

Task Category & People	Ongoing or Completed	Task #	Task Name	Start Date	Target Finish Date	Actual Finish Date	Notes
Fundraising & Infrastructure	√	1	Continue efforts begun in Year 1; keep archives of accomplishments	07/01/08	ongoing	ongoing	Many Actions set forth in the Plan had a preliminary ramp up phase during which procedures and systems were established, along with a second "Ongoing" phase. Other Actions had definite beginning and ending dates. The former type are carried over from Year 1 Report Card to this Year 2 Card, while the latter are archived in the Chamber Economic Development Department records.
Chamber/PG Staff	√	2	Continue to secure endorsements & financial commitments from partners and investors	04/01/07	ongoing	ongoing	\$7.5 million committed over next five years; leverage funds total at \$821,000 from PG programs such as WorkReady, ICRP, KITA, HYPE, Art Study & UWP.
	√	3	Continue PG quarterly newsletter (Vision)	02/26/07	ongoing	04/07/08	Fall and Winter issues complete; Spring issue in development
	√	4	Partnership Gwinnett Annual Summit (organize, develop, execute)	03/28/07	ongoing	ongoing	Planning for 2009 PG Summit will be in Q1 and take place in Q3.
	√	5	Support 4 Action Chairs and Committees	03/01/07	3/1/2007/ ongoing	ongoing	See Task #6 Notes
	√	6	Support members of subcommittees and task forces	03/01/07	ongoing	ongoing	Per the PG five-year strategy, each of the four Goals has an Action Committee to implement the Goal; the Action Committees form Subcommittees and Task Forces to accomplish Objectives and Tasks on an as-needed basis. The Programs Manager and the Business Development Managers maintain various minutes and reports that document these activities; these items are retained in the PG archives.
	√	7	Hold Quarterly PG Implementation Committee Meetings	ongoing	ongoing	ongoing	Q3 meeting has took place on 09/17 and the Q4 meeting will take place on 11/05; Q1 2009 meeting scheduled for Feb. 18
	√	8	Continue to convene regular co-chair/action chair update meetings	02/27/07	ongoing	ongoing	Happens on a quarterly basis prior to the PG Implementation and Executive Committee Meeting.
	√	9	Assess progress and develop Year Three plan	05/01/09	06/30/09		Market Street Services has been contracted to assess Years 1 & 2 and realign Years 3-5 as appropriate; first meeting took place on Feb. 13; Mac Holladay of Market Street will speak at PG Summit in July
	Goal 1	√	10	Action Committee Meetings	07/01/08	ongoing	ongoing
Economic Diversification & Wealth Creation	√	11	Create target sector Councils/Task Forces and coordinate meetings	05/01/07	ongoing	ongoing	Per the PG five-year strategy, each of the four Goals has an Action Committee to implement the Goal; the Action Committees form Subcommittees and Task Forces to accomplish Objectives and Tasks on an as-needed basis. The Programs Manager and the Business Development Managers maintain various minutes and reports that document these activities; these items are retained in the PG archives.
	√	12	Review and update all target specific strategies *	07/01/08	12/31/08 & ongoing		Melanie Brandt - IT & Adv. Comm. Lauren Salas - Hdqtrs. & Reg. Offices Alison Starnes - Trade & Distr. Nick Masino - Healthcare & Life sciences / International
Randy Dellinger, Chair	√	13	Pursue target-specific strategies	11/30/07	ongoing	ongoing	Melanie Brandt - IT & Adv. Comm. Lauren Salas - Hdqtrs. & Reg. Offices: rust belt initiative started in task force meeting on 10/15/08. Alison Starnes - Trade & Distr. Nick Masino - Healthcare & Life sciences / International

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Lauren Salas, Alison Starnes, Bill Davis, Melanie Brandt, Lisa Sherman; Chamber Representatives		14	Conduct North American recruitment trips by targeted business sectors as part of the strategies				Rust Belt strategy is under development with a tie into the Gwinnett Braves away schedule. Innovation Crescent Regional Partnership is developing their recruitment trip strategy in the Life Sciences Sector.
	√	15	Establish and maintain a recruitment initiative targeting international companies to locate within Gwinnett.	Q4/08	ongoing	ongoing	International Committee under development. Nick Masino met with Chamber International Chair to go forward with Committee. A strong connection has been with the Georgia Department of Global Commerce and their overseas representatives.
		16	Develop a comprehensive International Trade Initiative focused on helping local firms connect with import/export opportunities and coordinate meetings/programs based on priority markets/countries.	Q1/08	ongoing		Under development. A strong connection has been made with the International Trade division of the Georgia Department of Economic Development. Taube Ponce is regularly connected with Gwinnett Companies as a result of the BREP initiative. Taube also serves on an Economic Development Task Force. Lisa Sherman attending Hanover--Messe event in Germany (14 tradeshows in one) with the Ga Dept of Econ. Dev; all Chamber members/Gwinnett businesses will be invited.
