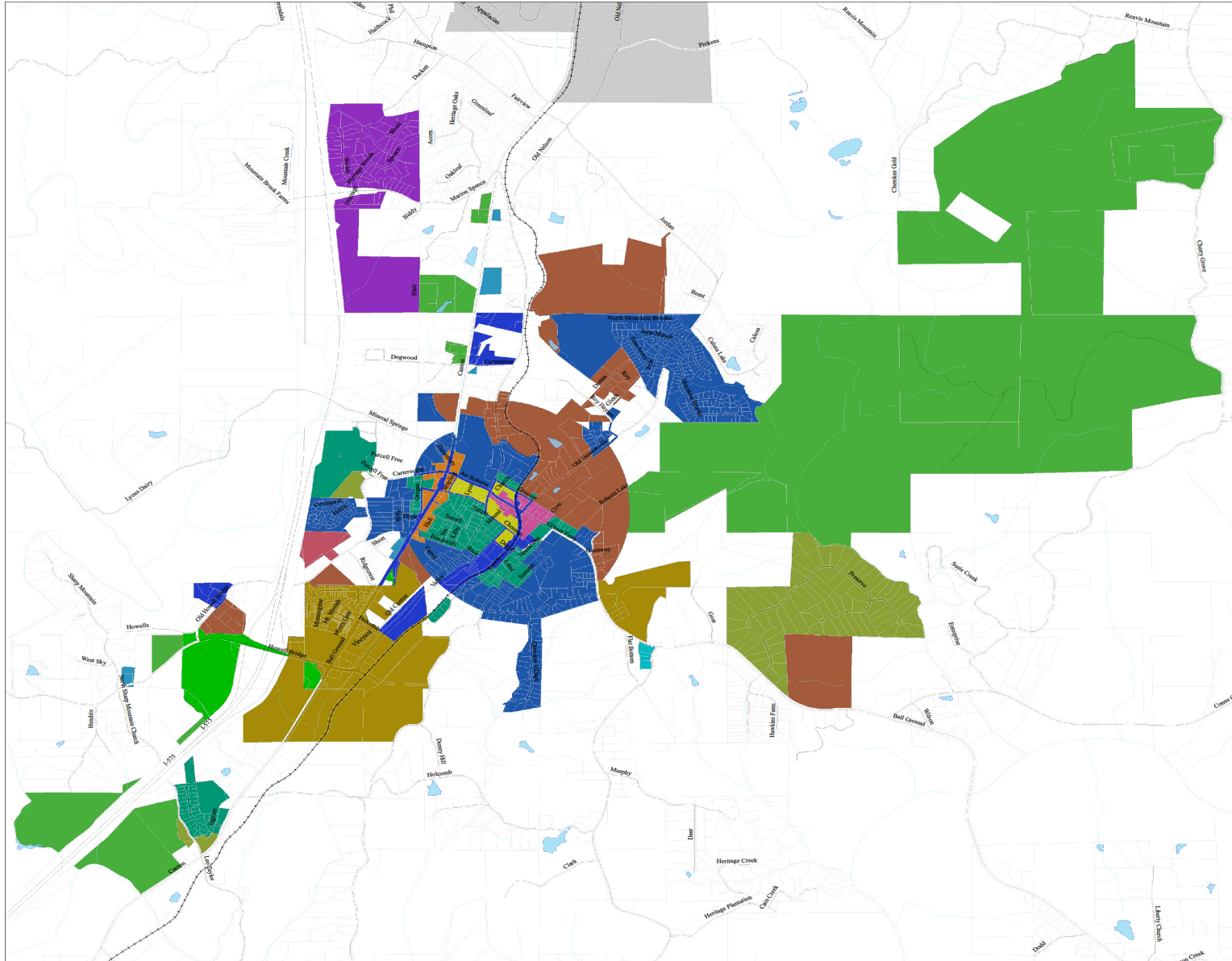
- At it's Temporary Home in Public Works



