

EMBRACE

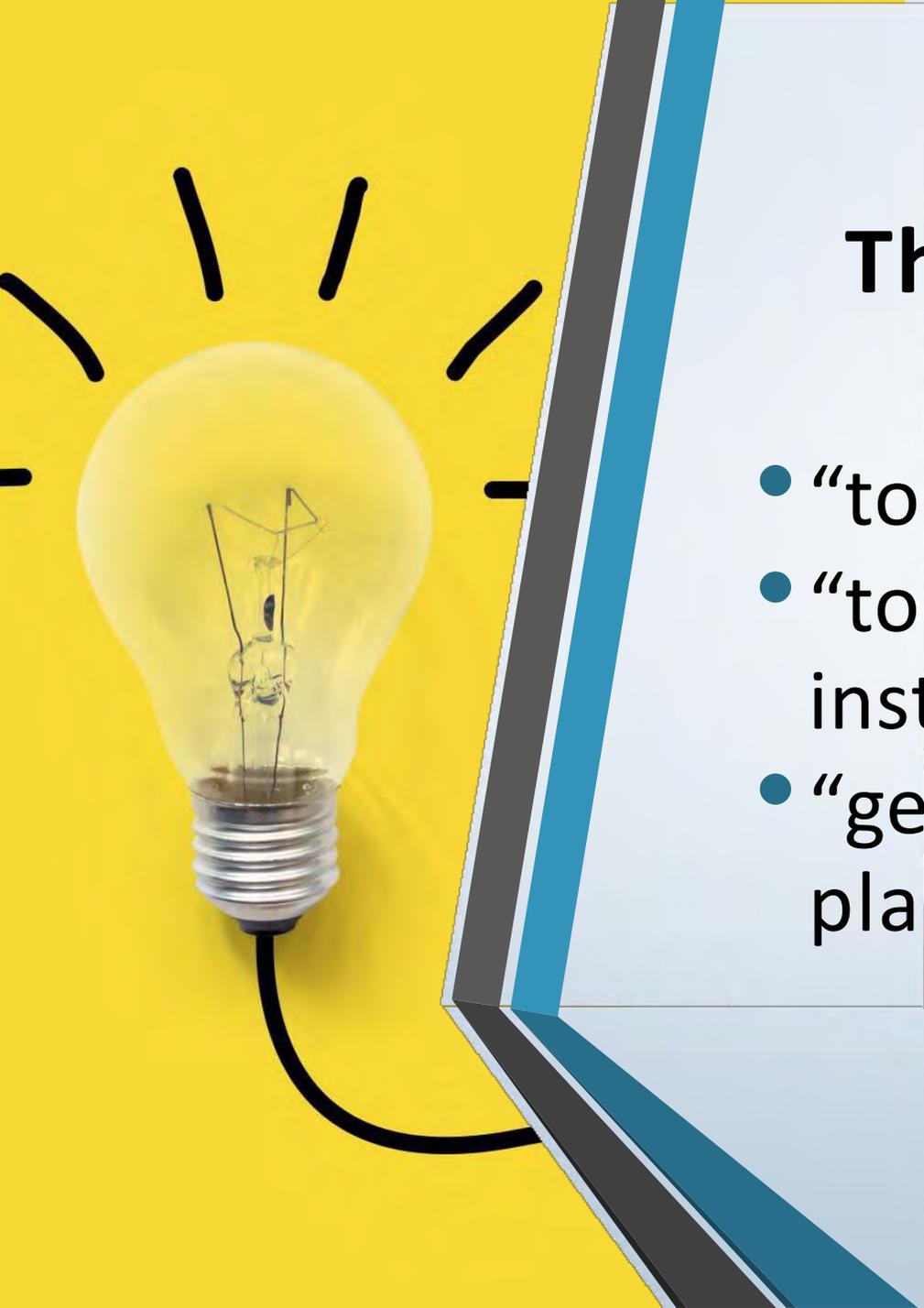
Embracing Equity & Inclusion. Celebrating Differences.