		17	Conduct International Business recruitment trips in Europe, Asia and Latin America as part of the international recruitment initiative Europe or Asia by 06/30/09 *	Q1/09	06/30/09 & ongoing		Considering recruitment and trade mission to Germany with the assistance of the Georgia Department of Economic Development and the Georgia Representative in Germany, Ms. Antje Abshoff. The Korean recruitment and trade mission planning is also under way again with the assistance of GDEcD and Peter Underwood our of Korea. Both China (Shanghai, Qingdao, and Beijing) and Korea are scheduled.
	√	18	Implement BREP program *	09/01/07	06/30/09 & ongoing	ongoing	All Business Development Managers (BMD's) conducting meetings and survey's with existing Gwinnett Companies on a weekly basis.

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		19	Establish and coordinate the Entrepreneurial Networking Group that meets the goals set forth as an "Entrepreneur Friendly Community" *	01/01/08	12/31/08 & ongoing		Created the Metro Atlanta Council for Entrepreneurship (MACE) with the goals to identify, enable, and promote all innovative, high-growth, high-impact companies and to foster and accelerate the region's entrepreneurial culture. The Council is only open to entrepreneurs with less than 250 employees and their managers. In short, the Council for Entrepreneurship is the one-stop shop for anything and everything related to entrepreneurial and small business growth in the entire metro Atlanta region, bringing the greatest national experts in their fields together with local small business executives and owners to offer solutions to their biggest challenges. First event featured GiANT IMPact CEO Jeremie Kubicek on Leadership and Influence during tough economic times. The next event is Feb 25 with former Dirch Witch CEO David Woods. Currently 300+ members have signed up. Small Business University; Network Gwinnett, Business After Hours; researching PTEN model assisting small business programs; established Entrepreneurial Development Certificate Program in cooperation with UGA's Small Business Develop
		20	Host/sponsor a Retention / Recruitment event *	05/17/07	12/31/08		09/24 - 09/28 Gwinnett Economic Development co-hosted The Atlanta Champions Invitational. This event is a week long showcase of Metro Atlanta for prospective CEOs and their families. 12/22 Hosting Madam Huo, Chairwomen for the Consumer Electronic Association of China with the State of Georgia and Hisense, USA. Rust Belt Strategy events within Rust Belt cities are being planned for Q209.
		21	Advocate for State and local representatives to ensure that Gwinnett remains competitive and has the most current incentive tools.	Q4/08	Q2/09		2009 Legislative Agenda included protection of all existing economic development incentives including full funding for QuickStart. We are supportive of the BEST legislation.
	√	22	Develop and maintain web pages on Gwinnett Economic Development and affiliated sites that feature the five targeted business sectors. *	Q4/08	06/30/09 & ongoing	ongoing	In late Q1 or Q2, we plan to launch the new Success Lives Here Website that will utilize existing [and to-be-updated] information currently found on Gwinnett Chamber's EcD pages, but also incorporate design elements of the new brand with more interactive and user-friendly navigation.
		23	Develop a recruitment initiative targeting the Top 10 Fastest Dying Cities (Forbes 2008), i.e. Rust Belt	Q4/08	12/31/08		Rust Belt strategy is under development with a tie into the Gwinnett Braves away schedule. A list of 450 companies has been narrowed down to 150 companies. Will schedule mid-May meetings for Buffalo, NY, and mid-July in Scranton, Pa. (to coincide with Gwinnett Braves local games). Letters from local executives to company execs in the region have been drafted and will be sent in February.
		24	Develop a recruitment initiative targeting underserved professional segments such as accounting/bookkeeping, legal services & others found in the Target Business Analysis. *	Q1/09	06/30/09		Economic Development Council has formed a task force to determine strategy. Also, strategy under review by Market Street.

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		25	Continue to develop a closer working relationship with commercial real estate brokers and site consultants to further develop the economic development recruitment initiative.	Q3/07	ongoing	ongoing	Hosted brokers at Chamber Challenge. Have recruited brokers to join Economic Development Councils. Relationships with brokers have increased in number and quality.
		26	Develop translations of print materials and websites in priority markets such as Germany, South Korea, China, Latin America, and others as needed. --Germany & Latin America (12/31/08) --South Korea & China (06/30/09) *	Q4/08	12/31/08 & 06/30/09		Business Linguistics is currently translating Success Lives Here materials into Korean, Chinese, French, German and Spanish. They have completed the Korean translation and are working to have the others completed - some before 12/31/08, and the remainder in January 2009.
