



CHEROKEE
OFFICE OF | ECONOMIC
DEVELOPMENT

Year In Review 2018

CHEROKEE BY CHOICE

Turning Strategy into Action





CHEROKEE
OFFICE OF ECONOMIC
DEVELOPMENT

Cherokee By Choice



More than a brand slogan or an investment campaign, Cherokee By Choice is a state of mind. Cherokee is the fastest growing Metro Atlanta county, and we at the Cherokee Office of Economic Development (COED) believe that Cherokee's commitment to sustainability, greenspace, the wealth of talent and skilled workforce, and the vibrant communities are

responsible for that growth. Cherokee By Choice expresses the sentiment that Cherokee is no longer a temporary address before making a big move. Cherokee is the move. The talent is here. The workforce is here. The community is here. And they are in Cherokee by choice.

PROMOTION OF THE CHEROKEE BRAND

Launched A New
Interactive Website
And Enhanced Brand
Platform

200

Presentations Made
From Local To Global

30

Media Publications
Featuring COED

2

Southern
Economic
Development Council
(SEDC)
Communications
Awards

2018 has been a foundational year for Cherokee. COED continued to turn strategy into action by launching the first-ever Cherokee By Choice (CBC) investment campaign. The public-private partnership boasted 74 investors and over \$2.5 million pledged over five years. This support from community and industry leaders confirms the success that COED and our partners have accomplished year after year, and 2018 was no different.

COED revealed the CBC branding, a public-facing image to connect key target areas that COED focuses on to foster economic growth. The brand was launched along with an interactive website complete with a clearinghouse for Cherokee businesses from corporate to startup to announce career positions and highlight recruitment resources.

The recruitment resources included the first-ever Cherokee Workforce Collaborative's summer internship program for high school juniors and seniors to gain experience with partnering industries. The program's inaugural year had 13 participating interns and one was hired upon completion of the program.

Fresh Start Cherokee also launched a new program, the Kauffmann-backed 1 Million Cups Cherokee. This bi-monthly event carried the banner for entrepreneurship and community throughout 2018.

COED's Camera-Ready program also showcased the multiple opportunities Cherokee has to offer as well. Film production inquiries increased by 44 percent over the previous year. Wes Hagan and Kevin Dowling of the location management team for the hit Netflix series *Ozark* received an award for "Outstanding Locations in a Contemporary Television Series."

Cherokee's expanding industries also reached major milestones this year. Governor Deal cut the ribbon at the grand opening of the adidas SPEEDFACTORY. Woodstock Furniture Outlet moved into its new headquarters and distribution facility at Cherokee 75 Corporate Park, and Chart Industries relocated its headquarters to Airport Commerce Center. Northside Hospital Cherokee expanded its brand-new facility, and WellStar began construction on its Cherokee Health Park at Holly Springs which is set to open in the summer of 2019.

Thank you for being our partner in success. Together, we are #cherokeebychoice.

- Marshall Day



DEVELOPMENT AUTHORITY of CHEROKEE COUNTY

Chairman

Marshall Day

Vice-Chairman

Steven L. Holcomb

Secretary/Treasurer

Robert Logan

Phil Eberly

Mark Goddard

Billy Hayes

Ashley Holcomb

James L. (Skip) Spears

Harold Swindell

CHEROKEE COUNTY DEVELOPMENT AUTHORITY

Chairman

Steven L. Holcomb

Vice-Chairman

Mayor A.R. (Rick) Roberts, III

Secretary

Edna Cook

Assistant Secretary

Jeff Moon

Mayor Gene Hobgood

Mayor Steve Miller

Ben Looper

GOAL ONE



Comprehensive
Economic
Development

FACES OF SUCCESS • I'M IN CHEROKEE BY CHOICE BECAUSE...

Film



Ashley Cantley
Cantley Productions

"I love that I can work from my home in Woodstock for national TV shows based out of NYC and LA. At the same time, I'm inspired by the filming happening in Cherokee and excited to create work here too (we're filming a TV show pilot now)."

