

MEAG POWER **current** COMMUNITIES

CARTERSVILLE, GEORGIA

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CARTERSVILLE **A Manufacturing Mecca**

Cartersville and Bartow County know how to do business. Incentives, community cooperation and shovel-ready sites are hallmarks of Cartersville's style of economic development. Plus, the area is golden for business with I-75 cutting through the center of the county, its proximity to Atlanta and the city's international airport, intermodal yards nearby and local institutions of higher learning for workforce development.

No wonder manufacturers consistently choose the community for expansions or relocations. In November of 2012, voestalpine Group of Austria chose Cartersville as its strategic North American location for an automotive plant. This \$62 million investment adds over 220 jobs and is the first occupant in Cartersville's newest industrial park, Highland 75. This 707-acre park has been certified Georgia Ready for Accelerated Development (GRAD) by Georgia Allies.

Other recent announcements include expansions from Toyo Tire North America and Shaw Industries Group, adding 450 and 500 jobs, respectively. The investments total \$290 million.

From large employers to smaller ones, Cartersville and Bartow County maintain an environment that supports manufacturing prosperity in so many ways.





FAST FACTS

CARTERSVILLE

POPULATION: 20,041

COUNTY: Bartow – Population 101,282

UTILITIES: Electricity, natural gas, telecommunications, fiber, water and solid waste

TRANSPORTATION: Interstate 75, U.S. Highways 41 and 411, GA Highways 20, 61, 113 and 293

NOTABLE EMPLOYERS:

- Anheuser-Busch/InBev – beer brewery
- Aquafil USA Inc. – textiles
- Cartersville Medical Center – healthcare
- Gerdau – steel products
- Komatsu America Corporation – international training center
- New Riverside Ochre Company – mining
- Phoenix Air – aviation
- Plant Bowen – Georgia Power Company
- Quest Global, Inc. – logistics
- Shaw Industries, Inc. – carpet and flooring
- T.I. Group Automotive – tubing
- Toyo Tire North America – tires
- voestalpine Automotive Body Parts, Inc. – automotive

“It is a pleasure to serve this community and work with the council and staff to make Cartersville a great place where everyone has the opportunity to live, work, learn and play.”

– Mayor Matt Santini

- Cartersville became the county seat of Bartow County after General Sherman’s March to the Sea during which the first county seat of Cassville was destroyed.
- Tourism brings about \$90 million into the local economy annually. Many are visiting attractions such as Lake Allatoona, Red Top Mountain State Park, the Etowah Indian Mounds and one of the last covered bridges in the state at Euharlee.
- The growth and revitalization of downtown have been led by individuals who have deep roots in Cartersville. One such individual is local attorney John Lewis. His latest project is the revitalization of a 1941 chenille plant, The Bandy. It will be a mix of residential and commercial use. A local photographer is the first tenant in the 47,000-square-foot space.
- South of the city is LakePoint Sporting Community, a planned sports vacation destination and leader in sports education. The facility will feature state-of-the-art sports venues for over 20 of America’s favorite sports, and 5 million square feet of mixed-use development. The unique 1,300-acre fledgling development includes league professionals providing baseball, soccer and lacrosse events. A 10-acre lake will support wakeboarders of all skill levels and Greg Norman, world famous golfer, will design a nine-hole par 3 course. The Coca-Cola Company chose LakePoint for its first-ever Powerade Sports Safety Hydration Lab. The development served as a stage for Coke to enter the national debate on concussions and heat-related illnesses in youth sports.

CARTERSVILLE: A Brand To Believe In

A city, just like your favorite tennis shoes or smartphone, has a handful of qualities or attributes that capture its essence, create its brand. For the City of Cartersville, its brand is built around a promise—“be charmed, be prosperous, belong.” It is a promise that delivers.

Cartersville charm is exhibited in a remarkable story intertwined with Native Americans, tradition, innovation and commerce. The town, nestled in the foothills of the southern tip of the Blue Ridge Mountains, is home to a prehistoric village dating to 10,000 years B.C. These ancient acres of earthen mounds hold the mysteries of Indians who are believed to be the ancestors of the region’s Creek tribe. The area is also historic for the Cherokee Indians who flourished here until their relocation in 1838.

For local lore, one should look to The Bartow History Museum. This post-Civil War era building documents the history of Bartow County through hands-on exhibits, as well as engaging lectures, workshops and programs. Throughout the 1840s and 1850s, the fertile land and rich mineral resources of the Etowah River Valley drew industrious, visionary men and their families to the area. The history center itself is central to the character of downtown and represents a community-wide preservation effort by local leaders and volunteers.

Equally distinctive to Cartersville’s charm are two world-class museums, Tellus Science Museum and the Booth Western Art Museum, which features the largest permanent exhibition of Western art in America. From Western movie stars to views of the night sky both these museums have been tapped as affiliates of the prestigious Smithsonian.

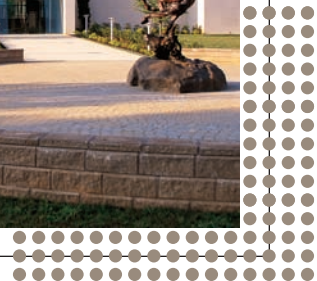
“Be prosperous” is central to the brand promise in Cartersville and by all evidence it began first with farmers, chenille tufting and miners. Today, the community is attractive to newcomers; population is up almost 24 percent since the 2000 Census. The community’s roster of successful manufacturing businesses exceeds 120, including international heavyweights.

“Belong” is Cartersville’s intangible invitation for individuals to be a part of its progress. Strategic and energetic local boosters traverse political divides to make decisions that better the community by making it an attractive place to live and work. The city-county relationships are seamless at times, particularly in attracting new business.

“Be charmed, be prosperous, belong” is a well-crafted brand for Cartersville, Georgia. It drives the strategies for making the community a desirable place for businesses to thrive, visitors to enjoy and residents to call home.



Booth Western Art Museum





The revitalized Bandy building



The Depot



Downtown historic district

More About HOMETOWN CARTERSVILLE

- The Clarence Brown Conference Center, a 44,000-square-foot facility, is named to honor an individual who has been vital to the vision for Bartow County. He was Bartow County's sole commissioner, Clarence Brown. The facility that bears his name is a state-of-the-art Leadership in Energy and Environment Design (LEED) building adhering to stringent green design and operations.
- Cartersville residents have easy access to higher education through Georgia Highlands College, formerly Floyd Junior College. The Cartersville campus opened in 2005 and is conveniently located on Route 20 just west of I-75. In June 2012, the college was approved to begin offering four-year degrees. Its first baccalaureate program is in nursing.
- Small pleasures are found daily in downtown Cartersville, a Georgia Main Street city. From theatre to art, fine fashions to home décor and southern biscuits to fine dining the downtown offers an eclectic charm of traditional and contemporary. The venerable Four Way Restaurant is still serving meals at the counter as it has for decades and just steps away, "Under the Bridge" is a small district of shops and white cloth restaurants. A local drug store sports an outdoor Coca-Cola sign, certified by the Coca-Cola Company to be the oldest of its ilk in Georgia and the 1929 vintage Grand Theatre is a cultural centerpiece of the community with entertainment and performing arts.