		27	Support the location of the North Atlanta ATDC to Gwinnett to establish a Gwinnett Business Incubator with onsite business development assistance and full-time staff. *	Q1/08	06/30/09		The results of the Q2/08 RFP have been evaluated and site tours and meetings are under way to evaluate the top contenders. On site visits were then conducted with two top contenders. Budget discussions and logistics were discussed and continue to be considered. Different scenarios discussed as a result of State funding issues.
		28	Establish and support seed capital funding streams to support "high-tech" and other capital-intensive small business start-ups *	Q3/08	06/30/09		A comprehensive list of Gwinnett, Atlanta, Georgia and SE US venture and angel funds firms is being compiled. Gwinnett Economic Development was involved with the Venture Atlanta Forum as a sponsor. Sponsored StartupLounge and attended other high tech entrepreneur events to establish relationships with VCs and angel funders. Added two VC companies to Gwinnett Technology Council. Supported HB249 - alternate investments bill - and worked through the Technology Association of Georgia and AeA to educate community on the benefits bill would have on technology startups.
	√	29	Focus Information Technology and Advanced Communications recruitment efforts on IT departments of corporations that have an existing presence in Gwinnett and would benefit from relocating IT professionals locally (R&D-focused firms and Regional Technology firms).	Q3/08	ongoing	ongoing	Melanie Brandt and the other BDM's are tracking. Discussing IT staff specifically during industry visits, making sure CIOs and other technology executives are aware of the local resources available/degree programs in IT. Working with Gwinnett Tech to complete data center certification program.
		30	Pursue the possibility of establishing a network of "angel" investors in the local/regional community.	Q4/08	Q1/09		Based on results of the comprehensive list of Gwinnett, Atlanta, Georgia and SE US venture and angel funds firms is being compiled begin schedule meetings with potential companies. Relationships established with StartupLounge, StartupRiot, the Venture Forum and Venture Atlanta to continue to identify angel investors. Began regular attendance at StartupCoffee and other entrepreneur-heavy events to stay abreast of local funding trends. Two Venture Capital companies added to Gwinnett Technology Council.
		31	Expand participation in the SCORE program among mentors and protege.	Q4/08	Q1/09		Communicated to SCORE in regard to Metro Atlanta Council of Entrepreneurism. Delivering MACE brochures to SCORE.

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		32	Create task force within Trade & Distribution Council to work with local firms in Distribution and Trade and related sectors, to help identify opportunities, and to develop and strengthen supply-chain linkages in the local economy.	Q4/08	Q1/09		The council is made up of both manufacturing and distribution companies. The task force addressing potential supply-chain linkages will meet in March. Key issues focused on are workforce development and transportation. Will also work closely with Gail Macrenaris on work force development, along with Gwinnett Tech's Ann Sechrist. The Chamber's transportation efforts have also been discussed in depth with the council's members, and Natalie Shore will continue to update the council on what members can do to assist.
		33	Establish linkages among Gwinnett's Distribution and Trade firms, representatives of Georgia Tech's Supply Chain and Logistics Institute, and the Georgia Transportation Institute.	Q3/08	Q1/09		Alison Starnes met with Don Pital (Georgia Tech's Enterprise Innovation Institute) on 8/5 and discussed some ideas with him. Don came and spoke at the Manufacturing and Logistics forum on Oct 15, and again on December 10. He obtained a list of our top 40 companies with him, and he has begun forging relationships with many Gwinnett companies. Rick Duke, Don's colleague, is also serving on a panel for a forum event on March 24, 2009. He will be discussing some of the services Georgia Tech can offer to companies. This will be an ongoing relationship-building process.
		34	Encourage Georgia Tech's logistics-related faculty, researchers, and administrators to work with the new Distribution and Trade Business Council, potentially on a fee-for-service basis.	Q3/08	Q4/08	ongoing	Both Don Pital and Rick Duke are working with the council on an on-going basis. Will continue to update as to the progress of possible fee-based services that they can provide.
	√	35	Support implementation of the Briscoe Field/Gwinnett County Master Plan as it relates to enhancement of corporate jet accommodation, air cargo operations, and other existing facilities.	Q1/08	ongoing	ongoing	Convened an airport task force to work on this. First meeting on 10/23/08. Held meetings on 11/19/08 and 1/27/09 regarding issues and challenges facing the airport. Began letter campaign in support of U.S. Customs Clearance at Briscoe. The task force is evaluating other infrastructure issues.
	√	36	Ensure optimal connectivity between Gwinnett and Hartsfield-Jackson International Airport for local corporate users through fee-for-service air and helicopter transport of local executives.	Q1/08	ongoing	ongoing	Convened an airport task force to work on this. First meeting on 10/23/08. Identified local company (Wings Air) that has initiated flight service to Hartsfield beginning in Feb. Has begun the research for a marketing and communications plan for the Airport in support of this task.