Healthcare



Joe Brywczynski
WellStar Health System

"Cherokee County broadens our community-based outpatient service offerings in an area that is mutually committed to growth and expansion. WellStar Health System is pleased to be underway with construction at our newest health park in Holly Springs."

Mixed-Use Development



Penn Hodge-Grant Schmeelk
The Mill On Etowah

"Cherokee is a premier destination in metro Atlanta for mixed-use development. Set to open in 2019, The Mill On Etowah will revive Canton's iconic Textile Mill with over 30 acres of walkable greenspace and a community marketplace."

Entrepreneurship



David Leggett
Black Airplane

"Cherokee provides a hometown feel with a thriving arts scene, craft beer culture, and growing entrepreneurial community while also giving our company access to world-class clients in a major metropolitan area."

Advanced Manufacturing



Chip Poth
Universal Alloy Corporation

"Success for Universal Alloy Corporation means living and working in Cherokee. UAC first chose Cherokee for a major project in 1996; then again in 2004, 2012, and 2017, and we are working on another in 2019."



RECRUITMENT AND BUSINESS RETENTION & EXPANSION

COED's multifaceted, results-driven approach to economic development is focused on corporate recruitment, retention and expansion, film & media, and entrepreneurship.

NOTABLE NUMBERS

119

Business
Prospects

\$126MM

In New Capital
Investment

458

New Career
Opportunities

13

Existing Industry
Expansions

212

Engagements With
Existing Industry

FILM



Sheriff Frank Reynolds and Lieutenant Irene Ruiz greet Actor Marlon Wayans and Director Michael Tiddes on the Cherokee set of Netflix feature film **Sextuplets**.



Netflix continued filming Season 2 of the hit series **Ozark** at multiple locations in Cherokee.

"Complex and ongoing problem-solving is a major part of film and television production. The Cherokee Office of Economic Development, along with the Cherokee Sheriff's Office and the community at large, have consistently been willing to get in the trenches with filmmakers and work through this process."

Kevin Dowling,
Key Assistant Locations Manager, *Ozark*

**Authentically connecting
Cherokee's film community
through the inaugural
Cherokee Film Summit
in 2019.**



NOTABLE NUMBERS

44%
Increase In
Film Inquiries

48%
Increase In
Works Filmed

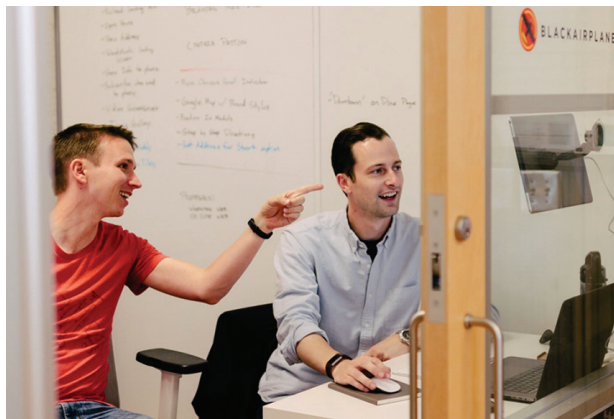
137+
Prospects

35+
Works Filmed

4
Feature Films

7
Different TV Series
Filmed Episodes In
Cherokee

ENTREPRENEURSHIP



BLACK AIRPLANE

Black Airplane, an award-winning, full-service website design and development agency, landed as The Circuit's founding member in May of 2017. The first startup to graduate from The Circuit to their new hangar in downtown Woodstock, they grew from two guys on a laptop in downtown Atlanta to a team of eleven with a booming apprenticeship program.



REFORMATION BREWERY

With rapid growth and support from the local community and beyond, Reformation Brewery opened a new R&D facility and public taproom in Downtown Woodstock and announced a relocation and expansion of its warehouse and production to The Mill On Etowah in Canton.



Fresh Start Cherokee, an initiative designed to create a culture of entrepreneurship in Cherokee County through programs like 1 Million Cups (1MC) Cherokee, and The Circuit, Cherokee's first coworking space, both grew by leaps and bounds.



