

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.

Measurable Goals:

- Increase business licenses
- Increase commercial permits
- Increase SPLOST revenues
- Increase jobs
- Increase HQ operations
- Increase media production permits
- Increase requests for Development Review Team
- Increase ribbon cuttings
- Reduce unemployment
- Increase requests for loan assistance
- Reduce commercial vacancies
- Increase minority owned businesses
- Increase and promote entrepreneurship
- Advance technology and innovation

Major Partners:

- Residents
- City Officials & Staff
- Local Business Community
- Northside Hospital-Cherokee
- Canton DDA
- Canton Main Street
- Cherokee Office of Econ. Dev.
- Cherokee Co. Chamber
- Local Industries
- Commercial Developers
- Georgia Dept of Econ. Dev.
- Georgia Tourism
- Georgia Cities Foundation
- GDOT

How We Will Get There

- Partner with Cherokee Office of Economic Development to increase light industrial land availability
- Establish a Canton Business Concierge position
- Partner with Cherokee Co. Chamber of Commerce to provide free membership and ribbon cutting for new Canton businesses
- Increase efficiencies in media production projects by restructuring existing staff to streamline film services
- Assist existing industries in growth strategies through incentives
- Develop a small business development program/task force
- Market the Development Review Team process
- Utilize the Housing Study to attract mixed use development
- Develop incentives to redevelop or occupy underutilized properties
- Recognize small business success through community marketing
- Partner with others to host employment events
- Simplify the business licensing process
- Work with community and Legislature on a liquor package referendum
- Work with large development to meet neighborhood commercial needs
- Attract tourism related projects
- Increase hotel inventory and attract a resort-level hotel
- Increase transportation options to limit congestion and increase connectivity
- Create a tourism position within the City
- Develop working groups to support entrepreneurship and business sectors
- Assure the health industry grows with population growth in the area

Specific Projects Underway

- Marietta Highway ULI-TAP Project
- Marietta Road Community Initiative/Sunnyside Area Plan
- New City Website
- Knox Bridge Highway Corporate Park (COED)
- Highway 20 Widening Eastward
- Wastewater Treatment Plant Expansion
- Masterplan Amendments at Riverstone
- Northside Hospital Expansion
- New Cherokee High School Land Purchase
- Georgia Tourism Product Development Study

Materials/Supporting Documents:

- Rivermill Livable Centers Initiative
- Canton 2040 Plan
- Thomas P. Miller Housing Study/Cherokee Co. Housing Study
- Hickory Log Creek Reservoir Management Plan
- Small Business Development Guide