Goal 2 Education and Workforce Excellence	√	37	Action Committee Meetings	07/01/08	ongoing	ongoing	Workforce Development Subcommittee meeting held on 8/20; Full Committee meetings held at the Gwinnett Chamber on 9/23 and 10/28; meeting on 12/2 at Kanoheda Elementary School with presentation by Gwinnett Village Patners on their afterschool and summer school programs.. Meeting 1/27/09 included tour of BAPS Mandir in Lilburn.

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Mike Levengood, Chair	√	38	Form and support subcommittees related to Objectives	02/01/07		ongoing	Per the PG five-year strategy, each of the four Goals has an Action Committee to implement the Goal; the Action Committees form Subcommittees and Task Forces to accomplish Objectives and Tasks on an as-needed basis. The Programs Manager and the Business Development Managers maintain various minutes and reports that document these activities; these items are retained in the PG archives. PreK-12 Education Subcommittee chaired by Louise Radloff; Workforce Development Subcommittee chaired by Mary Beth Byerly
	√	39	Further research local WIB possibility	03/01/07	03/08/08	Ongoing	Initial meeting with ARC staff and Gwinnett ARC Board members held in July 2007 with Mike Levengood delivering report to full Committee in August 2007; Following presentation by Mary Margaret Garrett to Workforce Development Subcommittee on 8/20/2008, Committee consensus is to recommend Gwinnett County remain in ARC WIA Board; Gail Macrenaris/ Gwinnett Chamber is on WIA Board; We still need two more Gwinnett Business Representatives for WIA Board.
Gail Macrenaris, Chamber Representative	√	40	Encourage private sector involvement in K-12 and creative funding models	03/07/08	Ongoing		Presentation by Junior Achievement regarding job shadowing programs; Presentation by Lavinia Marshall regarding after hours program on Dance; Presentation by Jose Perez regarding his visit as part of Georgia Board of Education to Microsoft School of the Future in Philadelphia. Presentation by Dr. Jeff Mathews, Principal of Gwinnett School of Math, Science & Technology, regarding need for private sector support for apprenticeship and internship programs as current Freshmen and Sophomores become Junior and Seniors and seek such opportunities. This action item was ranked as the number 2 priority on 10/28/08 by the full Committee for year 2. GCOC in partnership with LBA is sponsoring a Greater Lilburn Business Expo at Berkmar High School on 2/12/09 with @ 75 vendors, including the ARC Work REady bus.
	√	41	Lobby for K-12 needs of target business sectors	03/07/08	Ongoing		Gail Macrenaris is the Team Leader for Gwinnett's certification committee; 700 high school students are scheduled to take all three of the core assessments this year. \$500,000 state grant awarded to Innovation Crescent for bio science industry expansion has been used to develop the Science Career Path in Gwinnett County high schools with Central Gwinnett and Brookwood High Schools as the pilot schools. Teacher training and lab equipment done in this quarter. Bioscience Career Path to begin in Fall 2009 in 4 GCPS High Schools. \$2 million federal grant awarded to Innovation Crescent for logistics regarding BRAC at Navy Supply School in Athens and Forts Gillem and Macpherson in Atlanta. Monthly meetings ongoing. Judges provided for Gwinnett County Science Fair, 2/6/06 held at GEHC.

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	√	42	Lobby for two- and four-year degree needs of target business sectors *	03/07/08	06/30/09 & Ongoing		Lobby to support advancing Gwinnett Technical College's Life Science Training Center to the top of the Governor's funding priority list for 2010 to meet the demand of the approximately 6,500 would-be health science applicants who are turned away each year due to lack of capacity. This additional facility will bolster Gwinnett's fast-growing health sciences job segment and support four of the Governor's own Strategic Industries: life sciences, agribusiness, environmental care, and health and elder care; also fully support the FY 2009 budget request from the University System of Georgia, including any special initiative funding dedicated specifically for Georgia Gwinnett College
	√	43	K-12 advocacy – performance, foreign language and ESOL programs, mentoring programs	09/01/07	Ongoing	Ongoing	Included in Chamber's Public Policy and Legislative Agendas. Lobby to allow Gwinnett County Public Schools and Buford City Schools the ability to maintain local control and authority of public education, including local revenue sources, curriculum, discipline, and calendar issues; Support Gwinnett County Public School's State Funding Improvement Requests in the areas outlined in their 2009 Legislative Agenda; Support the work of the Governor's Education Finance Task Force, "Investing in Educational Excellence" or (IE2), in particular the recommendations regarding the establishment of a "partnership model" for Georgia's public schools that designates the partnership to be between the State and local boards of education
	√	44	Identify target sector specialists at GTC, GGC *, UGA and PCOM	06/07/08	12/31/08	Ongoing	Bioscience Dr. Phil Gibson GTC, Advanced Gaming John Thatcher GTC, Biology Dr. Thomas Mundie, GGC, Dr. Margaret Wagner-Dahl, UGA, Dr. John Fleischmann, PCOM. Atul Saxena, GTC, Professor of Finance (Serves on Economic Development Council); Ann Sechrist, GTC, member Manufacturing and Logistics Council, and active attendee of the Manufacturing and Logistics Forum; Lorri Christopher, GTC, Director Institutional Advancement, worked on the Manufacturer of the Year awards;
	√	45	Petition for Gwinnett to be a single workforce region				Committee recommends that Gwinnett County not pursue separate WIA status.