Canton's Roadmap for Inclusive Economic Growth

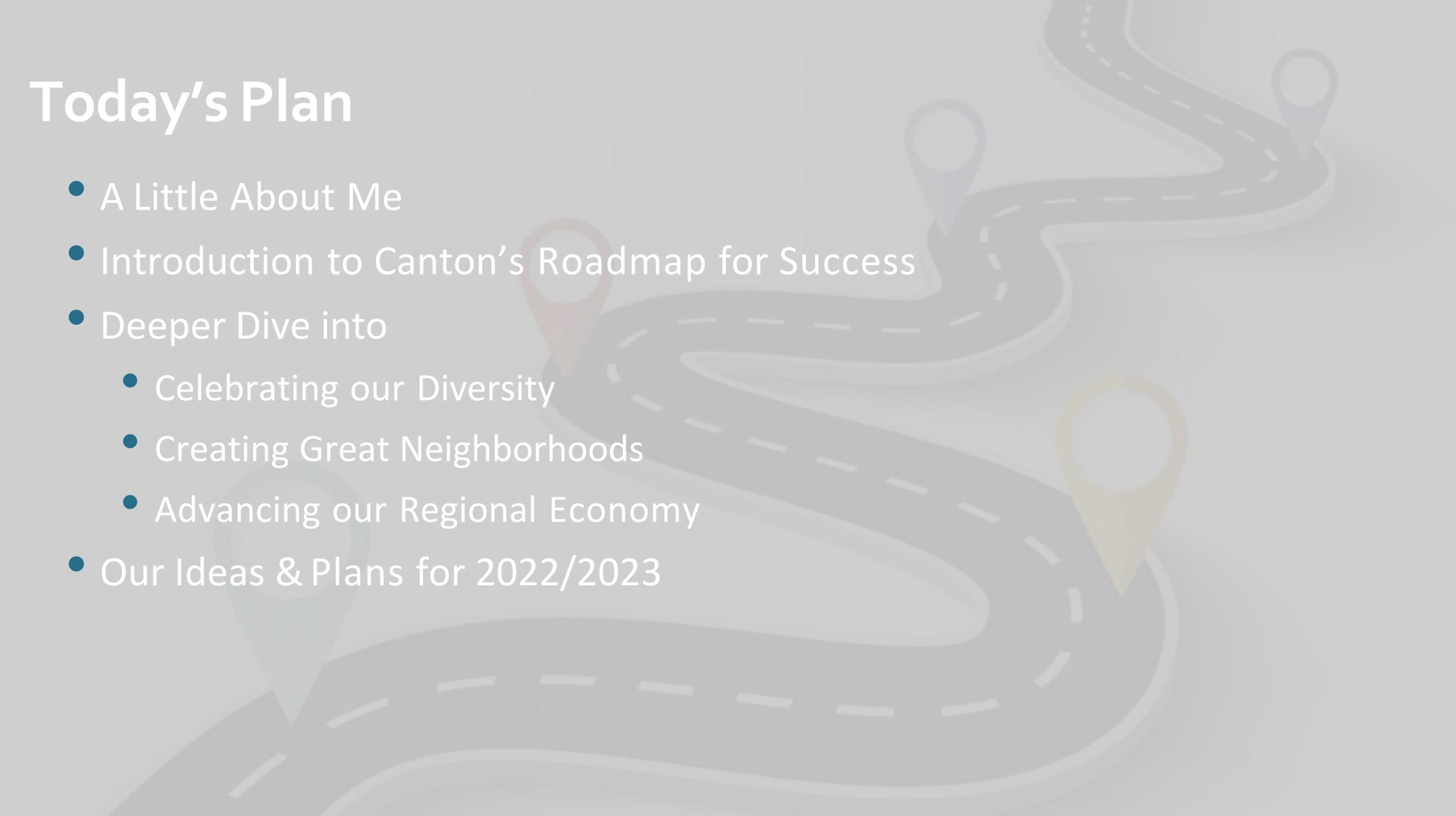
Billy Peppers,
City Manager



The Importance of a HUDDLE

- “to hold a consultation”
- “to get away from the action to gain instruction”
- “get the players involved on the same plan for the play ahead”

Today's Plan



- A Little About Me
- Introduction to Canton's Roadmap for Success
- Deeper Dive into
 - Celebrating our Diversity
 - Creating Great Neighborhoods
 - Advancing our Regional Economy
- Our Ideas & Plans for 2022/2023

Billy Peppers,

Canton City Manager

- Joined Canton in June 2015
- Served as State Main Street Director/Director of DCA's Office of Downtown Development (2012-2015)
- Economic Development, City of Woodstock (2005-2012)
- Lifelong Georgia Resident (Summerville to Athens to Atlanta to Woodstock to Canton)
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2021





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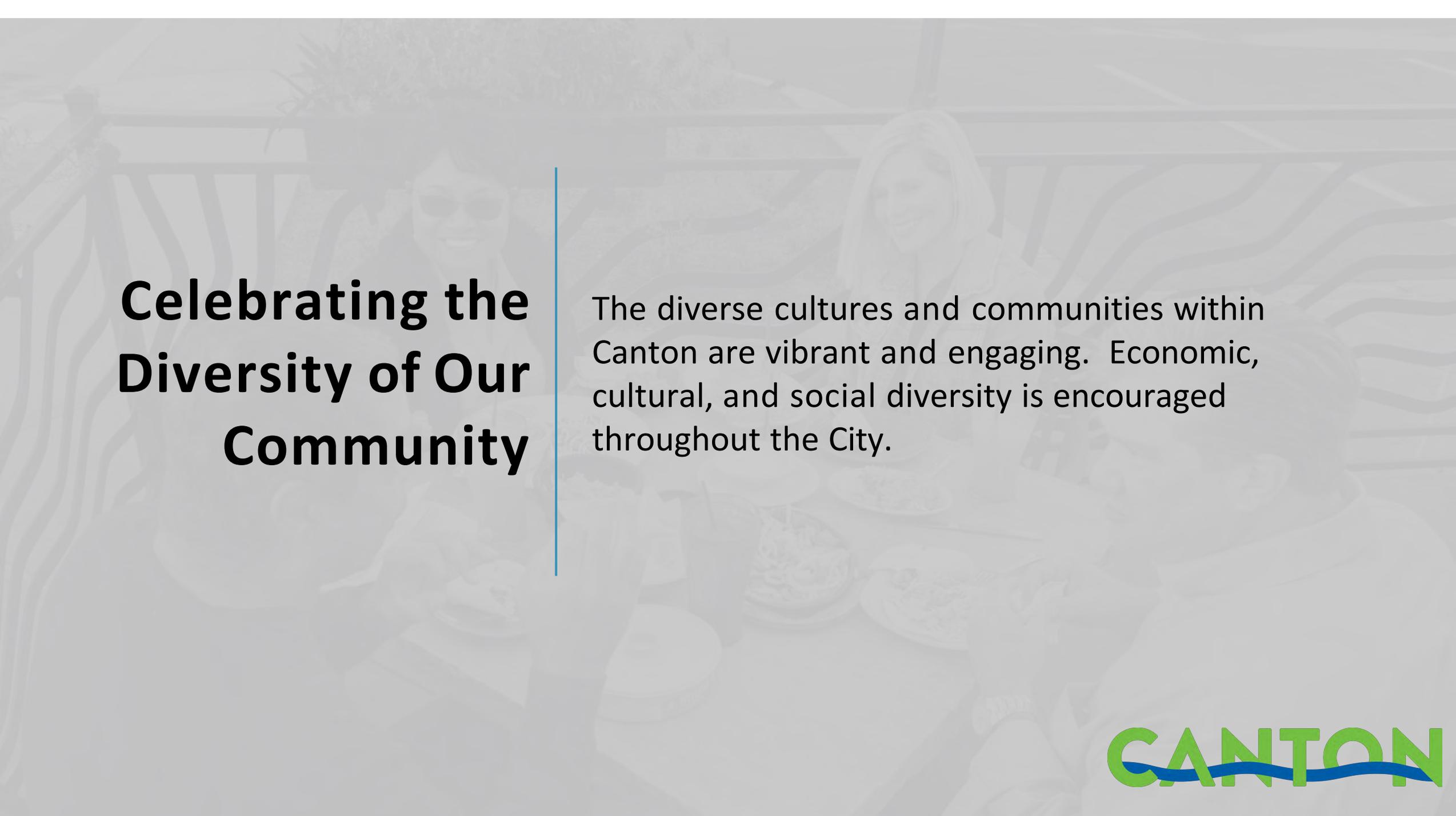


