

Attachment 4.4

Listing of ballot issues that the chamber is involved with, including the position on each issue and the campaign outcome; samples of materials used to wage campaign.

Ballot Proposition	Chamber Position	Outcome
Redevelopment Powers Act	Support	Passed
SPLOST for Education	Support	Passed
SPLOST for Infrastructure	Support	Passed

The Cobb Chamber rarely takes positions on ballot issues, but the Chamber has routinely supported Special Purpose Local Options Sales Tax (SPLOST) initiatives since they have been available in Georgia. Rather than lead a SPLOST campaign effort, the Chamber has provided staffing and communication support to the campaign committees, composed of involved citizens. Most often, these campaign committees include many individuals who are also active in the Chamber leadership, but the committee is officially a citizens' committee. The Chamber then publicly supports the committee's efforts, but is not the primary spokesman for the issue. Over the years the Cobb Chamber has successfully supported two SPLOSTs for education, three SPLOSTs for transportation improvements and passage of the Redevelopment Powers Act, which allows for incentives for redevelopment, in five local jurisdictions.

Please see the attached materials:

- Redevelopment Powers Act
 - Letter to Cobb Chamber Members
 - Issue Card
 - Excerpt from Cobb County Government Newsletter
 - City of Smyrna Redevelopment Brochure
 - Chamber *DIRECT* article
 - Vote Yes Mailer
- SPLOST for Education
 - Lapel Sticker
 - Pledge Card and Business Card
 - Mail Postcard
- SPLOST for Infrastructure
 - Jail Improvements Mailer
 - Community Improvements Brochure
 - Growing Pains Mailer
 - Improving Our Quality of Life Mailer
 - Vote Postcard
 - Public Safety Mailer 1
 - Public Safety Mailer 2
 - Vote Yes Mailer

- Excerpt from Cobb County Government Newsletter
- Stuck in Traffic Mailer
- 2005 Community Improvement Projects Booklet



October 15, 2002

Dear Cobb Chamber Member:

Georgia's November 5 General Election will decide many of the state's important issues. Locally, an important redevelopment referendum known as the "Redevelopment Powers Law" will be on the ballot.

This referendum will give our local officials the power to redevelop those areas of our community that have declined. Our abandoned shopping centers, deteriorating residential areas and aging apartment complexes can be brought back to life as we move forward and build toward the future.

Voters in Acworth, Kennesaw, Marietta, Smyrna and Cobb County can each approve the redevelopment referendum, which is not mutually exclusive. For example, if one area does not pass the referendum, the other areas can pass it and reap the benefits.

Passage will help Cobb County and local city governments work together with property owners to improve blighted areas of Cobb without placing a financial burden on taxpayers or local government. It will further help strengthen overall community investment and quality of life for all Cobb County citizens.

The approval of the referendum will be critical to Cobb County and its cities if they are to successfully address redevelopment issues. Many states and cities utilize this tool in their redevelopment efforts, and it is imperative that we also take advantage of this resource. But in order to take advantage of this great opportunity, we must vote yes on the redevelopment referendum on November 5.

Let's all work together and vote yes for redevelopment.

Sincerely,

A handwritten signature in black ink that reads "Robert L. Moultrie".

Robert Moultrie
Chairman

Be Here. Achieve More.

Issues at a glance

Q. How will the Redevelopment Powers Law affect me?

If you do not reside or own property or a business in an area designated for redevelopment, there would be no impact.

Q. How will redevelopment programs be initiated if the referendum is approved?

Cobb County will work with homeowners, business and property owners, civic groups, elected officials and other organizations to identify those areas where redevelopment activities are most appropriate. Once these areas have been identified, a redevelopment plan for each of these areas will be outlined.

These redevelopment plans will specify the proposed land uses; descriptions of redevelopment projects; analysis of the cost of the proposed redevelopment; and financing sources. It will then be presented to the Board of Commissioners for adoption and become the basis for funding future redevelopment projects.

Q. Will I have to pay more taxes?

No. The use of Redevelopment Powers does not involve an additional tax on the property owner within the designated redevelopment area, except to the extent improvements to their properties increase the assessed value.