	√	46	Become a "Certified Workforce Ready Community"	05/01/07	ongoing	Ongoing	See notes regarding 41 above, recommend change task to Become a "Certified Work Ready Region".
	√	47	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. The creation of the Life Sciences Building at Gwinnett Tech is underway. With a record number of design services proposals for this project, the selection team has chosen the architect to design the building with contract negotiations occurring at the present time. With a current budget nearing \$23 million, the new Life Sciences Building will allow Gwinnett Tech to expand its offerings Life and Health Sciences to help meet the workforce needs. Groundbreaking is planned for late Spring of 2009 with occupancy expected by Summer of 2010

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		48	Establish a Teacher Appreciation Event *		06/30/09		Outdoor event at a Gwinnett County Park like Tribble Mill Park for public to say thanks to teachers and their families of public and private schools in Gwinnett
		49	Work to expand Adult ESOL programs and support programs on the optimal role of parents in their children's education				Gwinnett Tech has opened its International Learning Center at Gwinnett Place Mall with about twenty classrooms with focus on ESOL classes.
	√	50	Work to increase high school graduation rates by developing and participating in mentoring and job-shadowing programs *	Q4/08	12/31/08 & ongoing	ongoing	Junior Achievement program and GSMST advisory board; expanded role with GCPS work-based programs identified 10/28 by full Committee as the number 1 priority for year 2. Launched the SchoolLink initiative promoting mentoring opportunities through the Hosts program at Lilburn Middle School to business community - 125 participants signed up to date
		51	Work to increase high school graduation rates by establishing a Targeted Leadership Program for at risk students *		06/30/09		Use University of Georgia Poverty Simulation to help them see how teenage pregnancy limits their opportunities to succeed and to help them better the benefits of education. This action step was ranked as the Number 3 priority on 10/28 by the full Committee for Year 2. Innovation Crescent grant to Meadowcreek HS for \$26,000.00 to pay transportation costs for "Saturday School" targeting students scoring 62-69 on grade level testing.
	√	52	Pursue co-location of Career Centers	06/07/08	Ongoing	Ongoing	Committee recommends against this action
Goal 3	√	53	Action Committee Meetings	07/01/08	ongoing	ongoing	9-30, 10-28, 11-18, 1/27/09
Quality of Life	√	54	Form and support subcommittees related to objectives	02/01/07	ongoing	ongoing	Per the PG five-year strategy, each of the four Goals has an Action Committee to implement the Goal; the Action Committees form Subcommittees and Task Forces to accomplish Objectives and Tasks on an as-needed basis. The Programs Manager and the Business Development Managers maintain various minutes and reports that document these activities; these items are retained in the PG archives.
	√	55	Continue work with Unified Plan's advisory committee	01/01/07	1Q 2009	ongoing	The Unified Plan (UP) was approved by Gwinnett Commission for submission to ARC. At the Board of Commissioner UP final update Partnership Gwinnett spoke in favor of its passage. Awaiting approval from ARC.
	√	56	Advocate for key zoning/permitting changes *	01/01/07	12/31/08 & ongoing	ongoing	Gwinnett Place and Gwinnett Village CIDs proposing CID Redevelopment Area District ordinance. With the passage of the Gwinnett Unified Comprehensive Plan (GUCP) the next step is for Gwinnett County Planning Staff to make recommendations for needed changes in the Planning and Zoning Ordinance to conform with the new GUCP. Gwinnett Place CID is undertaking a parking study and may recommend changes.

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Joe Allen, Chair	√	57	Lobby for better transit options and transportation infrastructure needs *	01/01/07	12/31/08 & ongoing		First Chamber in region to support TPB's Concept 3 regional transit plan. Also lobbied for passage out of Senate of SB 39 and SR 44 and working on passage of HB 277 in the House. Met with Senate Trans. Chair Jeff Mullis and House Trans. Chair Vance Smith on 2/12 to discuss both bills. Demming Bass testifying at House Transportation Committee on 2/18 for HB 277. Chamber continues to have two registered lobbyists; Chamber is a key partner in Get Georgia Moving Coalition. Supported SR845, state infrastructure bank legislation passed and state transportation plan legislation passed. Other Gwinnett entities supporting Get Georgia Moving include: Council for Quality Growth, Gwinnett County Government, Gwinnett Place Community Improvement District, Gwinnett Village Community Improvement District, and Evermore Community Improvement District.