CANTON



Creating Great Neighborhoods

Safe, attractive, connected, and inviting neighborhoods are the foundation of Canton's hometown appeal. All residents deserve quality housing that reflects our community character through thoughtful design and responsible development practices.



Celebrating the Diversity of Our Community

The diverse cultures and communities within Canton are vibrant and engaging. Economic, cultural, and social diversity is encouraged throughout the City.

CANTON

Advancing Regional Economic Success

Utilizing existing business strengths in industry, healthcare, and an entrepreneurial spirit, Canton seeks to expand its economic footprint. Diverse and innovative business growth will support jobs, attract investment, and create tourism opportunities.

Enhancing Historic Downtown Canton

Preservation, entrepreneurship, arts and culture, and community-centric activities are cornerstones of economic development within Downtown Canton. Benefiting the entire City, downtown redevelopment creates jobs, attracts investment, increases property values, and generates tourism.

Sustaining Our Natural Environment

Canton residents appreciate our natural beauty, proximity to the mountains, ample greenspaces, and the Etowah River. Projects in the City will promote interaction with nature through sustainability, stewardship of resources, and innovative design.

Connecting Citizens to Parks & Recreation

A healthy community provides access to nature. Residents should be connected with local parks through trails, sidewalks, and additional transportation options. Recreational opportunities should be available to and inclusive for all.

Improving Infrastructure for Future Demands

Citizens, businesses, and visitors need access to the Canton infrastructural network to succeed in their goals. Transportation, power supply, gas availability, water and sewer, and digital connectivity are part of building a great network for success.

Leading with Excellence

City Council, Staff, and Citizen Boards will foster civic participation and serve ethically, transparently, responsibly, and efficiently.

Completing Our Roadmap

- Build on Last Year's Successes
- Follow Through with Completing Projects
- Anticipate New Projects & Plan Accordingly
- Use the Roadmap as the Filter for Success
- Be Unique & Celebrate our Crazy

Celebrating the **DIVERSITY** in our **COMMUNITY**



The diverse cultures and communities within Canton are vibrant and engaging. The City encourages economic, cultural, and social diversity.

A Diverse Community

- 7,709 residents in 2000
- 32,973 residents in 2020

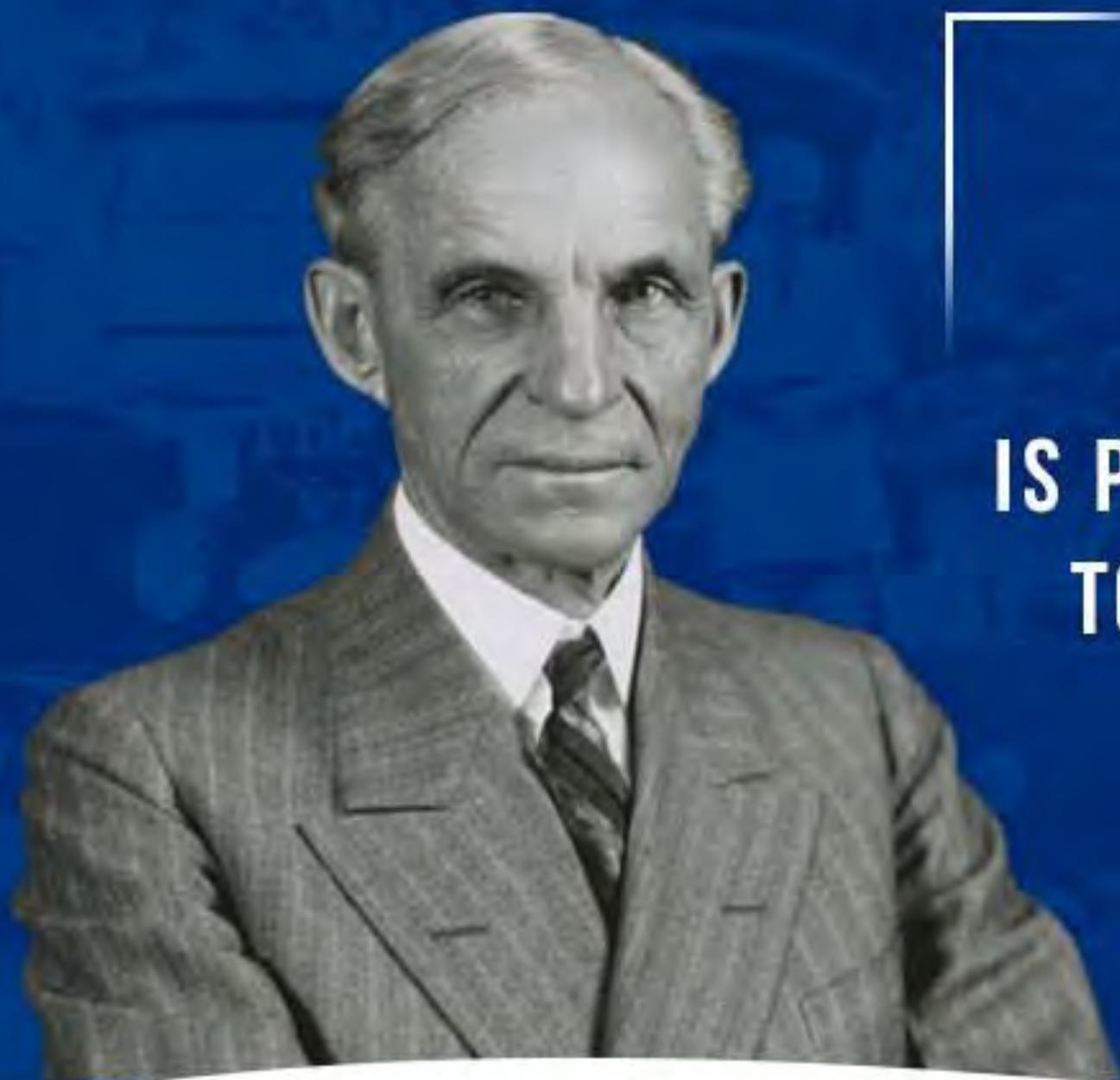
- 59% Caucasian
- 27% Hispanic
- 11% Black
- 2% Asian





