



*Shaping Your Future III*



**2017**

STATE OF  
THE COUNTY  
ADDRESS

*January 26, 2017*



Mission Statement

Guiding Principles

Partnerships

Highlights  
2016/Metrics

Outlook

Message To You

*Shaping Your  
Future*

## MISSION

The CHEROKEE COUNTY Board of Commissioners is dedicated to providing a "Superior Quality of Life" for its residents.

### OUR GOAL:

To preserve the Beauty, Unique Character, and Desirability of the Community where we live, work, and play.

### OUR PROMISE:

Listen to you; Respect your Rights; & Represent you with the highest standards of Ethics and Integrity.

### OUR COMMITMENT:

Service Excellence & commitment to Continuous Improvement; State-of-the-art Public Safety facilities, training, and personnel; Fiscal Responsibility & Conservative Planning to maintain lowest tax rates in Metro Atlanta.



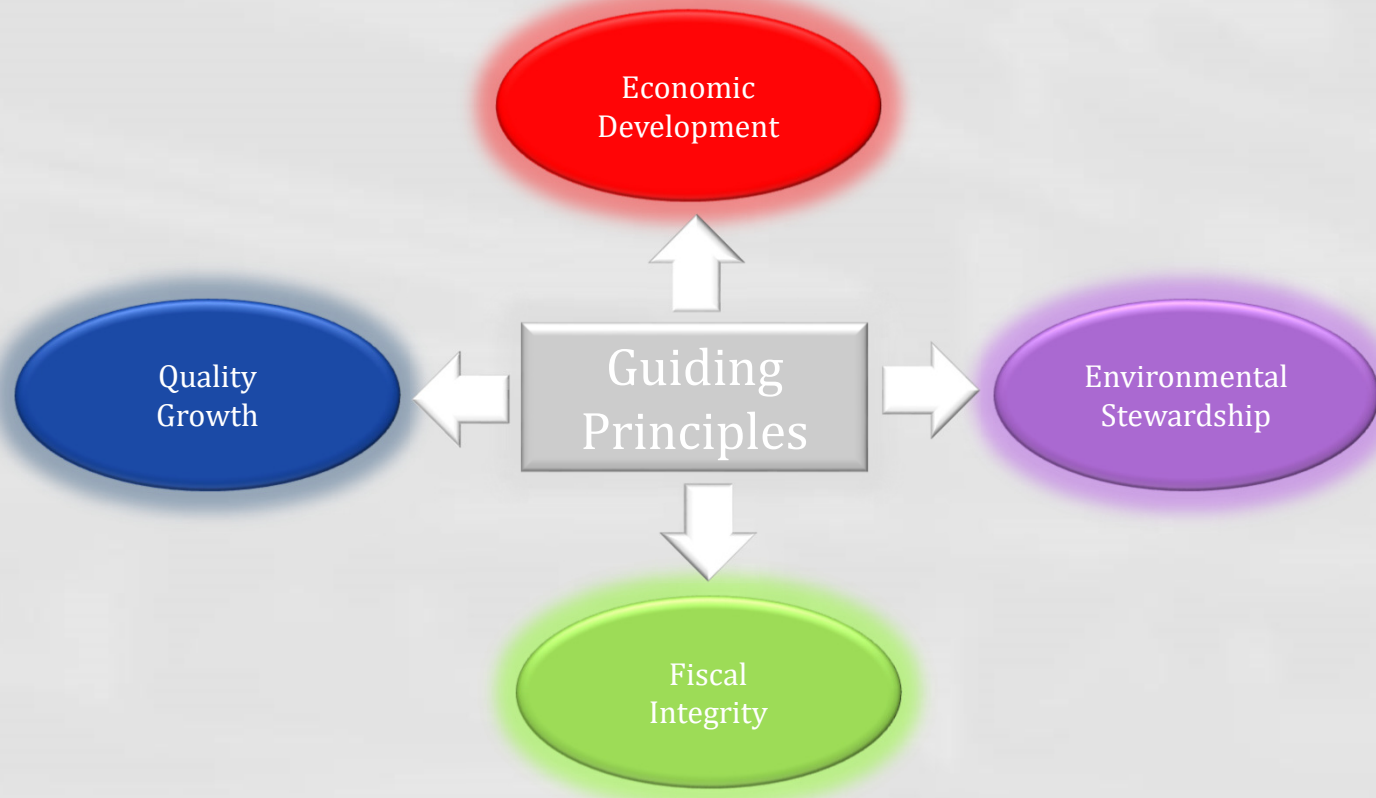
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TARGET OUTCOME ➡ "COMPLETE CUSTOMER SATISFACTION"

