

# ECONOMIC DEVELOPMENT STRATEGIC ASSESSMENT

LOCATION Cedartown, GA  
TIMEFRAME July 2022  
CONTACT Leigh Hopkins  
leigh.hopkins@gatech.edu

## CITY OF CEDARTOWN, GA

Through the Economic Development Research Program (EDRP), Georgia Tech developed an Economic Development Strategic Assessment for the City of Cedartown to apply for their Rural Zone designation through Georgia's Department of Community Affairs (DCA). The establishment of a Rural Zone will enable businesses and investors to obtain tax credits for qualified activities that encouraging job creation and private investment. The strategic assessment serves as a supplement to the City of Cedartown's Rural Zone application and a guide for future economic development efforts in the city.



Cedartown has a rich history, strong sense of community, and historic downtown. The city boasts natural features like Big Springs as well as amenities like the Silver Comet Trail. The downtown features charming, historic buildings and quintessential mom and pop shops. Despite these strengths, Cedartown seems to be at a pivotal moment in terms of economic growth and prosperity. Led by a young, forward-thinking leadership, the city is looking to capitalize on its strengths and opportunities to promote economic development and growth. The city; however, faces challenges in terms of businesses attraction and retention, homelessness, and drug problems. Taking these strengths and challenges into account, Georgia Tech conducted in-depth research to develop a community profile for the city.

Drawing on findings from stakeholder and community input, research, quantitative analysis, and best practices, Georgia Tech developed common themes and priorities, a downtown vision, and downtown development priorities and actions. The downtown development strategy is comprised of 34 action items organized under six priority areas. Action items from the plan align with discussions among local and regional leaders and the community. Along with each action item, Georgia Tech identified potential leaders, partnerships, and funding sources, and established an estimated timeline.



### Chairman Andrew Carter

This is a tremendous program, and we are blessed to be a part of it. Having a strategic assessment plan will allow us to stay focused on our goals for downtown revitalization. This effort will open the door to new business and employment opportunities. Georgia Tech is a great partner".



Georgia Tech Enterprise Innovation Institute  
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Development Research