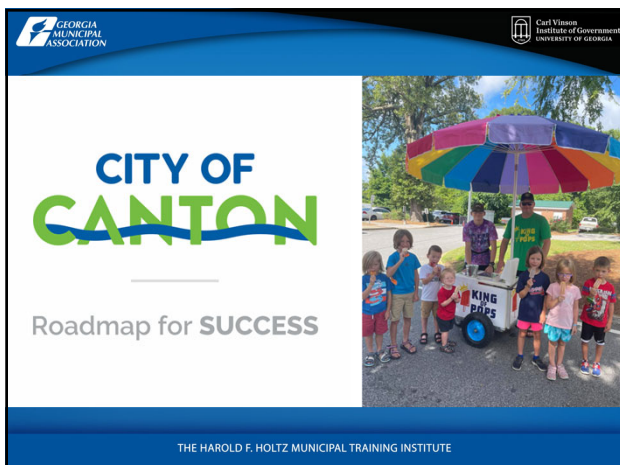


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Cul-Veritas University of Georgia

8 Tenets—1 Mission Guiding Canton

- ▶ Creating Great Neighborhoods
- ▶ Celebrating the Diversity in Our Community
- ▶ Advancing Regional Economic Success
- ▶ Enhancing Historic Downtown Canton
- ▶ Sustaining Our Natural Environment
- ▶ Connecting Citizens to Parks & Recreation
- ▶ Improving Infrastructure for Future Generations
- ▶ Leading with Excellence



Roadmap for Success

Our vision of a vibrant and growing city in which communities are equitable and strategies for future City planning. Each tenet is a commitment from the Mayor & Council to our residents, businesses, and partners. Together, they form a thoughtful platform for reviewing our present, developing change priorities, and supporting our role and procedures for operations in the future.



Creating Great Neighborhoods

Equitable, vibrant, connected, and thriving neighborhoods are foundational elements of our vision. We will ensure that all residents have access to quality housing, transportation, and community resources.



Celebrating the Diversity in Our Community

The diverse culture and unique assets of Canton are central to our identity and economic success. We will embrace and celebrate our differences, fostering a sense of belonging and shared purpose.



Advancing Regional Economic Success

Our region's economic vitality is essential for the well-being of our community. We will support and promote economic growth, innovation, and job creation, ensuring a prosperous future for all.



Enhancing Historic Downtown Canton

Our historic downtown is a source of pride and a key part of our identity. We will preserve and enhance its character, promoting tourism, commerce, and community engagement.



Sustaining Our Natural Environment

Our natural resources are a vital part of our heritage and future. We will protect and enhance our environment, promoting sustainability, conservation, and responsible resource management.



Connecting Citizens to Parks & Recreation

Parks and recreation are essential for the health and well-being of our community. We will expand and improve our parks and recreation programs, ensuring that all citizens have access to quality outdoor spaces and activities.



Our infrastructure is the foundation of our community's growth and development. We will invest in and improve our infrastructure, ensuring that it meets the needs of our current and future residents.




Leading with Excellence

Our commitment to excellence is a cornerstone of our identity. We will strive for the highest standards in all our work, ensuring that we are a model of efficiency, innovation, and public service.

Learn more at canton.ga.gov/roadmap | 300 Oakley Street, Canton, GA 30110 | 770.484.1234 | canton@gav.net

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Creating Great Neighborhoods

Safe, attractive, connected, and inviting neighborhoods are the foundation of Canton's hometown appeal. All residents deserve quality housing that reflects our community character through thoughtful design and responsible development practices.

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Celebrating the Diversity of Our Community

The diverse cultures and communities within Canton are vibrant and engaging. Economic, cultural, and social diversity is encouraged throughout the City.

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Advancing Regional Economic Success

Utilizing existing business strengths in industry, healthcare, and an entrepreneurial spirit, Canton seeks to expand its economic footprint. Diverse and innovative business growth will support jobs, attract investment, and create tourism opportunities.

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Enhancing Historic Downtown Canton

Preservation, entrepreneurship, arts and culture, and community-centric activities are cornerstones of economic development within Downtown Canton. Benefiting the entire City, downtown redevelopment creates jobs, attracts investment, increases property values, and generates tourism.

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Sustaining Our Natural Environment

Canton residents appreciate our natural beauty, proximity to the mountains, ample greenspaces, and the Etowah River. Projects in the City will promote interaction with nature through sustainability, stewardship of resources, and innovative design.

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Connecting Citizens to Parks & Recreation

A healthy community provides access to nature. Residents should be connected with local parks through trails, sidewalks, and additional transportation options. Recreational opportunities should be available to and inclusive for all.

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Improving Infrastructure for Future Demands

Citizens, businesses, and visitors need access to the Canton infrastructural network to succeed in their goals. Transportation, power supply, gas availability, water and sewer, and digital connectivity are part of building a great network for success.

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Leading with Excellence

City Council, Staff, and Citizen Boards will foster civic participation and serve ethically, transparently, responsibly, and efficiently.