Ball Ground 1990



●



Olde Mill



Mountain Brooke



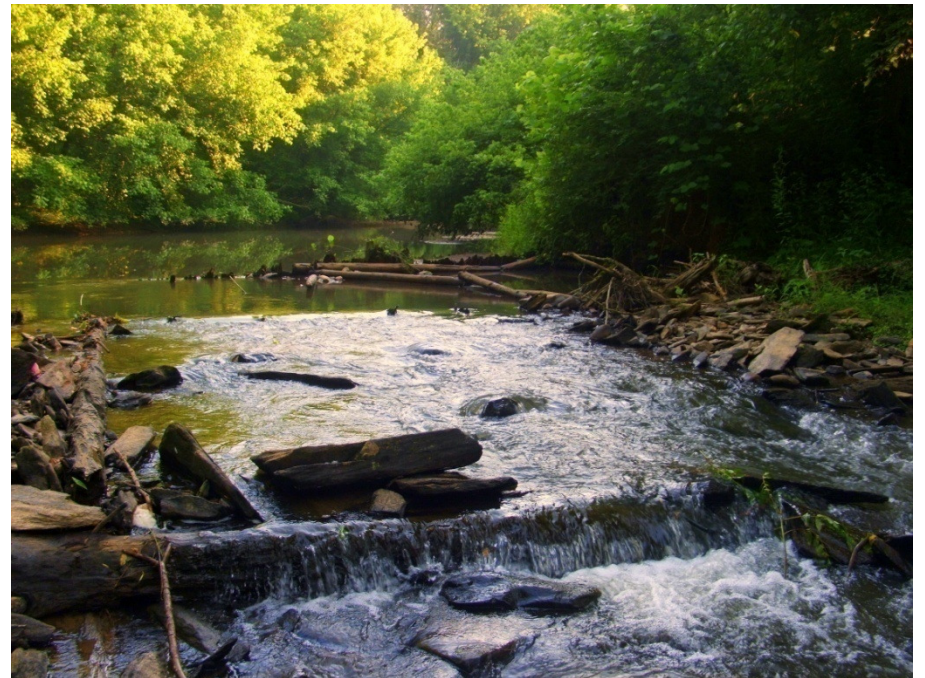
Lantern Walk



What is Next in Ball Ground

- TE Grant to Enhance Valley Street Corridor
- Sewer Expansion North on State Rt Business 5
- Botanical Garden at City Hall
- Cherokee County's First Winery (Feathers Edge)
- Green Space Acquisition to connect City to Long Swamp Creek and Roberts Dam

Long Swamp Creek



Trademarks? Really? YES!

- Ball Ground – Where We Roll Out the Red Carpet, Not the Red Tape TM
- Ball Ground Rocks TM – Merchandizing To Begin Soon
- We have also obtained a Trade Mark for our City Seal – something very few Cities have done.



Services

- Public Safety
- Water
- Sewer
- Planning and Zoning
- Street Lights
- Parks and Recreation
- Roads and Streets
- Solid Waste/Sanitation
- Fire

Public Safety Profile

- Small but efficient and effective department
- All cars equipped with camera systems
- All cars equipped with lap tops and internet access.
- Department fully automated with the Cloud Cop Software
- Cloud Cop Fully Integrated with Court Software – E Tickets

Water and Sewer

- 980 Connections
- Single Source Well Capable of 300 gallons per minute
- Best Tasting Water in Georgia Award
- Safety Connections to the CCWSA for Emergency Use
- Sewer Collection System – Treated in Canton

Parks and Recreation

- Complete Parks Renovation in 2013
- Monthly “Movies in the Park”
- Ball Ground Rocks the Park Summer Concerts
- Festivals
- Yoga in the Park
- Hosted 2 Dizzy Dean State Championship Tournaments
- Fields are Interchangeable – can be used for Softball or Baseball (Portable Mounds)