	√	58	Pursue partnerships to facilitate and fund regional transit solutions, i.e. Get Georgia Moving	Q1/08	ongoing	ongoing	Northern suburb light rail line connecting Kennesaw State in Cobb down along I-285 up to Sugarloaf included in HB 277. Brain Train also included. Chamber endorsing and lobbying for both. First Chamber in the region to formally endorse the Transit Planning Board's Concept 3 regional transit plan. Lobbying other metro Chambers to do the same. Partnership Gwinnett/Gwinnett Chamber is joining the Executive Committee of Get Georgia Moving in Jan 09.
	√	59	Support Clean Air Campaign in lieu of a TMA	05/01/07	ongoing	ongoing	Have a meeting on November 11th featuring The Clean Air Campaign that is open to all Chamber members to learn more about their initiatives.
	√	60	Research Inclusive Community Designation *	01/01/07	06/30/09 & ongoing	ongoing	Preliminary research completed; communicate findings to municipalities; both The National Association of Counties and The Association County Commissioners of Georgia report no equivalent designation for counties
		61	Build support for additional TAD referendums in remaining locales *		06/30/09		Held a Special Splost and TAD Forum on September 30th at the Gwinnett Chamber Education Rm. Council for Quality Growth and CIDs hosted special education forum on ballot amendments. Scheduled meeting with the City of Lawrenceville to begin their planning for TAD implementation. Meet with the City of Grayson for a preliminary discussion regarding TADs.
	√	62	Consider developing small-area Master Plans in priority districts, i.e. Greater Gwinnett Center, Braves facility, etc. *	01/01/07	12/31/08 & ongoing		Raleigh and Durham master plans were a focal point on the 2008 SLV to the Research Triangle, NC. This was discussed at length with in the QoFL task force meeting in Q3. The outcome of the Unified Comprehensive Plan is dependant on this goal. The three CID Redevelopment Plans are awaiting board approval based on approval of Unified Plan.
	√	63	Support Strength In Arts initiative in replacement of supporting Gwinnett Council of the Arts *	05/01/07	06/30/09 & ongoing	ongoing	The Strength In Arts board and committees are being formed. The steering committee has raised over \$100k for 2009 initiatives. Focused on the United Arts Council of Raleigh/Wake County at the 2008 SLV. Redpepper will provide pro bono service to the branding initiative.
	√	64	Advocate for sidewalk, trail, and park needs by supporting SPLOST and SPLOST Citizen selection committee.	Q3/08	Q4/08		2009 SPLOST passed overwhelmingly. The SPLOST Committees are working on the project priority list. Active with the SPLOST list and the Citizen selection committee.
Nick Masino, Chamber Representative							

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		65	Establish a Public Safety and Code Enforcement Task Force *	Q3/08	06/30/09		The task force is being formed within the Quality of Life group and will report into Lt. Dan Branch. The members of the task force are being contacted to join the group for a meeting to take place in Q109. David Post has formed a Crime Prevention Task Force.
		66	Consider the possibility of creating themed bus tours of key Gwinnett destinations - themes related to heritage, historic, international, town centers, parks, etc. *	Q1/09	06/30/09		This goal is under development and four areas were toured in November scouting out possible themes and locations. Parks, Town Centers and Office Parks are the top contenders.
	√	67	Seek options for new hotel development	01/01/07	ongoing	ongoing	Supporting prospective Hotels groups and existing project with funding connections.
		68	Develop public educ. program on wise mortgages and eviction avoidance				crisis, and is no longer relevant in its original form. PG & Chase Mortgage co-hosted an event at the Chamber to educate Real Estate Agents on how to sell and buy foreclosed homes, and second co-hosted event is scheduled. PG participated in federal Neighborhood Stabilization Program with the Director of Gwinnett County Community Development Program; representatives from 12 local banks attended.
		69	Research the 2008 Opportunities Zone legislation	Q4/08	Q4/08		Hosted a Opportunity Zone Laws Program on October 30th. Opportunity Zones are intended to encourage development, redevelopment and revitalization in areas that have higher levels of poverty and are underdeveloped or suffer from blight. Individual meetings were held in both Lawrenceville and Sugar Hill to discuss and plan for OZs. Ga. Dept of Community Affairs presented the Gwinnett Redevelopment Agency on the program.