Focus on Leadership

Engage. Encourage. Explore. Explain.



**"COMING TOGETHER
IS A BEGINNING,
STAYING TOGETHER
IS PROGRESS, AND WORKING
TOGETHER IS SUCCESS."**

Henry Ford

Faces of Canton

diversity



PATRICIA REVELES

2019 Cherokee High graduate, long-time Canton resident

"I love Canton because it is such a peaceful place to live and the community itself is full of amazing, wonderful people. Over the years, it has been so amazing to see Canton grow so much. I remember being young and Canton just looking so much different than it does now. We've gone from being a very small city to a city that seems to just keep growing more and more every single day. I cannot wait to see where we will be in the next few years! I believe that the main purpose of the diversity committee is to bring our community together and I am excited to be a part of something that is aimed to have such a positive impact on our community."



state professional



LORRAINE ARAGON

Self-proclaimed world changer, former educator, PhD student

"Canton is a growing and changing city with a rich history that is diverse and dynamic. The proud legacy of Black businesses around the Pea Ridge Area, to the growing Hispanic community in the family friendly Sunnyside neighborhood coupled with the development in our quaint downtown are all vital voices for growth going forward. The task force is focused on working collaboratively with stakeholders to ensure that as our nation grapples with issues of racial disparity and reconciliation, Canton creates a vision for our city grounded in diversity and inclusion."



CARMEN TANNER SLAUGHTER

Canton Native, philosopher, lover of literature, business manager

"I love Canton because it is such a peaceful place to live and the community itself is full of amazing, wonderful people. Canton has been home to the Tanner family since 1912. I love that the small town charm remains while the city's evolution provides many options for cultural experiences, fine dining, and green space usage. The City of Canton's establishment of a Diversity and Inclusion Task Force is a good first step in implementing change that will



SHANNON RANKIN

New resident, information technology professional

"Canton is the epitome of community, love, and family. What truly separates Canton from anywhere else I've lived are the people where everyone seems to know everyone, willingness to help, and expressions of love from the educators to the students to the small business owners to their patrons. In Canton you get the best of everything without the hustle and bustle of a larger city, yet close enough to Atlanta if you feel adventurous to take on the traffic."



TIFFANY BIRD

Dedicated volunteer, mom of four daughters, public relations professional

Diversity & Inclusion Task Force

- Started Summer of 2020
- Representatives Appointed by Council
- Review City Procedures, Consider Ordinances, Discuss Outreach, and Explore Engagement Opportunities
 - Best Practice—Know what you want a new board to work on first and always appoint an initial leader
- Second Iteration—Looking at evolving demographics, want to hear from varied City departments on concerns or opportunities for improvement

CanTeen— The Mayor's Youth Council







Safe, attractive, connected, and inviting neighborhoods are the foundation of Canton's hometown appeal. All residents deserve quality housing that reflects our community character through thoughtful design and responsible development practices.