**THE
CIRCUIT**

NOTABLE NUMBERS

1,750+
Event Attendees

500+
Entrepreneurs
Engaged

120+
Events

5
Cherokee Cities
Engaged With 1 Million
Cups Cherokee

25+
Entrepreneurs
Pitched At 1 Million
Cups Cherokee

12
Entrepreneur Success
Stories Shared At The
Lunch Circuit

GOAL TWO



Talent
Development

CREATING A WORLD OF OPPORTUNITY



The Cherokee Workforce Collaborative, a dynamic, community-based partnership, cultivates a work-ready labor force through initiatives that match talent with existing and future industry needs. In 2018, the collaborative unveiled a new logo to reinforce its commitment to building a “World of Opportunity” in Cherokee.

NOTABLE NUMBERS

50

Workforce
Collaborative
Members

1ST EVER

High School
Summer Internship
Program

\$270K

In SPLOST Funding
Awarded For New
Mobile Workforce
Workshop

6

New Career (CTAE)
Pathways Added For
Recommendation

38

Employers
Participated In
The Cherokee
Career Expo

EARN WHILE YOU LEARN



"I gained real world experience and formed relationships with coworkers in a viable company. I now have a more refined and realistic expectation for all future jobs."

Robbie Alden
Cherokee Summer Intern

LAUNCHED CHEROKEE SUMMER INTERNSHIP PROGRAM

- 6 weeks of paid, real-world industry experience
- An interactive work environment focused on mentorship
- A rewarding summer job close to home

**13 TOTAL
INTERNS**

PILOT PROGRAM EMPLOYERS

YANMAR



FactoryMation
INDUSTRIAL CONTROL PRODUCTS



NEOMed

UAC UNIVERSAL ALLOY
CORPORATION
A COMPANY OF MONTANA TECH COMPONENTS AG

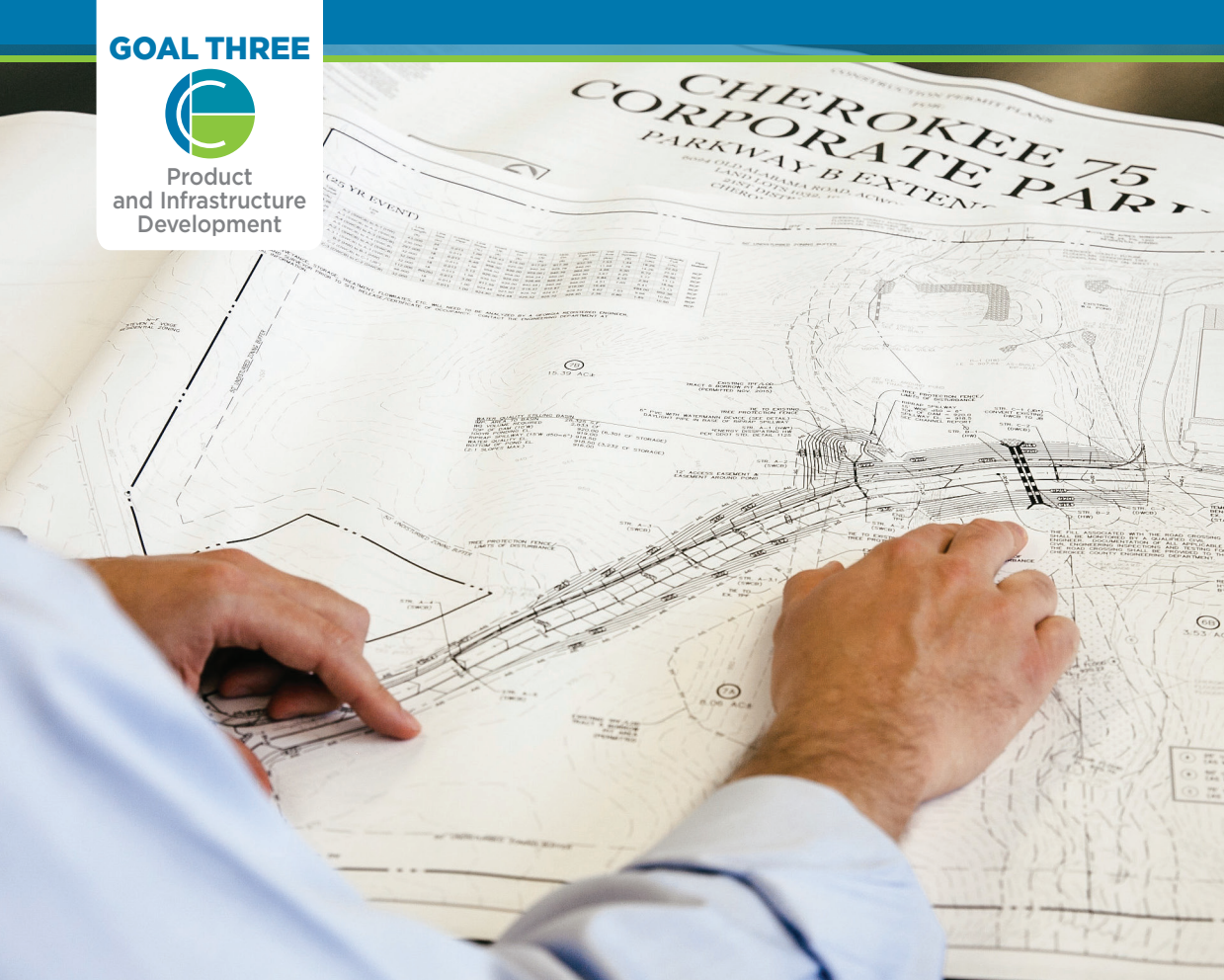
An interactive
mobile workforce
workshop
highlighting the
skilled professions
to launch in 2019.