Goal 4 Marketing & Outreach Dave McMullen, Chair	√	70	Action Committee Meetings	07/01/08	ongoing	ongoing	Dave McMullen is the new Marketing & Outreach Goal Chair for 08-09. Action Committee meeting on an as-needed basis.
	√	71	Form and support subcommittees related to Objectives	02/01/07	04/01/07	ongoing	Per the PG five-year strategy, each of the four Goals has an Action Committee to implement the Goal; the Action Committees form Subcommittees and Task Forces to accomplish Objectives and Tasks on an as-needed basis. The Programs Manager and the Business Development Managers maintain various minutes and reports that document these activities; these items are retained in the PG archives.
	√	72	Maintain external marketing and branding program	06/01/07	ongoing	ongoing	Applied for trademark registration on Success-Lives-Here and Innovation Crescent Brands - currently in the "wait and see" stage; Continuing to run advertisements in GA Trend & Site Selection Magazine for Success-Lives-Here
	√	73	Maintain ongoing PG marketing materials	01/01/07	ongoing	ongoing	Taped Q3 VISION TV on Quality of Life 09/17; Next Episode taping on 12/11. Distributed Q3 VISION Newsletter on 09/17; Q4 in the works; Distributed PG Annual Report at July 24th Summit.
	√	74	Maintain PG website	09/01/07	ongoing	ongoing	Investor Listing has been updated to reflect latest investments; Vision Television episodes and newsletters available online. Semi-annual claritas report updates have been scheduled.

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Lisa Sherman, Chamber Representative	√	75	Maintain and Grow the Young Professionals Networking Group, i.e. HYPE Gwinnett *	07/01/07	12/31/08 & 06/30/09 & ongoing	ongoing	hYPe held its Q4 event Not a 'Holiday Party' Party at The 1818 Club on December 11th with an overall attendance of 150 members. Members networked by participating in a competition by playing board and video games. hYPe members brought toys, gift certificates and requested items to be donated to the Gwinnett Children's Shelter. hYPe reached it's 500th member in December and will reach 600 by the end of February. The first Tuesday Schmooze Day, a meet-up for members was held on February 3rd at Marlow's Tavern and had an attendance of 65. On February 24th hYPe will be hosting it's first Lunch and Learn of 2009 featuring Kevin O'Brien speaking about <i>Millionaires - How Do they Get There? Six Steps to Wealth Accumulation</i> . The next official hYPe event is scheduled for March 12th at Red Carpet Lanes
	√	76	Establish Young Professional events w/ local arts orgs. *	12/31/08	06/30/09 & ongoing	ongoing	hYPe members attended the Philadelphia College of Osteopathic Medicine <i>An Evening or Awareness and Arts</i> on November 21st. This event was held at the Gwinnett Environmental and Heritage Center.
	√	77	Maintain a Young Professional retention & recruitment strategy *	01/01/08	06/30/09 & ongoing	ongoing	Part of this would be the development of the YPO (above). A College Recruitment Chair has been named and is working with the Career Services departments at Gwinnett Technical College and Georgia Gwinnett College. This chair has also had contact with local Alumni Associations with the University of Georgia and Georgia Tech.
	√	78	Maintain and continue to develop informative web presence for economic development	Q1/08	ongoing	ongoing	Research and RFP is being crafted for either development of a new site and/or repurposing of existing pages online. The Goal is to provide a user-friendly, relevant content-rich and SEO website targeting site consultants & CREs nationally & internationally.
		79	Consider targeting both priority national and international markets	Q1/09	Q1/09		Being reviewed in conjunction with the National and International initiatives in Goal One.
		80	Create marketing task forces by target industry for the purposes of target-marketing efforts.	Q4/08	Q1/09		Determined that working with existing industry councils and task forces to execute marketing support initiatives for these targeted industries was a better course of action. So far marketing support, direction and creative has been achieved for the following: Launch of a business networking website for TechParkAtlanta.com; Creation & Launch of a Success-Lives-Here branded White Paper focusing on asset-rich MSA Data Center Community (40 pages); Development of a Success-Lives-Here branded White Paper focusing on the Digital Entertainment industry in MSA; Development of a regional airport marketing strategy to promote executive transportation in the area.
		81	Create a brand standards manual for all PG related brands (protection & integrity of each brand) *	Q1/09	12/31/08		Rules for brand standards have been drafted and even used in specific instances. Barrow County has used them to apply the Innovation Crescent logo to their marketing materials and the City of Suwanee has used them to incorporate the Success-Lives-Here logo in their advertising. The rules will be plugged into a "comprehensive explanation of brand standards" document that will also provide visual examples of proper & improper usage. This second phase is to be complete in Q2 2009.