HOW? ... Superior Service and Continuous Improvement (Raise the Bar)



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- OFFICE OF ECONOMIC DEVELOPMENT
- SCHOOL DISTRICT
- PUBLIC SAFETY
- COURTS/JUDICIAL
- HEALTH CARE
- CITIES
- STATE
- CITIZENS



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1883  Reinhardt University



Cherokee County  
School District

SAT Scores ranked No. 3 in Georgia and Highest in Metro Atlanta

Exceeded the State's average score under the College and Career Ready Performance Index for the 5<sup>th</sup> consecutive year

College Boards **AP Honor Roll** for Fourth Consecutive Year  
(One of only 10 school districts in Georgia)

NICHE ranks Cherokee County School District one of 2017 Best School Districts in Georgia



Misti Martin named among North America's Top 50 Economic Developers

Adidas to open production facility

LAT Apparel celebrated the ribbon-cutting of the company's new multi-use building in Ball Ground

For the second consecutive year, Cherokee County has been identified as having an **Innovation Economy** by the Technology Association of Georgia

Papa John's International announced locating its new regional hub, which will supply over 400 Papa John's stores across seven states, to Cherokee County

Reformation Brewery Receives Georgia Small Business Award

Universal Alloy Corporation is expanding in Ball Ground

The Circuit, located on Chattahoochee Technical College's Woodstock Campus, was created to foster entrepreneurship and business development

## Public Safety Agencies are regional leaders of operational excellence and honor

County Marshal's Office earns **National Accreditation from CALEA** in 2016 - the second Marshal's Office in the State of Georgia to receive such an honor, and 3<sup>rd</sup> nationally

In 1996, the Cherokee Sheriff's Office became the **first nationally** accredited sheriff's office in the state of Georgia, and was reaccredited in 2016

The Cherokee County E-911 Center earned the distinction of being **one of only four Georgia 9-1-1 Centers** Nationally Accredited, and was reaccredited in 2016. Center awarded Call Center of the Year in Georgia in 2009

The Cherokee County Fire & Emergency Services Public Protection Rating (ISO) improved from 5/9 to 3/3Y. **Awarded #1 EMS Agency** in the State of Georgia in 2009



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### STRONG COMMUNITIES

NICHE ranked Ball Ground (#2), Holly Springs (#11), Woodstock (#14) and Canton (#21) as 2016 Safest Places to Live in Georgia

•

Woodstock received a 2017 Live, Work, Play City Award presented by the Georgia Municipal Association (GMA), in conjunction with *Georgia Trend* Magazine

•

NICHE ranks Cherokee County in Top 10 Best Counties to Live in Georgia in 2016

### WORLD CLASS HEALTHCARE

The new \$250 million Northside Hospital-Cherokee will open in May 2017 and will add hundreds of new jobs

•

Northside Hospital-Cherokee earned The Joint Commission's Gold Seal of Approval for health care quality

•

WellStar announced expansion plans



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## PUBLIC SAFETY

## AVERAGE RESPONSE TIME

00:04:56 00:07:09

Law Enforcement Fire & Emergency  
Services

## DID YOU KNOW?

Fire & Emergency (Fire & EMS) Personnel = **343**  
 Marshal's Office (Code Enforcement & Animal Control) Personnel = **19**  
 Emergency Management Agency (EMA) Personnel = **2**  
 Animal Shelter Personnel = **17**  
 Sheriff's Office Personnel = **420**  
 E-911 Personnel = **46**

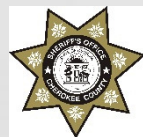
Cherokee County Fire & Emergency Services responded to 23,339 incidents in 2016, or **an average of 1 incident every 22.5 minutes**.

E-911 Call Center received 281,081 calls in 2016 – **an average of 1 call every 2 minutes**. In addition, the Center handled 60,345 outbound calls

Nearly **68.42%** of all Fire & Emergency Incidents were EMS Responses.

County Marshal's Office earned **National Accreditation** in 2016 becoming only the **third** nationally accredited Marshal's Office in the Nation and second in the State of Georgia.