GOAL THREE



Product
and Infrastructure
Development



NOTABLE NUMBERS

3

Light Industrial Tracts
Available At Cherokee 75

300+

Properties
Actively Promoted On
Cherokeega.org

\$8MM

In SPLOST Funding For
Economic Development

6

Developers Considering
Investment In
Speculative Space

15 ACRES

Of Mixed-Use Available At
Cherokee 75 Corporate Park

5

Mixed-Use Developments
Currently Underway

FEATURED MIXED-USE PROJECTS

Mixed-use is a target sector within the Cherokee By Choice strategy. COED is working to promote mixed-use development along the Cherokee 75 Corridor, Cherokee's cities, and around the airport area.



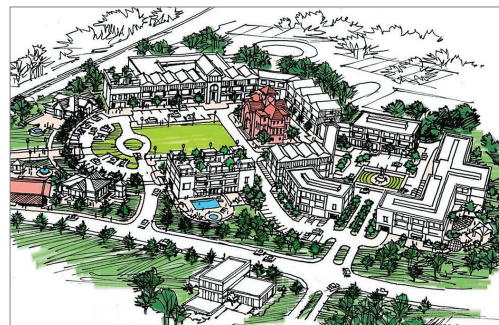
THE MILL ON ETOWAH

Tucked between miles of greenspace and downtown Canton, the Canton Textile Mill will soon be transformed into Greater Atlanta's next mixed-use destination; The Mill On Etowah. Future home to retail shops, restaurants, residences, and office space, the 30-acre redevelopment will revitalize the gateway to Canton's city center while preserving its historic past.



ACADEMY & MAIN

Academy & Main is Canton's newest mixed-use development, offering office, restaurant, and retail space. Academy & Main breathes fresh life into Canton's historic buildings for a true live, work, play experience.



HOLLY SPRINGS TOWN CENTER

The Holly Springs Town Center will truly be a "live, work, play" project. Housing options will include lofts, townhomes, and cottage homes. With ample room for retail and office space, the Holly Springs Town Center will also feature an event green overlooking the new City Hall.

BRAND / STRATEGY



Cherokee By Choice Celebration at Reformation Brewery

CHEROKEE BY CHOICE: CHEROKEE'S FIRST-EVER PUBLIC-PRIVATE PARTNERSHIP

COED launched the Cherokee By Choice Economic Development Initiative, a five-year public-private partnership and economic advancement campaign. This results-driven initiative kickstarts a legacy that advances recruitment of innovative industries, creates a culture of entrepreneurship, strengthens Cherokee's pipeline of skilled workers, and expands Cherokee's thriving film community.

