

## Partnership Gwinnett Year One Actions / July 1, 2007 - June 30, 2008

Task Category & People	Completed	Task #	Task Name	Start Date	Target Finish Date	Actual Finish Date	Notes
<b>Chamber</b>	√	1	Establish "keeper of goals" entity	01/01/07	01/01/07	01/01/07	Gwinnett Chamber of Commerce
<b>PG staff</b>	√	2	Get endorsements & financial commitments from partners	04/01/07	ongoing	ongoing	\$5,530,752 to date
	√	3	Redirect/refocus staff needs	02/01/07	02/01/07	03/01/07	
	√	4	Set up new organization	03/30/07	03/30/07	03/30/07	
	√	5	Partnership Gwinnett Director	03/01/07	03/01/07	n/a	Position has been incorporated into other staff positions within dept.
	√	6	Establish 501.c.3	02/27/07	12/31/07	2Q 2007	Utilize community foundation
	√	7	Begin PG quarterly newsletter (Vision)	02/26/07	ongoing	04/07/08	1st Edition - Mar 07 2nd Edition - Sept 07
	√	8	Partnership Gwinnett Annual Summit (organize, develop, execute)	03/28/07	ongoing	ongoing	1st Annual - Mar 28.07; 2nd Annual - coming Summer 08
	√	9	Research Manager position	07/01/07	12/31/07	09/17/07	Mark Farmer
	√	10	Marketing Manager position	07/01/07	12/31/07	07/23/07	Lisa Sherman
	√	11	International Business Consultant	02/01/07	ongoing	ongoing	contract Andy Kim as needed
	√	12	Establish Chairs for 4 Action Committees	02/01/07	02/01/07	02/01/07	Randy Dellinger, Goal 1/ Mike Levensgood, Goal 2/ Brett Harrell, Goal 3/ Denise Townsend, Goal 4
	√	13	Select members of 4 Action Committees	03/01/07	3/1/2007/ ongoing	ongoing	
	√	14	Select members of subcommittees	03/01/07	ongoing	ongoing	
	√	15	Develop PG rollout materials	01/01/07	02/15/07	02/15/07	
	√	16	Launch PG at roll-out event	02/26/07	02/26/07	02/26/07	State Capitol on Feb 26, 2007
	√	17	Convene regular co-chair/action chair update meetings	02/27/07	ongoing	ongoing	2/27, 3/26, 5/1, 6/14, 10/22/07, 1/23/08
<b>Goal 1 Economic Diversification &amp; Wealth Creation</b>	√	18	Action Committee Meetings	02/01/07	ongoing	ongoing	2/15, 3/15, 6/21, 9/18, 10/23
	√	19	Create target sector Councils and coordinate meetings	05/01/07	12/31/07 ongoing	ongoing	Hdqtrs./Reg. Offices -10/3/07 Trade&Dist.-11/15/07 IT&Adv.Comm. -pending Healthcare&Lifescience - pending
	√	20	Develop target-specific strategies	12/01/07	12/31/07	12/31/07	general outline in use, details to come; tactical details fluid
<b>Randy Dellinger, Chair</b>	√	21	Realign Chamber ED Dept work w/ 5 targets	02/01/07	08/13/07	1Q 2008	<b>Melanie Brandt</b> - IT & Adv. Comm. <b>Lauren Salas</b> - Hdqtrs. & Reg. Offices <b>Alison Starnes</b> - Trade & Distr. <b>Bill Davis</b> -- Healthcare & Lifesciences
	√	22	Pursue target-specific strategies	12/01/07	ongoing	ongoing	under way
<b>Lauren Salas, Alison Starnes, Bill Davis, IT &amp; Adv. Comm. BDM Chamber Representative</b>	√	23	Purchase BREP software and develop survey instrument and call schedule	09/30/07	ongoing	ongoing	Microsoft ACCESS (installed 12/07); calls ongoing
	√	24	Begin cataloging target companies	02/01/07	12/31/07	4Q 2007	Project Associate Michael Levensgood completed