In fact, these redevelopment powers will not affect property owners outside the designated redevelopment areas at all.

Q. What are the priorities for the development of the program?

To encourage the revitalization of vacant or underutilized commercial areas by providing the county with the necessary planning mechanisms and financing tools to address problems that may be adversely affecting surrounding neighborhoods.

Q. Is there a list of projects that have been developed?

There is no list of specific projects available at this time. However, an Inventory of Redevelopment Sites was completed by the County and adopted by the Board of Commissioners in Dec. 2000. This inventory would likely be the starting point for determining which areas would be considered for redevelopment.

A complete list of the inventory is available at the Office of Economic Development. Please call (770) 528-2607.

Q. How long will the program(s) last?

An area designated for redevelopment can typically have a life span of 25 to 30 years.

However, the life span of these redevelopment areas can be terminated by resolution of the County Commission provided all redevelopment costs are paid.

Cobb County voters to decide on redevelopment

Cobb County will hold a referendum Nov. 5 to let Cobb voters approve or reject an act of General Assembly which would authorize the county to exercise certain "redevelopment powers" as set forth in the State's Redevelopment Powers Law.

Approval would provide Cobb County with new planning mechanisms and financing to promote more redevelopment opportunities in the appropriate areas of our community.

Recent figures from the Cobb County Planning Division indicate that as much as 85-90 percent of the county is developed. At the same time the county has a growing number of commercial corridor and shopping center sites experiencing decline because of the loss of a major anchor tenant.

Cobb County's population has increased and is expected to grow. The combination of a declining supply of vacant land available for new development and continued population and employment growth requires a close look at its redevelopment practices.

If approved, the new law will allow the county to create Tax Allocation Districts (TAD) in select areas.

The program does not involve an additional tax on property owners within a Tax Allocation District, except to the extent improvements to their properties increase the assessed value.

Since the resulting revenues are devoted to improvements within the designated districts, property owners in those areas will receive a direct benefit. The method known as tax increment financing (TIF) is available in communities in almost every state and served as motivation for owners to refurbish and update their properties.

The ballot question will read:

- Yes Shall the Act be approved which authorizes Cobb County to exercise redevelopment powers under the Redevelopment Powers Law as it may be amended from time to time?
- No

Help us help you

Cobb County Government is here to serve you and we want your opinion. Please tell us how to better serve you. Fill out a customer service card at any of our government service centers or libraries.

For convenience, you can also fill out the form online at cobbcounty.org/feedback/feedback_form.htm

With your ideas, we can improve our services more than ever.

Issues at a glance

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However, the life span of these redevelopment areas can be terminated by resolution of the County Commission provided all redevelopment costs are paid.



On election day this November 5th,

City of Smyrna voters will be given an opportunity to approve or reject an act of the General Assembly which would authorize the City of Smyrna to exercise certain "redevelopment powers" as set forth in the State's Redevelopment Powers Law.

Approval of this ballot measure would provide the City with significant new tools to promote more redevelopment opportunities in our community. A similar item on the countywide ballot will give voters the opportunity to authorize Cobb County to exercise the same powers in the unincorporated county.

For More Information, Please Contact:

City of Smyrna
2800 King Street
Smyrna, Georgia 30080
770-434-6600
www.smyrnacity.com

Redevelopment

in the
City of Smyrna:

THE FACTS

Cobb County and
City of Smyrna
Redevelopment
Powers
Laws

Chamber offering seminars on meeting planning, sales

The Cobb Chamber of Commerce is tackling several seminar topics in October aimed at making businesses better.

Energize Your Meetings!

Learn the tools of conducting a successful meeting at this seminar presented by Glenn Conger of Consensus Consulting Group. The seminar will be from 9 a.m. to Noon on Oct. 10 at the Cobb Chamber of Commerce. Cost is \$40 (\$55 non-members).

Stellar Sales Training

Jim Kill of Stellar Sales Training offers this popular seminar on natural selling concepts. The seminar will be from 8:10 a.m. to 4:45 p.m. on Oct. 23 at the Cobb Galleria Centre. Cost is \$199 (\$299 non-members).

To register, call 770-980-2008 ext. 409 or visit www.cobbchamber.org.

