

Greater Chattanooga Regional Growth Initiative



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OUR REGIONAL GROWTH PLAN....

WHAT IS IT ABOUT?

The Regional Growth Planning Process is an effort to develop a comprehensive 40-year plan to build upon our region's long-term economic prosperity and quality of life

WHY PLAN NOW?

New Opportunities



- ❖ Most communities within the region have experienced only modest to moderate growth in the last 10 to 15 years.
- ❖ This trend has begun to experience a dramatic shift, as the **region has begun to attract and retain both people and new companies** at a much higher rate in recent years.
- ❖ The three MSAs together have won more than \$4 billion in new business investment since 2008.

Volkswagen, Wacker-Chemie, Alstom and Amazon, IVC Group

WHY PLAN NOW?

Existing and New Challenges



- ❖ The region's rural areas are **struggling with double-digit unemployment** and **gaps between current work force skills** and the demands of emerging and retooling industries.
- ❖ **Local governments are fiscally restrained** and challenged to meet the existing infrastructure needs at a time when impending growth is likely to demand new infrastructure and public facilities.
- ❖ In some cases, these growth pressures are **beginning to threaten the region's critical scenic, cultural and natural resources.**

WHAT IS THE PROPOSED REGION?



- nine Southeast Tennessee counties (Bledsoe, Bradley, Hamilton, Marion, McMinn, Meigs, Polk, Rhea and Sequatchie)
- five Northwest Georgia counties (Catoosa, Dade, Murray, Walker, and Whitfield)
- two Northeast Alabama counties (Jackson and Dekalb)

TOTAL POPULATION: 979,570

**TOTAL LAND AREA: 6,347 sq mi
(3/4 total land area of New Jersey)**

WHAT ORGANIZATIONS AND COMPANIES HAVE PARTICIPATED IN THE STAKEHOLDER GROUP TO START THE PROCESS?

LOCAL GOVT

*Bradley County
City of Chattanooga
City of Cleveland
Hamilton County
NW Georgia Regional
Commission
Chatt-Hamilton Co.
Regional Planning
Agency
Southeast TN
Development District
Top of Alabama COG
Whitfield County*

BUSINESS

*CBL and Associates
Chattanooga Chamber
Cleveland – Bradley
Chamber
EPB
Greater Dalton Chamber
McKee Foods Corp
BlueCross BlueShield
of TN
Shaw Industries
Unum*

FOUNDATIONS

*Benwood Foundation
Community Foundation of
Greater Chattanooga
Lyndhurst Foundation
Maclellan Foundation*

WHAT IS THE PLAN'S VALUE TO LOCAL CITIZENS?



❖ **A seat at the table** in planning how the region can become more prosperous and generate additional economic opportunities for ourselves and our children.

❖ **A process for effectively managing the accelerated growth** the region is already experiencing through unprecedented investments by a number of industries.

❖ A forum for **better understanding the "big picture" of the region** and expressing our ideas, values, and priorities.



WHAT IS THE PLAN'S VALUE TO LOCAL BUSINESSES?



- ❖ Increased community awareness about public investment decisions that support business growth



- ❖ Greater clarity about planned future public investments that effect business planning



- ❖ Improve local government collaboration across jurisdictional lines to increase efficiency and minimize public service costs

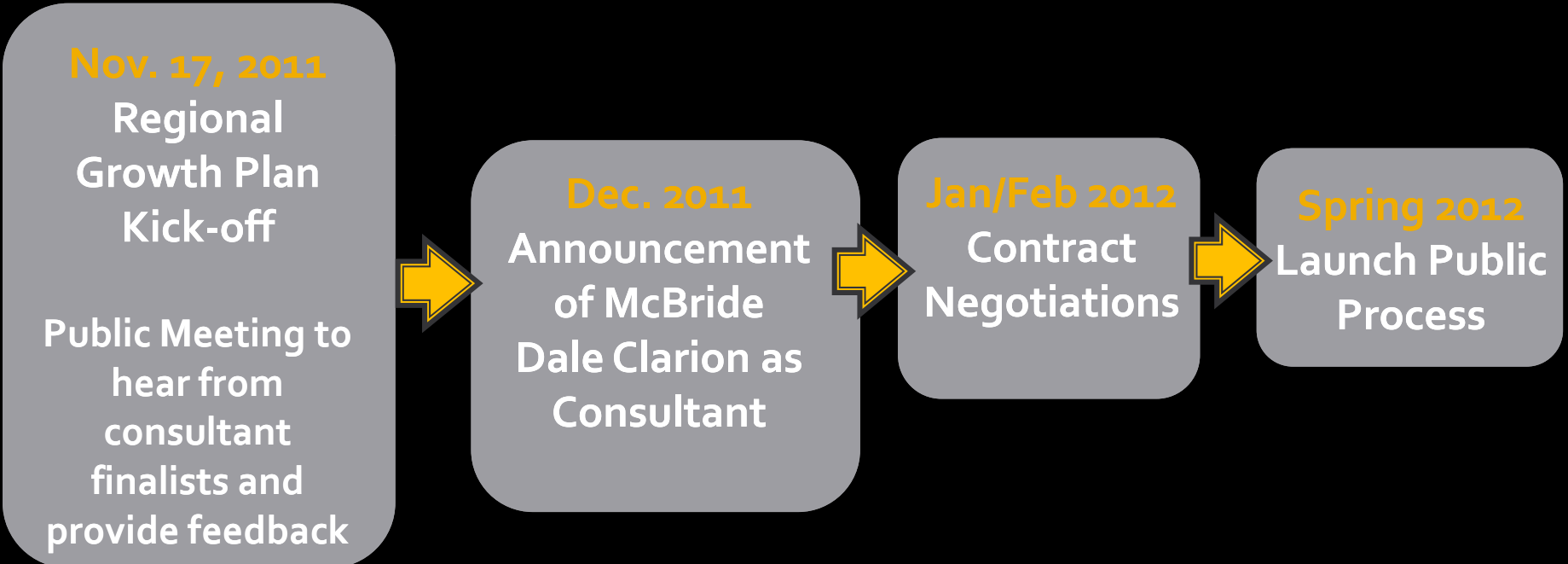
WHAT IS THE PLAN'S VALUE TO LOCAL GOVERNMENTS?



- ❖ **Be more informed of the local and regional changes taking place, and opportunities to capitalize on these changes to benefit the communities they serve**
- ❖ **Give local governments the ability to cooperatively plan and coordinate with neighboring jurisdictions, the process will help elected officials focus on the greatest impact for the most people with the least expenditure.**



Where we are



OUR REGIONAL GROWTH PLAN....

We need your ideas, your participation, your leadership!