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	√	25	Plan expansion for Small Business Celebration	02/01/07	04/30/07	04/30/07	Pinnacle Awards
	√	26	Conduct property assessment - Contract	01/01/07	12/31/07	12/31/07	using Dorey Pro technology online
		27	Create International Investment Group and coordinate meetings/programs	01/01/09	12/31/09	12/31/09	Year 3 goal; carry forward
	√	28	Implement BREP program	09/01/07	ongoing	ongoing	Existing Industry visits
	√	29	Develop International Trade Initiative	01/01/07	12/31/07	2Q 2007	partner with country specific organizations
		30	Establish and coordinate Entrepreneurial Networking Group	01/01/08	12/31/08		Small Business University; Network Gwinnett, Business After Hours; hired director of Small Business & Programs; researching PTEN model assisting small business programs
	√	31	Retention / Recruitment event - AT&T Classic	05/17/07	05/20/07	ongoing	Annual Event; May 2008 event preparations are under way. Prospects representing over 700 new jobs were present at 2007 event.
	√	32	Create development schematic for Gwinnett properties based on results of assessment	01/01/07	12/31/07	12/31/07	Dorey's annual contract
	√	33	Implement International Trade Initiative	01/01/07	ongoing	ongoing	Gangnam-gu, sister community; met with state rep Taube Ponce; meeting foreign trade and investment representatives
<b>Goal 2</b>							2/20, 3/21, 4/18 at the Gwinnett Chamber, 5/16 at Maxwell High School of Technology, 6/20 at Gwinnett Technical College; 8/22 at Meadowcreek High School; 9/19 at Gwinnett County Public Schools Instructional Support Center; 10/17 at Notre Dame Academy; 11/13 at Grayson High School Technical Facility, 12/18 at GCSMS&T. In 2008 meeting was January 22 at Loise Radloff Middle School; February is 2/26 at Georgia Gwinnett College.
	√	34	Action Committee Meetings	02/01/07	ongoing		
	√	35	Form subcommittees related to Objectives	02/01/07		03/07/07	PreK-12 Education Subcommittee chaired by Louise Radloff; Workforce Development Subcommittee chaired by Mary Beth Byerly
<b>Education and Workforce Excellence</b>							Initial meeting with ARC staff and Gwinnett ARC Board members held in July; Gail Macrenaris/ Gwinnett Chamber is on WIA Board; Need two more Gwinnett Business Representatives for WIA Board; interviews of Gwinnett, DeKalb, Cobb conducted; Fulton and City of Atlanta WIA representatives interviews planned Report due out in March, 2008.
<b>Mike Levensgood, Chair</b>							
	√	37	Encourage private sector involvement in K-12 and creative funding models	03/07/08	Ongoing	ongoing	Initial meetings held to explore strategies to increase number of internship, mentorship and apprenticeship opportunities for students; possible clearing house / database of internship opportunities; Presentation by Gwinnett Public Schools Foundation Fund, Inc. (DVD presented to Implementation Committee); Presentation of IBM Transition to Teaching Program; Presentation of Reach for Excellence Program; Identification of strategies to increase high school graduation rates ongoing. Principal For a Day included all GCPS. Presentation on GCPS Work-based Learning Programs and Back to Industry Summit. Presentation on Gwinnett Unity Group Effective Parenting classes. Presentation on Gwinnett Daily Post upcoming distribution of 73,000 copies of the monthly publication "Kidsville News" to increase literacy in GCPS elementary schools.

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Gail Macrenaris, Chamber Representative	√	38	Lobby for K-12 needs of target business sectors	03/07/08	Ongoing	ongoing	Committee meetings held at Maxwell High School of Technology and Grayson High School Technical facility to observe programs in target business sectors; as well as of Gwinnett Charter School of Math, Science and Technology. February meeting planned for Georgia Gwinnett College.
	√	39	Lobby for two- and four-year degree needs of target business sectors	03/07/08	Ongoing		Promotion of nursing school for Gwinnett Technical College and Georgia Gwinnett College. Bioscience academic track to be piloted at a GCPS high school in 2008 with articulation agreement for 2 & 4 year colleges.
	√	40	K-12 advocacy – performance, foreign language and ESOL programs, mentoring programs	09/01/07	Ongoing	Ongoing	Literacy Gwinnett program active at Gwinnett Technical College; promotion of www.literacygwinnett.com website. Workforce Development subcommittee compiling database of all sources & levels for ESOL instruction. Included in Chamber's Public Policy and Legislative Agendas. Pilot mentoring program, Schoolink, rolling out 2/26 with Lilburn Middle School. ARC funded advanced GED program for at risk youth ages 16-20 years old
	√	41	Identify target sector specialists at GTC and GGC	06/07/08	Ongoing	Ongoing	Bioscience Dr. Robert Powers, GTC, Biology Dr. Lee Kurtz, GGC. Ongoing
		42	Petition for Gwinnett to be a single workforce region				Subject to outcome of research in item 36 above
		43	Become a "Certified Workforce Ready Community"	05/01/07	ongoing	Ongoing	Gail Macrenaris is the Team Leader for Gwinnett's certification committee; 300 high school students recently took one of the three exams. \$500,000 grant awarded to Innovation Crescent for bio science industry expansion.
	√	44	Lobby for the opening of a life sciences building and lab space at Gwinnett Tech	06/07/08	Ongoing	Ongoing	Sharon Bartels, Gwinnett Tech - in process. Inclusion in Chamber's Public Policy and Legislative Agendas. Funding for Gwinnett Tech life sciences building included in Governor's 2008 Proposed Budget. GTC building advanced on Board of Regents' and DAE capital improvements list for Governor.
		45	Pursue co-location of Career Centers	06/07/08	Ongoing	Ongoing	Subject to outcome of research in item 36 above. Exploring possibility of location with County's proposed facility for Norcross.
	Goal 3	√	46	Action Committee Meetings	02/01/07	ongoing	ongoing
√		47	Form subcommittees related to Objectives	02/01/07			Sub-Committee Chairs listed
Quality of Life	√	48	Work with Unified Plan's advisory committee	01/01/07	1Q 2009	ongoing	Nick Masino, VP of Econ. Dev. is on Committee presented to Unified Plan Committee on 8/29. Next meeting on Jan. 24, 2008.
	√	49	Advocate for key zoning/permitting changes	01/01/07	ongoing	ongoing	Study Complete - Recommendation being implemented.
Brett Harrell, Chair	√	50	Lobby for better transit options and transportation infrastructure needs	01/01/07	ongoing	ongoing	Public Policy group and department is being formed./ Chamber has two registered lobbyists; Chamber is key partner in Get Georgia Moving Coalition; supported Brain Train
	√	51	Further research TMA possibility	05/01/07	12/31/07	4Q 2007	Clean Air Campaign event 12/6; Study determined that density levels are too low. Monitor on annual basis.
Nick Masino, Chamber Representative	√	52	Research Inclusive Community Designation	01/01/07	ongoing	ongoing	Public Policy researching