Creating Great **NEIGHBORHOODS**

Celebrating Place

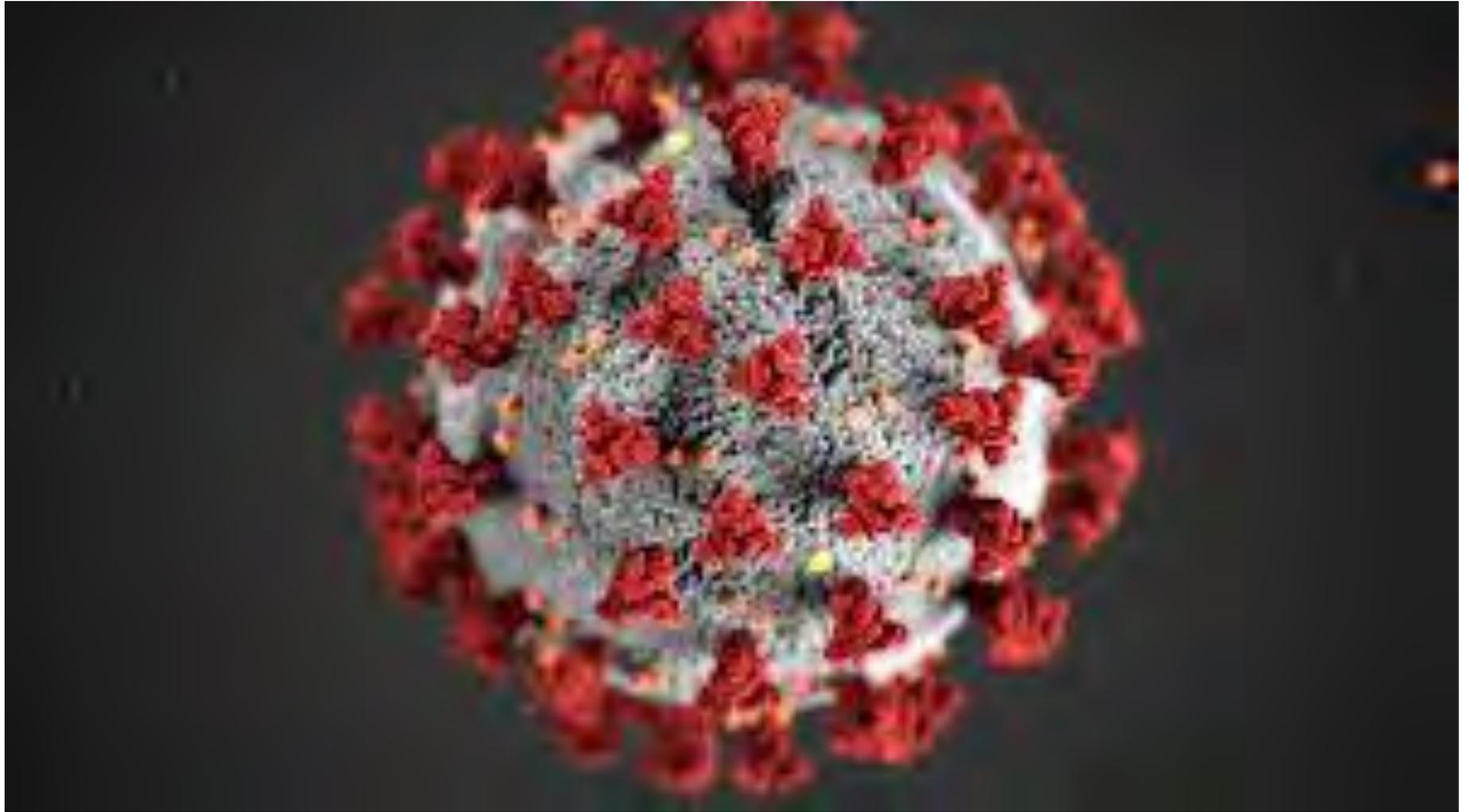
- 2019 Georgia Placemaking Collaborative
- Decision to Focus on Sunnyside
- Look for Opportunities for Engagement & Outreach





Initial Opportunities for Sunnyside

- Mostly Rental Community
- Hub of Hispanic Business in Cherokee County
- Very Pedestrian-Oriented Population
- Code Compliance Related to Cultural Differences
- Lack of Known Community Champions
- 2019 Canton Joined Georgia Placemaking Collaborative & Attended Retreat
- Began Forming A Stakeholder Committee
- Community Outreach Survey
- SWOT Analysis of Stakeholders
- Review of City Plans For Capital Projects



Engaging During a Pandemic ...

- Shift from Wants to Needs
- Assisting in Translating Executive Orders
- Providing Information on Public Health
- Looking for Solutions for Remote Education
- Finding Partners to Deploy Resources
- Recalibrating...

Always Look for the Bright Side ...

- LISC/Atlanta United Grant
- CDBG Projects
- Community Partnerships
- Angel Investors



Other Focused Improvements

- Peeling & Flaking Paint Initiative
- Targeted Code Compliance Initiatives for 2022
 - Residential Properties
 - Commercial Properties
- Public Wi-Fi at all City Parks
- Park Land Expansion & Donation
- Call for Public Arts—Sunnyside Mural
- Information Kiosk
- Translating Documents
- Adding New Bilingual Staff
- New Special Events





Advancing Regional **ECONOMIC** Success

Utilizing existing business strengths in industry, healthcare, and an entrepreneurial spirit, Canton seeks to expand its economic footprint. Diverse and innovative business growth will support jobs, attract investment, and create tourism opportunities.