Contact Information

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Mayor – City of Ball Ground

(770) 735-2123

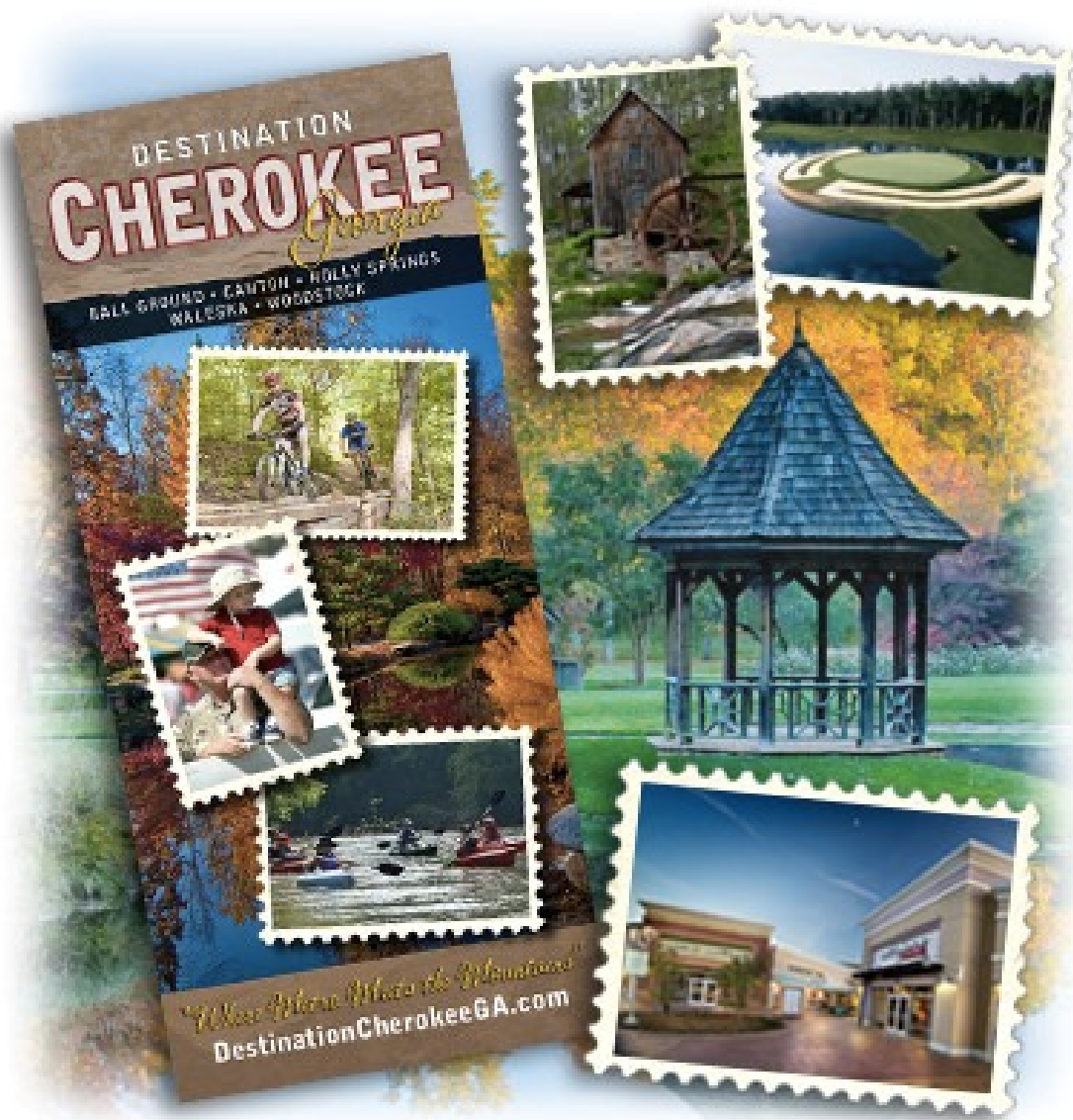
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CAOR
CHEROKEE ASSOCIATION
OF REALTORS

City Summit

Cherokee County
Chairman Buzz Ahrens

Woodstock
Mayor Donnie Henriques

Canton
City Manager Billy Peppers

Holly Springs
Mayor Tim Downing

Ball Ground
Mayor Rick Roberts