Look for redevelopment referendum on November ballot

Over the years, the Cobb Chamber of Commerce and Cobb County Government have addressed the challenge of redevelopment in our community through seminars and economic forums.

As Cobb becomes a mature community, we must continue to create measures that help address the growing issue of redevelopment. The Redevelopment Powers Law of Georgia provides a critical tool that addresses revitalization. It will be put to the voters as a referendum on the November ballot.

Its approval will be critical to Cobb County and its cities if they are to successfully address redevelopment issues related to abandoned shopping centers, deteriorating residential areas and apartment complexes, unattractive commercial strips and other inappropriate developments that have negative aesthetic and economic impacts on our community.

The Redevelopment Powers Law of Georgia provides the planning mechanism and financing tools necessary to address these specific problem areas. The property owners incur the entire expense of redevelopment, while the surrounding community and taxpayers will realize the benefits of revitalizing deteriorated commercial and residential areas without incurring any cost.

Passage of this referendum on Nov. 5 will help Cobb County and local city governments work together with property owners to improve blighted areas of Cobb without placing a financial burden on taxpayers or local government. It will further help strengthen overall community investment and quality of life for all Cobb County citizens.

Passage of this law will be key to continued quality growth and redevelopment for Cobb County in both strong and weak economic cycles.

Visit Chamber's resource center

The Cobb Chamber of Commerce's Walter Kelly, Jr. Business Resource Center provides data to help business people learn more about the Cobb County business community. It helps business owners better know and serve their markets.

The resource center also is a source of up-to-date information for companies searching for new operation sites or expansion opportunities.

The resource center has acquired world-class database systems to assist those in need of demographic data, business listings and additional economic and community resource information. The center also includes a business real estate inventory and the Tandberg Audio Visual System, which can be used for teleconferencing.

The Business Resource Center accepts appointments between 8 a.m. and 4 p.m., Monday through Friday.

For more information or to schedule an appointment, contact Jennifer Rogers at 770-859-2355 or jrogers@cobbchamber.org.



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Let's all work together and vote yes for redevelopment.

Paid for by RePAC,
Paul Chastain, Chairman
P.O. Box 671868
Marietta, GA 30006

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The Welgoss Family
750 Soaring Drive
Marietta, GA 30062-3253

SEPT. 16th

VOTE YES!

UNITED *Again*
for **KIDS**

www.unitedforkids.com

Paid for by United for Kids, John Cahn, Treasurer

SEPT. 16th

VOTE YES!

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for **KIDS**

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VOTE YES!

UNITED *Again*
for **KIDS**

www.unitedforkids.com

Paid for by United for Kids, John Cahn, Treasurer

YES AGAIN

because Cobb County Schools and Marietta City Schools need United for Kids...



I will enlist the support of five voters who will vote **YES** on Sept. 16th for United for Kids.



I give you my permission to publish the fact that I am a strong supporter of United for Kids and that I will vote **YES** on Sept. 16th.

Name (Please Print): _____

Address: _____

Phone Number: _____

E-Mail Address: _____

United for Kids • P.O.Box 671868 • Marietta, GA 30006-0032 • 770-859-2338 • www.unitedforkids.com
Paid for by United for Kids, John Cain, Treasurer



"GIVE ME FIVE"