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Advancing the Economy

- Understanding the Business Climate
- Looking to Differentiate
- Laying a Foundation for Success
- Engaging Businesses
- Providing Support



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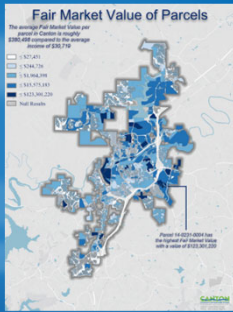
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CLIMATE

Canton—

- 48% Population Increase
 - 7,500 in 2000
 - 22,000 in 2010
 - 32,000 in 2020
- Avg 400 New SF Homes
- 30% Population is LatinX
- 982 Occupational Licenses




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DIFFERENTIATE



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FOUNDATIONS



- Special Tax Districts
- Development Process
- Authorities
- Owning Assets
- Staffing
- Being Nimble

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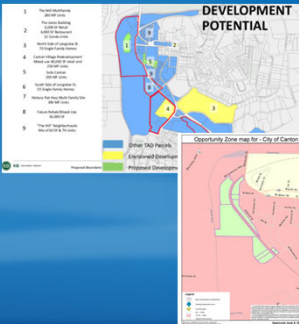
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Tax Districts

- Opportunity Zones
- Enterprise Zones
- Community Improvement Districts
- Tax Allocation Districts
- Special Service Districts



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Development Process

- Guide to Opening A Business
- Weekly Development Review Team Meeting
- Online Plan and Permit Submission




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Authorities

- Development Authority
- Building Authority
- Downtown Development Authority
- County Constitutional Development Authority
- Urban Redevelopment Powers







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Owning Assets

Control and Leverage for Development Comes from having SKIN IN THE GAME!

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Staffing

- Community Development
- Building & Safety Services
- Economic Development & Tourism
- Downtown Development
- Marketing & Outreach
- Facilities & Events







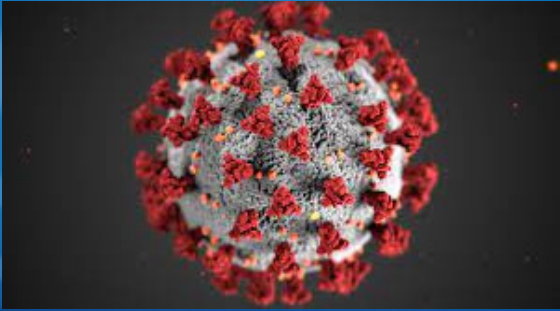
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Being Nimble



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ENGAGING

Pick Your Markets

- Tourism
- Healthcare
- International Industry
- Small Business



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SUPPORTIVE

Be The Cheerleader—

- Start Ups
- Emerging Businesses
- Transitioning Businesses
- Retiring Businesses
- YOUR BUSINESSES

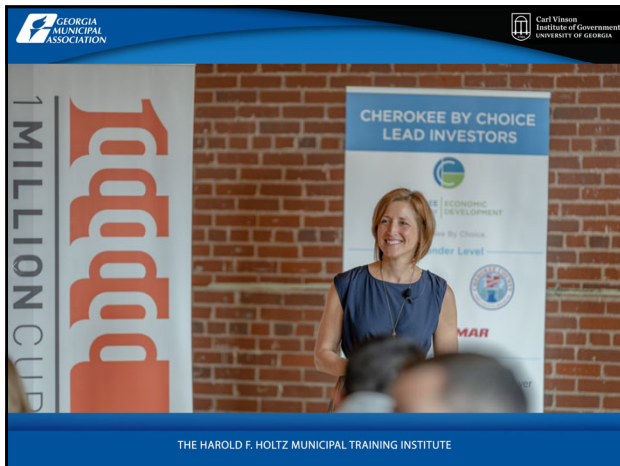


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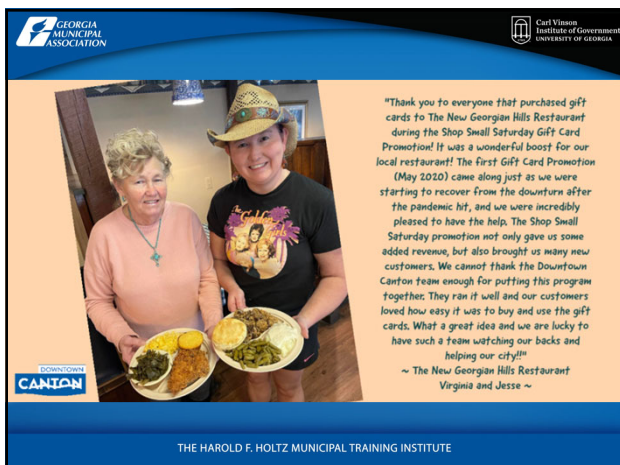
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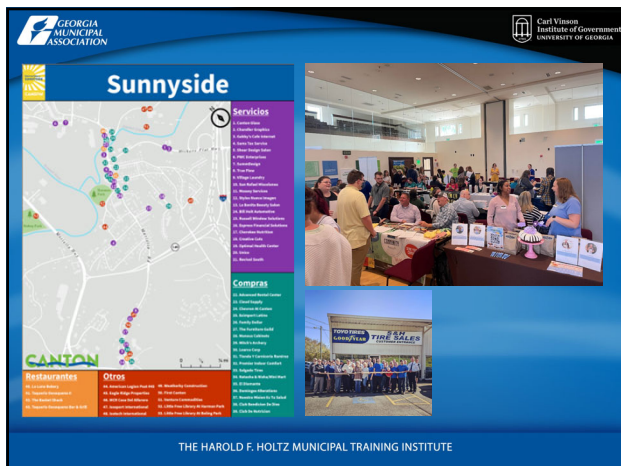
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