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		82	Maintain consistent Public Relations strategy	Q1/08	ongoing		Working on an RFP to be release in February to firms for a national & international public relations strategy and program
		83	Support regional marketing initiatives and explore new opportunities	Q3/07	ongoing		Working with Atlanta Magazine to develop a special-insert on the Innovation Crescent in the State's Relo & Expansion Guide to be distributed at BIO 2009 in Atlanta; Developed a list of gaming companies for the Metro Atlanta region to utilize in creating a Gaming cluster-industry piece - this will be an insert in the Digital Entertainment white paper from goal #79 above.
		84	Develop and coordinate a "Volunteer Gwinnett" Effort *	Q4/08	06/30/09		In January, Outreach Committee met and determined a need to partner with Great Days of Service; will assist in creation of a website portal for volunteerism. hYPe's Community Involvement work crew has partnered with United Way for 2009. hYPe will help in promoting events to the members. hYPe has agreed to partner with United Way at the next event on March 12th by having a tolitery drive to be donated to the United Way Women's Legacy Shoebox Project.
		85	Develop and coordinate a "Know Your Neighbor" program *	Q4/08	06/30/09		Outreach Committee has been formed and is focusing on volunteerism.
		86	In Gwinnett Chamber publications regularly profile prominent minority, international and foreign-born Gwinnett residents and business owners	01/01/07	ongoing		Since July 2008, more than half-a-dozen minority and international business owners have been featured in the monthly FOCUS newsletter; in March 2009, Network Gwinnett sponsored a meeting that brought together the Georgia Hispanic Chamber of Commerce, the Korean-American Chamber of Commerce of Georgia, and the Atlanta Metro Black Chamber of Commerce
		87	Develop and coordinate a Gwinnett Festival of Neighborhoods program *	Q4/08	06/30/09		Outreach Committee has been formed. Gwinnett Neighborhood Leadership Institute Project will be hosting the 2009 Culturefest at the Global Mall on February 28, both PG and hYPe are supporting this event.
	√	88	Maintain systematic and comprehensive relationships w/ all key partners	08/01/07	ongoing	ongoing	Relationship with Georgia Department of Economic Development (DEcD), Georgia Power, EMC and MEAG Economic Development Teams are strong. Evaluating partnership with Georgia Allies.
	√	89	Develop list of annual successes for most important projects in Gwinnett County [for use in meeting with federal officials]	1/1/2008	ongoing	ongoing	Compiled Annually
	√	90	Maintain and grow communication and marketing to local, regional, and statewide economic development partners	08/01/07	ongoing	ongoing	Site Selection Assistance Sheet was created in Q3. Finalizing a Gwinnett-specific presentation for use in these meetings with partners as well. VISION Magazine released first "new look" issue in December 2008 to all partners in addition to over 500 site consultants & CREs national and international.
	√	91	Work with Gwinnett's community development organizations	01/01/07	ongoing	ongoing	Outreach Committee is being reformed.
	√	92	Pursue close relationships with key partners such as the Georgia Department of Economic Development	01/01/07	ongoing	ongoing	Working with Fred Huff on Relocation & Expansion Guide, featuring Innovation Crescent; Also working with Fred Huff and Asante Bradford on Gaming Cluster-Industry marketing initiative. Carol Henderson on anything Technology/Life Sciences

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	√	93	Pursue close relationships with key partners such as GMA, Cities, County, CIDS, governments in the Atlanta region and neighboring non-metro counties and the Athens-Clarke County area.	01/01/07	ongoing	ongoing	Team attended GwMA meeting on Sept. 9th; Ongoing Quarterly ED Coalition Meetings bringing together City Leaders, CIDs, Educational Institutions for GwEcD; Meeting held in September with the ICRP on Organization & Governance; Mark Farmer attended Gwinnett Planning Committee meeting on 10/22/08; Bill Davis & Nick Masino attended Georgia Bioscience JDA Meeting on 9/10/08 to discuss future Innovation Crescent Regional Marketing Plan; Innovation Crescent Regional Partnership meetings were held on 9/12/08 and 11/7/08.
	√	94	Solicit input and participation from municipal, county and state leaders on key issues and initiatives.	01/01/07	ongoing	ongoing	ED Coalition Meetings
		95	Focus on strengthening Gwinnett's role as a leader for the NE Atlanta Region. Develop Northeast Metro Council of Chambers of Commerce/ED professionals *	1/1/2007	6/30/09		ICRP meeting on September 12, 2008; We are holding our second marketing team meeting on December 12th to propose new marketing ideas for the region in 2009.
		96	Develop an international awareness effort	Q4/08	Q1/09		Built relationship over last year with Site Selection magazine to obtain press coverage on Suniva event (Sept.) and establish Gwinnett as a global EcD community leader.