NOTABLE NUMBERS

74

Investors

36%

Progress On Five-Year
Capital Investment Goal

23%

Progress On Five-Year
Jobs Goal

5

Exclusive Investor
Networking
Opportunities

50

Cherokee By Choice
Events

6

Engagements With
Global/National/
Regional
Organizations

FOUNDER LEVEL INVESTORS



LEADER LEVEL INVESTORS



PLATINUM LEVEL INVESTORS



GOLD

- Gas South
- Majestic Realty
- Rooker
- TPA Group
- Woodstock Furniture & Mattress Outlet
- Wells Fargo

SILVER

- Catamount Constructors, Inc.
- Cecil & Campbell
- Choate Construction
- Core5 Industrial Partners
- FactoryMation, LLC
- Kaiser Permanente
- L.A.T. Apparel, Inc.
- Lead Edge Design Group
- Jaipur Living
- Nelson Mullins Riley & Scarborough, LLP
- Reformation Brewery
- R&D Mechanical
- Roytec Industries, Inc.
- Sawnee EMC
- SunTrust
- Synovus Bank

For a full list of investors, visit www.cherokeega.org.

2018 AT A GLANCE



- **NEW BRAND** | Unveiling of the Cherokee By Choice brand. Visit www.cherokeega.org to learn more.
- **RECENT PRESS** | Cherokee Market Report featured in the November Atlanta Business Chronicle.
- **JOBS AND INVESTMENT** | \$126 MM in new capital investment with over 458 new jobs.
- **SUSTAINED SUCCESS ALONG CHEROKEE 75 CORRIDOR** | Woodstock Furniture Outlet opened its HQ and Distribution facility, and Governor Deal cut the ribbon on the first U.S. adidas SPEEDFACTORY.
- **RECORD SETTING FILM ACTIVITY** | 36 total projects filmed (up 44% over 2017 year-end numbers). Netflix series *Ozark* starring Jason Bateman continues to film in several locations throughout Cherokee.
- **ENTREPRENEURSHIP** | Launch of 1 Million Cups (1MC), a program founded by the Kauffman Foundation to connect entrepreneurs with the local community.
- **EDUCATION** | #2 in metro Atlanta for SAT scores with SAT and ACT Scores continuing to exceed national averages.
- **HEALTHCARE** | Northside Hospital-Cherokee expanded its new \$286 MM regional hospital campus adding \$53 MM in capital investment. WellStar's \$83 MM Cherokee Health Park at Holly Springs is currently under construction.
- **CONTINUED GROWTH** | Cherokee is the fastest growing county in metro Atlanta.
- **EXISTING INDUSTRY** | Chart Industries moved its corporate headquarters to Airport Commerce Center.
- **MIXED-USE DEVELOPMENT** | Work began on The Mill On Etowah, the redevelopment of a 100+ year old textile mill in downtown Canton. Reformation Brewery is expanding its production foundry within the development.



TEAM

President

Misti Martin

Vice President

Heath Tippens

Operations Manager

Kristyne Davis

Community Manager of Entrepreneurship

Jonathan Chambers

Workforce/Communications Manager

Shawna Mercer

Film Project Manager

Molly Mercer

Investor Relations Coordinator

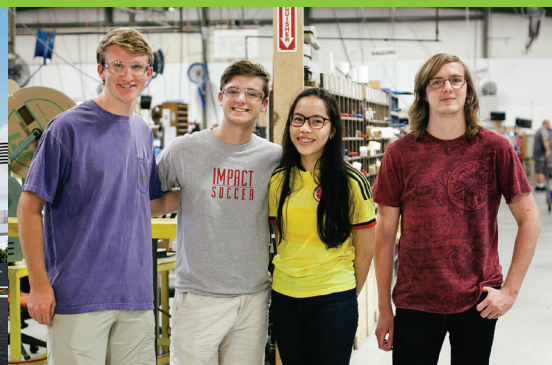
Ellie Colt

Communications Coordinator

Ella Greer



Let's Connect



CHEROKEE
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DEVELOPMENT

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