Cherokee County E-911 Center is **one of only four** Georgia 9-1-1 Centers Nationally Accredited.



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## RECREATION & PARKS



### Recently Completed Projects

- Recently Completed - Artificial Turf Field @ Hobgood Park
- Recently Completed - New Restrooms @ Sequoyah Park
- Currently Under Construction – Patriots Park
- Currently Under Construction – Cherokee Veterans Park Phase I
- Upcoming – Woodstock Multi-Purpose Trails Phase III

**Average Homeowner paid \$7.07 to operate and maintain County parks last year.**

This number varies every year based on the millage rate and home values.

• Total Park Acres	2,443
• Total Park Acres per 1,000 Residents	10.17
• Tournaments hosted in a County Park	42
• Swim Meets host at Cherokee County Aquatic Center	25
• Oasis Pool Visits	60,239
• Operating Expense per Acre	\$1,836
• Cost Recovered through Fees & Charges	54%

### DID YOU KNOW?

Cherokee Recreation & Parks Agency was honored to receive several Georgia Recreation & Parks Association (GRPA) district and state awards in 2016.

- **GRPA 5th District Class A Agency of the Year**
- **GRPA State Volunteer of the Year** - Amy Turcotte
- **GRPA State Outstanding Online Media** - [www.crpa.net](http://www.crpa.net)
- **GRPA State Outstanding Special Event** - Paws in the Pool
- **GRPA 5th District Innovative Program** - Senior Adventure Camp
- **GRPA State Outstanding Aquatic Program** – SPLASH



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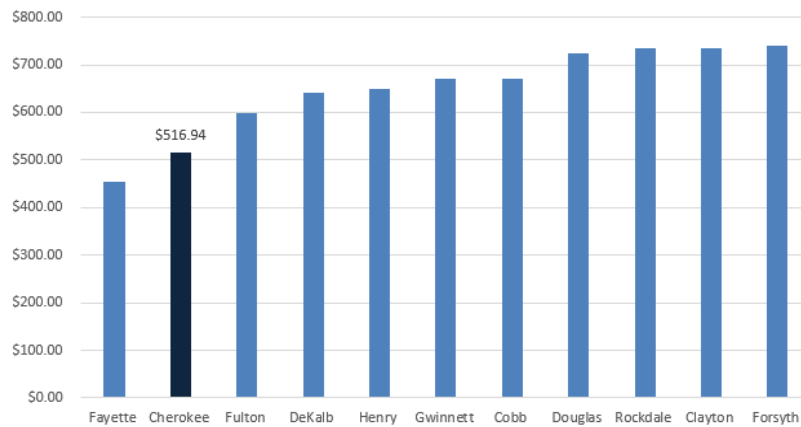
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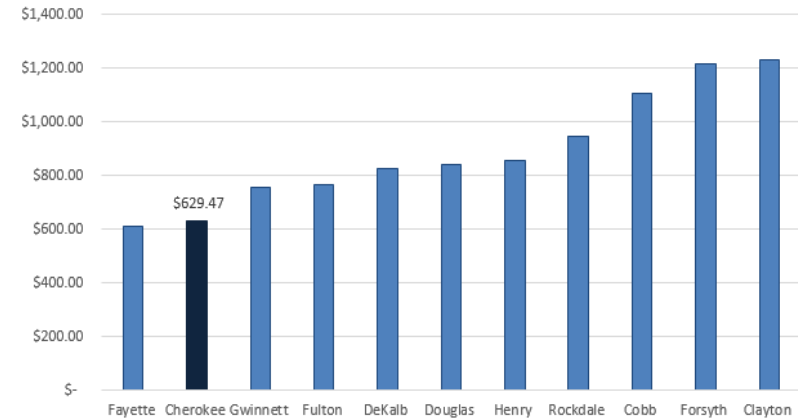
## VALUE OF COUNTY GOVERNMENT (2015)