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	√	53	Build support for new TAD referendum				9 cities referendum working w/ each. ED/PG hosted three educational sessions. Vote Nov. 7, '07; 9 passed; lobbying for 2008 TAD votes
	√	54	Consider developing small-area Master Plans in priority districts	01/01/07	ongoing	ongoing	Gwt Village CID, Gwt Place CID and Evermore/Park Place CID
	√	55	Work to develop more int'l/minority cultural amenities				Art Study may include studying feasibility of international art museum
		56	Develop public educ. program on wise mortgages and eviction avoidance				Need to partner with the Impact Group and Consumer Credit Counseling
	√	57	Expand role of Gwinnett Council of the Arts	05/01/07			Meeting w/ Council - New Director coming in; Study in the Art Study
	√	58	Seek options for new hotel development	01/01/07			Supporting Arena Area Embassy Suites and three other full service hotels in the corridor
<b>Goal 4</b>							
	√	59	Action Committee Meetings	02/01/07	ongoing	ongoing	Last meeting was 8/6 at which time the "Success Lives Here" brand was determined to be the best option for moving forward in branding the community locally, nationally and globally
	√	60	Form subcommittees related to Objectives	02/01/07	04/01/07	07/01/07	Chairs for the subcommittees were formed in February. [Obj.1- Dave McMullen, Obj.2- Lisa Sherman (interim), Obj.3- Ellen Gerstein, Obj.4-Joe Allen].
<b>Marketing &amp; Outreach</b>							
	√	61	Develop external marketing and branding program	06/01/07	12/31/07	12/05/07	Tillman Allen Greer was the originator of the Success Lives Here brand and therefore took the account to refresh the look and develop a branding image for Gwinnett that could be flowed into all printed collateral & electronic media. They delivered their concepts on 12/05/07 and the "look" was selected at that time by the Chamber's marketing department.
	√	62	Implement external marketing and branding program	06/01/07	ongoing	ongoing	The design files were sent to Ken from TAG in December 2007. The design template is being flowed into all printed materials - AT&T Classic collateral is the first to receive the new treatment. A logo design is being finalized internally through Ken and will be utilized for upcoming ads, printed materials, online messages and other key communications. Print collateral for tradeshow will include 18-page overview brochure, 14 city flyers, 3 CID flyers & 5 targeted industry flyers. These initial materials will be ready in Q1-Q2. Tradeshow Schedules have also been put together for 2008.