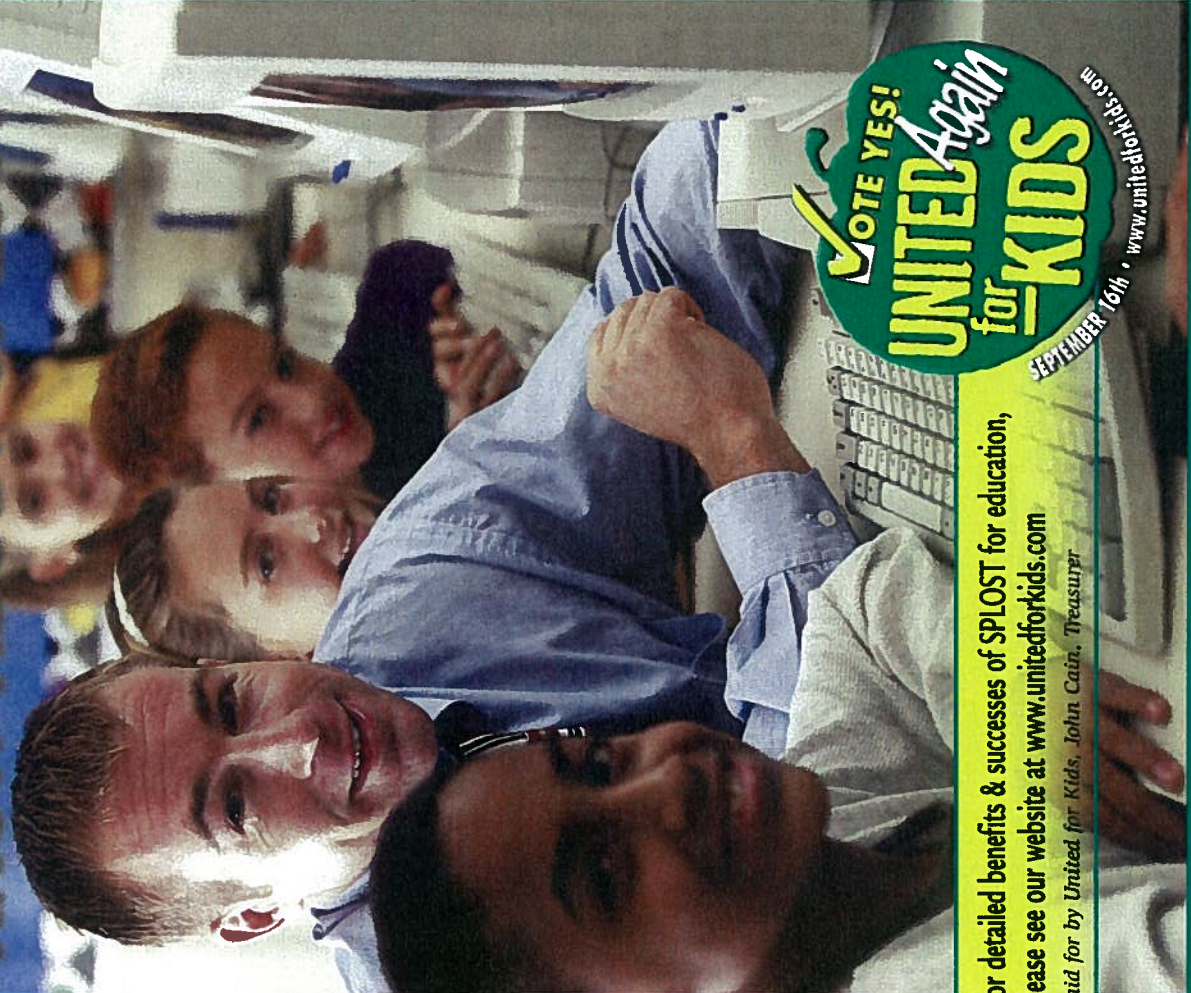
United for Kids
P.O. Box 671868
Marietta, GA 30006

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- Over the next five years, school enrollment in Cobb County and Marietta City schools will rise an average of 2,500 students per year - about the size of a large high school.
- A continuation of the 1% Special Purpose Local Option Sales Tax (SPLOST) will provide funds needed to relieve overcrowded conditions and improve local schools.
- This SPLOST referendum does not increase Cobb's sales tax rate.
- The current SPLOST for education in Cobb County expires December 31, 2003. The vote to extend the SPLOST is September 16, 2003. It would go into effect January 1, 2004 and expire December 31, 2008.
- Since the beginning of SPLOST I, Cobb County and Marietta City's average test scores have continued to improve exceeding state and national averages.

For detailed benefits & successes of SPLOST for education, please see our website at www.unitedforkids.com

VOTE YES SEPTEMBER 16th THE FACTS YOU SHOULD KNOW ABOUT SPLOST



For detailed benefits & successes of SPLOST for education, please see our website at www.unitedforkids.com

Lead for United for Kids, John Cain, Treasurer