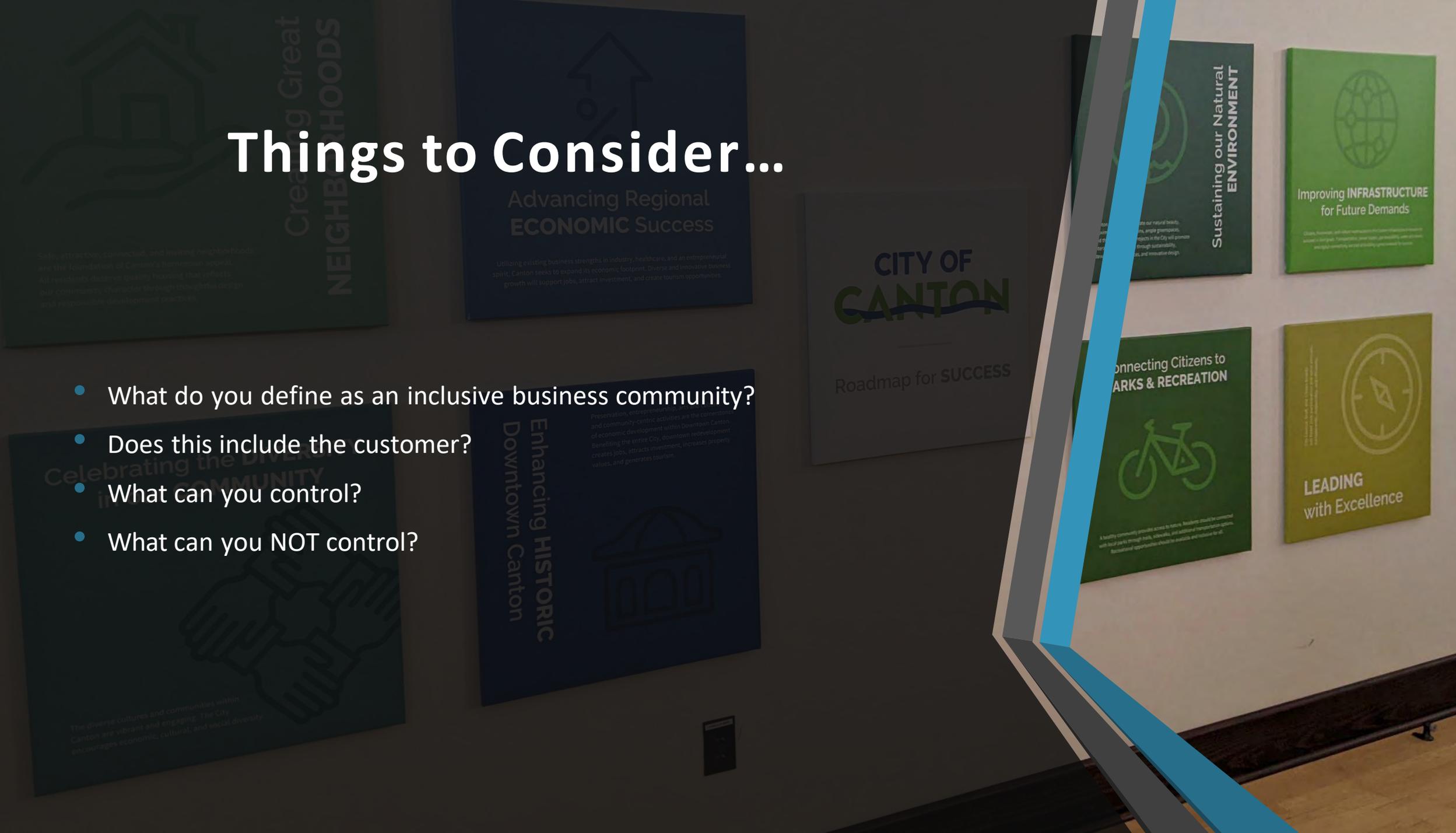
Engaging Business

What Does Inclusive Business
Development Mean to Our City?



Things to Consider...

- What do you define as an inclusive business community?
- Does this include the customer?
- What can you control?
- What can you NOT control?



Inclusive Business Community for Us Means...



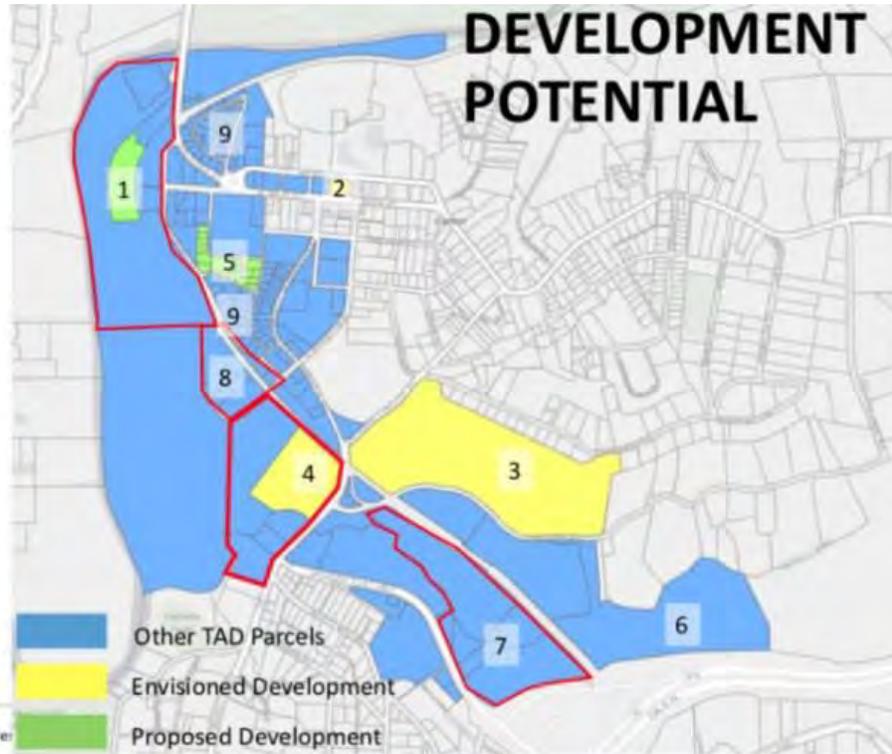
- Entrepreneurs Are Welcome
- We Succeed When New Businesses Succeed
- Existing Businesses Need Help, Too
- Matching Resources Is a Top Priority
- Process Is Important, Understanding the Process Is More Important

Programs of Assistance

- Downtown Canton Cash Mob
- License to Recovery
- Connect Canton Initiative
- Marketing



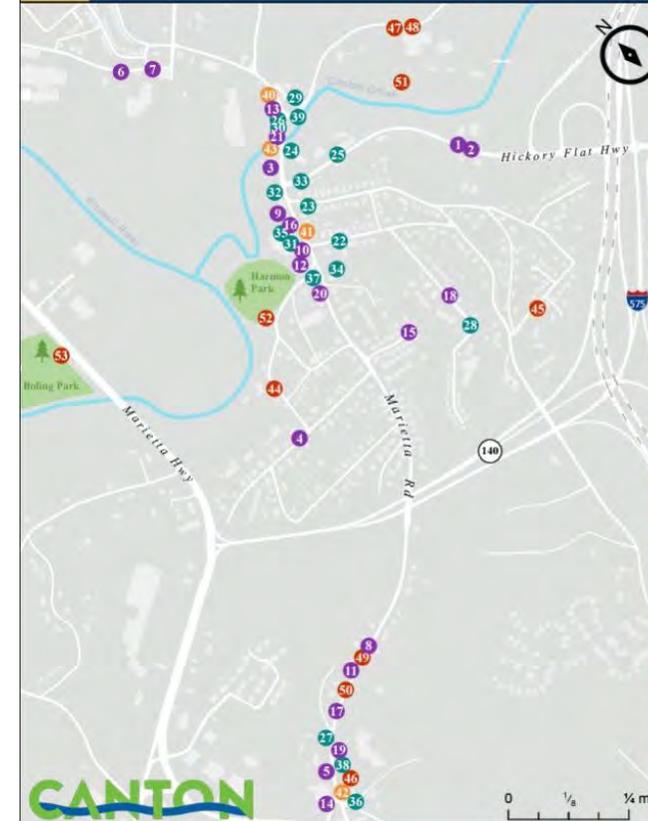
- 1 The Mill Multifamily
280 MF Units
- The Jones Building
6,000 SF Retail
- 2 4,000 SF Restaurant
12 Condo Units
- 3 North Side of Longview St.
70 Single Family Homes
- 4 Canton Village Redevelopment
Mixed use 60,000 SF retail and
250 MF Units
- 5 Solis Canton
250 MF Units
- 6 South Side of Longview St.
55 Single Family Homes
- 7 Hickory Flat Hwy Multi-Family Site
300 MF Units
- 8 Future Rehab/Mixed-Use
50,000 SF
- 9 "The Hill" Neighborhoods
Mix of 60 SF & TH Units