- 2<sup>ND</sup> LOWEST TAX BURDEN AND SPEND PER CAPITA IN THE REGION

2015 Tax Burden per Capita



2015 Governmental Spending Per Capita



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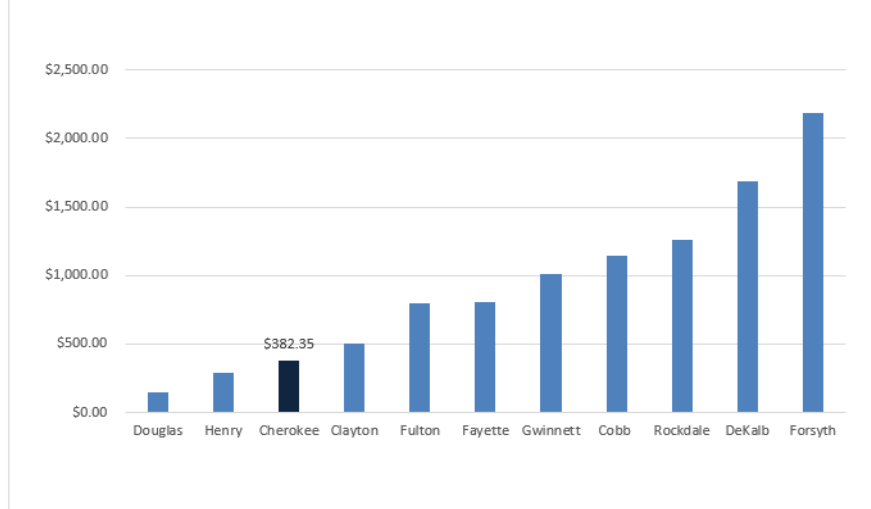
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## VALUE OF COUNTY GOVERNMENT (2015)

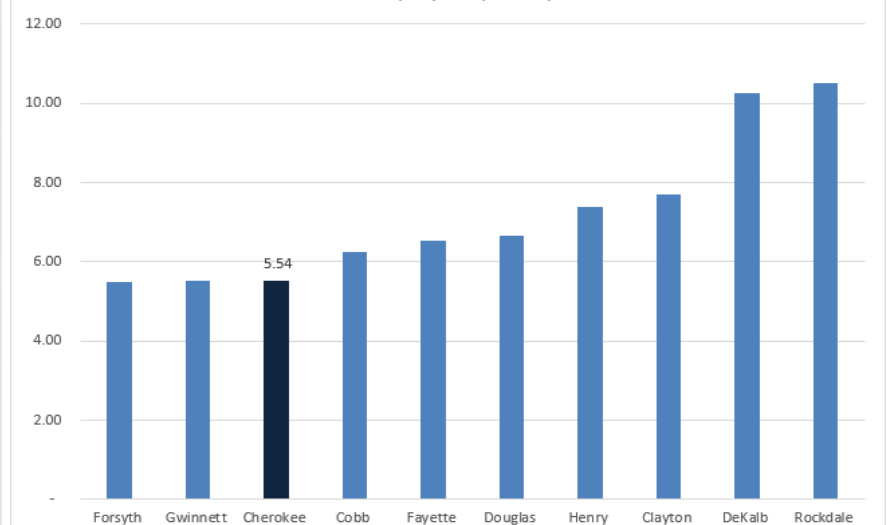
- 3<sup>rd</sup> LOWEST NUMBER OF COUNTY EMPLOYEES PER CAPITA IN THE REGION
- 3<sup>rd</sup> LOWEST LONG-TERM DEBT PER CAPITA IN THE REGION

2015 Long Term Debt per Capita



Note: Long Term Debt is debt the County government has control over.

2015 Employees per Capita



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COMPREHENSIVE LAND USE PLAN (10-YEAR UPDATE) TO BEGIN IN 2017

RECREATION & PARKS MASTER PLAN TO BE COMPLETED IN 2017

## LOCAL INFRASTRUCTURE

- SPLOST renewal
- Built and opened 2 replacement fire stations and another under construction
- Backup E-911 Center to be built in 2017
- Patriots Park and Veterans Park to be opened in 2017/2018

CONTINUE TO BUILD/STRENGTHEN KEY METRICS

CONTINUE TO STRENGTHEN FINANCIAL RESERVES (Currently nearly 30% of Annual Operating Expenses)

- Long Term Financial Plan (LTFP) and Strategic Plan to be completed in 2017



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## OUR “PACKAGE OF PREDICTIBILITY”

- USP’S (UNIQUE SELLING POINTS)
- YOU’VE JUST SEEN HOW WE ARE SHAPING YOUR FUTURE
  - ➡ CREDIBILITY
  - ➡ RELIABILITY
  - ➡ PREDICTABILITY

“This is your Cherokee County”

THANK YOU!

L B. “Buzz” Ahrens, Chairman  
Cherokee County Board of Commissioners



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