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Denise Townsend, Chair							To promote the Partnership Gwinnett initiative, VISION newsletters have been distributed - (3) in the last 9 months - reporting on the PG goal successes for each quarter. This newsletter will become a magazine publication in the first quarter dealing not only with Gwinnett job growth success, but also keeping funders, members and the community apprised of regional efforts, legislative agenda & public policy, project successes, marketing development & public relations efforts and any and all related updates to the initiative itself. In addition, the second taping of VISION TV will commence on January 29th with an in-depth discussion of the first goal for PG: Job Growth & Wealth Creation. The next 3 episodes will each take a closer look at the remaining 3 over-arching goals of PG. The Gwinnett Incentives Flyer has also been developed through this look in an effort to communicate to prospects what we have to offer in the way of tax relief for relocating businesses.	
	√	63	Develop PG marketing materials	01/01/07	ongoing	ongoing		
	√	64	Develop PG website	09/01/07	12/31/07	11/25/07	The new website, www.partnershipgwinnett.com, has been launched. It explains the initiative & describes the county in addition to delivering information on the newly appointed staff for PG, links to VISION news, links to the Economic Development pages of the Chamber's website and recognition of all PG investors and supporters. <b>UPDATES WILL BE ONGOING.</b>	
	√	65	Establish and coordinate a Young Professionals Networking Group	07/01/07	ongoing	ongoing	Formation team of 20 has met twice and is now in "e-correspondence" mode with their input and awaiting further instruction for their next get together. Laurie McKenzie is doing the Program Implementation. Ideas are being thought out for a first kick-off event that is scheduled to take place in the first quarter of 2008 - by March.	
	√	66	Establish Young Professional events w/ local arts orgs.	12/31/08	ongoing	ongoing	We need to get our first event for this organization publicized & completed; we can then discuss the coordination of this "established" program in partnership with the local art organizations.	
			67	Develop a Young Professional retention & recruitment strategy	01/01/08	12/31/09		Part of this would be the development of the YPO (above). However, we will need to get together and brainstorm on how we can keep the Gwinnett Tech Graduates, GGC Graduates and attract Tech & UGA grads to the area -- providing them with these "job" opportunities we are seeking to attract in goal 1. No formal strategy & plan has been truly discussed as of 01/22/08.
			68	Develop and coordinate a "Volunteer Gwinnett" Effort				negotiating partnerships/ Great Days of Service
			69	Develop and coordinate a "Know Your Neighbor" program				Cross Cultural Coalition will reassess priorities
Lisa Sherman, Chamber Representative		70	Develop and coordinate a Gwinnett Festival of Neighborhoods program				Connie Wiggins/Gwinnett Clean & Beautiful	

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	√	71	Maintain systematic and comprehensive relationships w/ all key partners	08/01/07	ongoing	ongoing	Chamber Marketing and Economic Development groups are implementing approaches for systematic and comprehensive communication and connections with regional partners and initiatives – being proactive, joining groups for ongoing engagement, and having more organization-oriented than single person based relationships. As the Chamber is now covering the bases for this work, the subcommittee is no longer active, though members are open to provide periodic input to staff if and when helpful.
	√	72	Establish list of most important projects for Gwinnett County for use in meeting with federal officials	1/1/2008	ongoing	ongoing	Delivered a top-10 successes list to Joe Sorenson for Economic Development in Gwinnett - in order to have Chairman Bannister speak on these successes in State of the County.
	√	73	Increase communication and marketing to local, regional, and statewide economic development partners	08/01/07	ongoing	ongoing	Lisa Sherman met with State Dept. of Marketing, Site Selection, EMC's, Conway Data & GA Power. In addition relationships with GA Trend, Atlanta Business Chronicle & Gwinnett Daily Post have also been formed in order to effectively gain related PR opportunities with them. Editorial calendars have been downloaded, strategic focuses highlighted and ad materials placed in conjunction with these related editorial stories to maximize our exposure regionally & globally. The ICRP has also been formed with 11 other counties, the ARC, GA Bio and MACOC to work on a branding initiative that will market the "Innovation Crescent" region as a core BIOTECH/LIFE SCIENCE corridor. BDMs visited statewide Project Managers to discuss PG and present Gwinnett gift basket.
	√	74	Work with Gwinnett's community development organizations	07/31/07	ongoing	ongoing	UWP event achieved objectives for shared responsibility, communication, interaction and community service among different cultural groups in Gwinnett. Cross Cultural Coalition formed with 11 "charter" members and ongoing role of providing leadership for Goal 4. Obj.3 and with purpose of facilitating and supporting cross cultural communication, connection, and collaboration.
	√	75	Develop Northeast Metro Council of Chambers of Commerce/ED professionals		N/A	N/A	Ed Staff involvement with GEDA and other regionally oriented organizations makes the concept of a NE Metro Council unnecessary at this time.
		76	Develop an international awareness effort				
		77	Bring Real Estate Community into Partnership Gwinnett efforts	6/4/2007			Partnership Gwinnett has been presented to the local ReMax School of Business & the GWRC.
<b>Implementation Assessment</b>		78	Assess first-year progress and develop Year Two plan	01/01/08	06/30/08		Assessment ongoing; Year Two Plan to be developed starting May 2008

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