Proposed Boundaries



Sunnyside



Servicios

- 1. Canton Glass
- 2. Chandler Graphics
- 3. Gabby's Cafe Internet
- 4. Sams Tax Service
- 5. Shear Design Salon
- 6. PWC Enterprises
- 7. SummDesign
- 8. True Flow
- 9. Village Laundry
- 10. San Rafael Miscelanea
- 11. Massey Services
- 12. Stylos Nueva Imagen
- 13. La Bonita Beauty Salon
- 14. Bill Holt Automotive
- 15. Russell Window Solutions
- 16. Express Financial Solutions
- 17. Cherokee Nutrition
- 18. Creative Cuts
- 19. Optimal Health Center
- 20. Unico
- 21. Revival South

Compras

- 22. Advanced Rental Center
- 23. Cloud Supply
- 24. Chevron At Canton
- 25. Eximport Latino
- 26. Family Dollar
- 27. The Furniture Guild
- 28. Manous Cabinets
- 29. Mitch's Archery
- 30. Loarca Corp
- 31. Tienda Y Carniceria Ramirez
- 32. Premier Indoor Comfort
- 33. Salgado Tires
- 34. Natasha & Nisha/Mini Mart
- 35. El Diamante
- 36. Domingos Alterations
- 37. Nuestra Mision Es Tu Salud
- 38. Club Bendicion De Dios
- 39. Club De Nutricion

Restaurantes

- 40. La Luna Bakery
- 41. Taqueria Daxaquena II
- 42. The Basket Shack
- 43. Taqueria Daxaquena Bar & Grill

Otros

- 44. American Legion Post #45
- 45. Eagle Ridge Properties
- 46. MCR Casa Del Alfarero
- 47. Isosport International
- 48. Isotech International
- 49. Weatherby Construction
- 50. First Canton
- 51. Venture Commodities
- 52. Little Free Library At Harmon Park
- 53. Little Free Library At Boling Park



QUALITY REPAIR

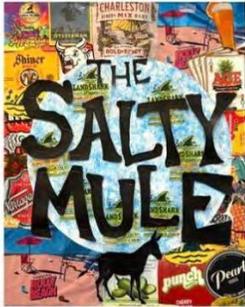
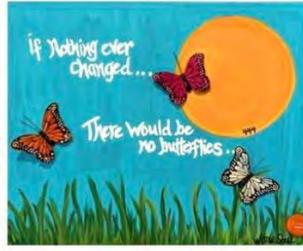
Indulgence

FINE JEWELRY



FAITH
FAMILY
SERVICE
INTEGRITY

STAND IN THE SA
#LIFEORDEATH





DOWNTOWN
CANTON

"Thank you to everyone that purchased gift cards to The New Georgian Hills Restaurant during the Shop Small Saturday Gift Card Promotion! It was a wonderful boost for our local restaurant! The first Gift Card Promotion (May 2020) came along just as we were starting to recover from the downturn after the pandemic hit, and we were incredibly pleased to have the help. The Shop Small Saturday promotion not only gave us some added revenue, but also brought us many new customers. We cannot thank the Downtown Canton team enough for putting this program together. They ran it well and our customers loved how easy it was to buy and use the gift cards. What a great idea and we are lucky to have such a team watching our backs and helping our city!!"

~ The New Georgian Hills Restaurant
Virginia and Jesse ~

Pat Tanner Led the Way

Pat Tanner has seen a lot of changes in her hometown of Canton. Pat was the first African American to be elected to the Canton City Council, where she served two terms from 2004 to 2012, and the first Black woman to serve as an elected official in Cherokee County in its 190-year history.

In her eight years on the council, she brought a diverse voice to the table to represent people of color. She helped the city move forward with support for more parks, plans for a major retail and commercial development, and a reservoir lake.

Pat decided to run for office after unsuccessfully lobbying the Canton City Council on an issue in the Stumptown community of Canton, where she grew up. The historic community already included two

churches, but a third one was being proposed on the site of a former funeral home. Pat and her neighbors were concerned the increased traffic it could bring would be detrimental to the historic area. Pat presented the concerns to the council, which decided to make the decision at its next meeting.

"But at the second meeting, I heard one of the council members tell the individual who was requesting the rezoning that it was a 'done deal.' I said to myself at the next election, I would run for city council. I had never wanted to be a politician, but that caused my interest in running. I have always felt that government and other entities should at least reflect the people they serve," she recalls.

At the time, Pat did not think about the significance of her decision. "I was not thinking about it being a historical move; that had not even crossed my mind. I just wanted to be on the council because I felt people should have someone to represent them," she explains. "I ran as a people's candidate, and I was sure that the African American community and people of color would welcome someone like me to be on the council to have in the ring. I felt the council needed a different perspective and a different voice."

Pat spent her childhood days in the heavily segregated community of Stumptown under the Jim Crow laws and graduated from the all-Black Ralph Bunche High School in Canton in 1964.

