Greater Chattanooga Regional Growth Initiative

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Southeast Tennessee Development District
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
- Macllellan 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 affect 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 . . . .

- **Nov. 17, 2011**
  - Regional Growth Plan Kick-off
  - Public Meeting to hear from consultant finalists and provide feedback

- **Dec. 2011**
  - Announcement of McBride Dale Clarion as Consultant

- **Jan/Feb 2012**
  - Contract Negotiations

- **Spring 2012**
  - Launch Public Process
We need your ideas, your participation, your leadership!