"When I graduated, the school was still segregated. A lot of things were going on worldwide as far as people's rights were concerned," she remembers. "And here in Canton we had some of the same issues, such as having to go in the back doors of restaurants and doctors' offices. I lived it and lived through it."

During her college years in the mid-1960s, she joined the battle for equal rights and, in 1965, traveled to Selma, Alabama, to help in the voting rights campaign to end the denial of Black voting rights in parts of the South.

Tanner was not there on March 7, 1965, known as Bloody Sunday, but two days later marched with Dr. Martin Luther King in a second attempt to get from Selma to Montgomery. She was among 2,000 protestors led by Dr. King on March 9 across the Edmund Pettus Bridge. Highway 80 was blocked by state troopers, but Dr. King paused the marchers and led them in prayer. Eventually, the troopers stepped aside and let the protestors continue peacefully.

Pat is proud of her time on the Canton City Council and all she helped accomplish, including the approval for Canton Marketplace and the Canton YMCA. While Pat was on the council, the Etowah River Park plan was created, and Heritage Park became a reality.

One of the most significant achievements was the creation of the Hickory Log Creek Reservoir. "The city had been working to get it for ten years, but I was a yes vote when it came before us. I voted in favor of doing it because it is a great amenity."



Talia Mrozinski

loves concocting delectable ice cream, a favorite pursuit since she was a child. The owner of Sweet Joy Ice Cream Bar in Canton explains it is in her blood. She spent summers with her grandmother in rural Mississippi where her grandmother, a teacher, would spend the school break making homemade ice cream and treats to sell to the locals. The creamy confections were a huge hit with the neighbors and helped to stave off the burning Mississippi sun. Talia has taken that childhood tradition and brought it here to Cherokee County.

The shop's name does more than evoke the emotions that wash over you when you walk in its door. It's also a tribute to Talia's mother, Joyce. Talia shares, "We called her Joy, and she was the sweetest thing I ever knew. It just kind of made sense to name this place for her as well as the vibe that I wanted to bring into the community. She was a very loving person, very much of faith and giving."

Sweet Joy Ice Cream Bar, located in The Mill on Etowah, is a cheerful oasis. The charming mural on the wall invites photo opportunities. A colorful chalk board menu boasts a mind-boggling array of ice cream and more indulgent desserts like ice cream sandwiches and sundaes. The cream-and-sugar smell that infuses the shop begs you to linger.

Each item on the menu is handmade and lovingly crafted. Made on site in small batches, the ice cream menu offers classic flavors, like Vanilla and Chocolate, but Talia also brings in farm-fresh, local ingredients to create inventive seasonal flavors. This spring, Talia will feature Spicy Mango and Blueberry Thyme.

Customer favorites include Oreo, Lemon Cookie, and Fruity Pebbles. She also offers dairy-free and sugar-free options for those with dietary restrictions. The shop's signature flavor, Strawberry, explodes with tart berry in every bite.

In a genius collaboration, Talia partnered with Giggle Monsters Craft Donuts and gave guests strawberry ice cream topped with strawberry cake donuts. Talia will also make desserts on demand. A customer recently asked for "Goth" ice cream, so Talia obliged with...

of toppings. Sweet Joy has ice cream sandwiches, milkshakes, and even a flight sampler.

For those who prefer more adult treats, Talia has a delicious variety which changes seasonally. She has made beer-flavored ice cream with the beer provided by neighboring Reformation Brewery.

She has created Strawberry Mango Margarita laden with top shelf tequila by CaliFino. Other adult choices on the menu might include cocoa with a shot of your choice and topped with ice cream; and strawberry shortcake sundaes with fresh whipped cream and vanilla vodka-soaked berries. During the Christmas season, you can get Eggnog Ice Cream with a punch of alcohol.

Sweet Joy Ice Cream Bar represents everything that's great about living in and visiting Canton. It retains the small-town feel of the ice cream parlors that we remember from childhood but has just enough élan to please more cosmopolitan visitors. It also enhances the marvelous diversity of Canton. Talia and her staff are warm and welcoming. "This shop is built on family and love, and people can taste that in our ice cream. I love meeting people, and I love making ice cream, so this shop is a labor of love."

Talia remarks, "The people of Canton have been absolutely amazing. I have already met so many people that I will have lifetime relationships with. It's hard to express how much the community support means to me."

Ice cream is about making memories, like celebrating that victory on the baseball diamond. Ice cream is a soothing balm during rocky times. Ice cream is about community and summer vacations and childhood friendships. Most of all, ice cream is about simple pleasures, and Talia offers that to all who visit. As she says, "Ice cream just brings joy to so many people, and that is my favorite part about running this business—getting to know people in the community and talking with them. This is all about community and family to me."



Talia Mrozinski

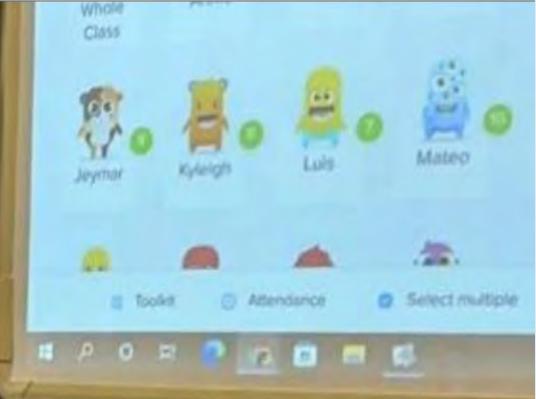


Other Items Currently In the Works...

- Translating State Finance Programs to Spanish
- Developing Small Business Grant Program
- TAD for Incentives
- Women in Business Workshop
- Historic Neighborhoods Program
- Larger Multicultural Festival
- Small Business Assistance Workshops

A large, stylized blue geometric shape, resembling a triangle with a thick dark blue outline, occupies the left side of the image. It points downwards and to the right.

CANTON



Opinion Writing
My Opinion
(topic sentence)
Hook
Reasons:
1.
2.
3.
Closing

