

**Q1 2010 Report to Gilmer County Board of Commissioners
Presented 4/8/2010**

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Tourism Promotion & Development

2010 Media Buy/Marketing Plan

<u>Print</u>		
Publication	Date	Market
Georgia State Calendar of Events	Annual	Georgia Travelers
Georgia State Parks Guide	Annual	Georgia Travelers
Georgia State Travel Guide 2010	Annual	Georgia Travelers
Where Atlanta Street Map	Jan-June	Atlanta travelers
Where Atlanta Guestbook	Annual	Atlanta travelers
Where Atlanta	March	Atlanta residents
Where Georgia	Spring/summer	Georgia Travelers
Redbook/Woman's Day/Good Housekeeping	April	Daytona/Palm Coast
Redbook/Woman's Day/Good Housekeeping	April	Sarasota/Bradenton
Blue Ridge Country	May/June	
<u>Trade Shows/Brochure Distribution</u>		
Snowbird Extravaganza	Jan 26-27	Snowbirds/FL residents
Mills Marketing Military Shows	February	Florida military base families
RVIC & VICs statewide	Continual	
Exploregeorgia.org online brochure room	Continual	Prospective Georgia visitors
<u>Digital</u>		
Points North (www.mountaincrossroads.com)	Dec 15-June 1	
www.southernhighroads.org	Continual	
Facebook	Continual	
Twitter	Continual	
HelloNorthGeorgia.com	Continual	
www.exploregeorgia.org	Continual	
<u>PR/Media Relations</u>		
B2 Ideas Contract	Jan- Dec 2010	

Woman's Day
LIVE WELL EVERY DAY

Guilt-Free Comfort Food

25 RECIPES PLUS FREE RECIPE CARDS

DRUG REPORT
Talking Meds? Read This First!

The Secret to Happiness, p. 18



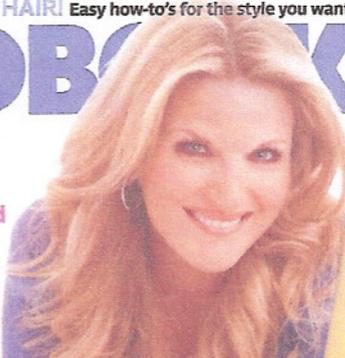
APRIL 11, 2010
www.womansday.com
100s of recipes & useful tips

GET GORGEOUS HAIR! Easy how-to's for the style you want

REDBOOK

CLEAR THE CLUTTER
Your messiest dilemmas solved

Trisha Yearwood shares down-home family recipes from her new



APRIL 2010

Good Housekeeping

SPRING CLEAN!

- Easy organizers for closets
- Heloise's top tips
- Fast fixes for tiles, walls & carpets

20 FRESH IDEAS for better entertaining

The Medical Test Every Woman Needs (but not all docs give)

BEST Mascaras For length, volume, and coverage

Can You Believe She's 50?
Valerie Bertinelli on her fiery love life, deep faith, and the secret recipe that melts off pounds!

Fashion 411 Clothes that actually fit



Explore The Ellijays!



And rediscover girl power!

Gather the ladies in your life and rediscover the magic of a mountain getaway. Your inner country girl will love the cool mountain air and stunning views, and the city slicker in you will savor our quaint shops and eclectic galleries. Hike, bike, shop or just relax and rejuvenate—it's the perfect getaway for mothers, daughters, old friends, girl friends and everyone in between!

North Georgia's Mountain Playground

Visit our web site to plan your trip:
WWW.GILMERCHAMBER.COM

706-635-7400



Redbook, Good Housekeeping, and Woman's Day Magazines (April 2010 issue)
Daytona, Palm Coast, Sarasota, ad Bradenton, FL markets
70,634 subscribers/289,599 readers

Added Value Listing in Woman's Day, Good Housekeeping, and Redbook Markets: Palm Beach, Baltimore, Jacksonville, Charlotte
181,275+ subscribers.

Palm Beach

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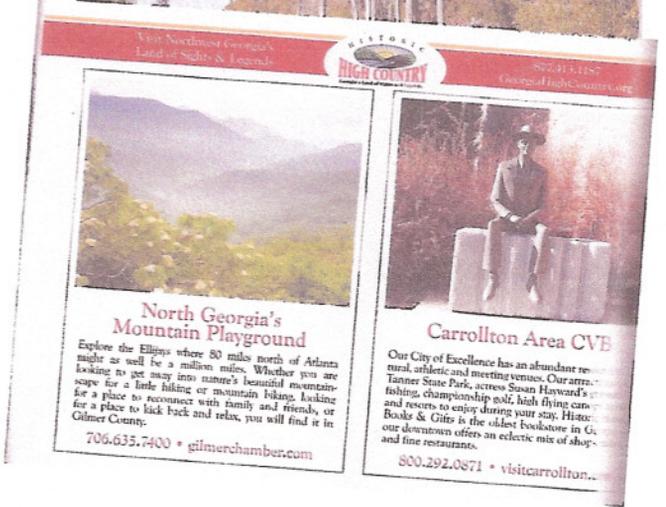
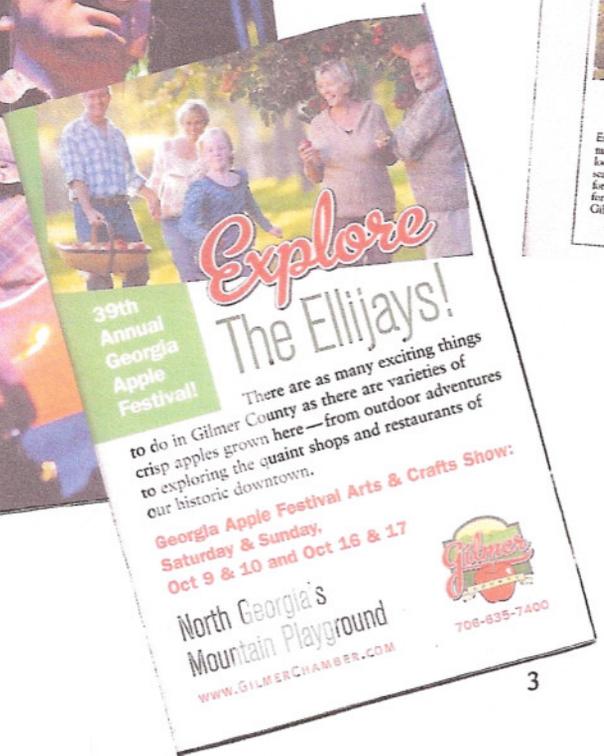
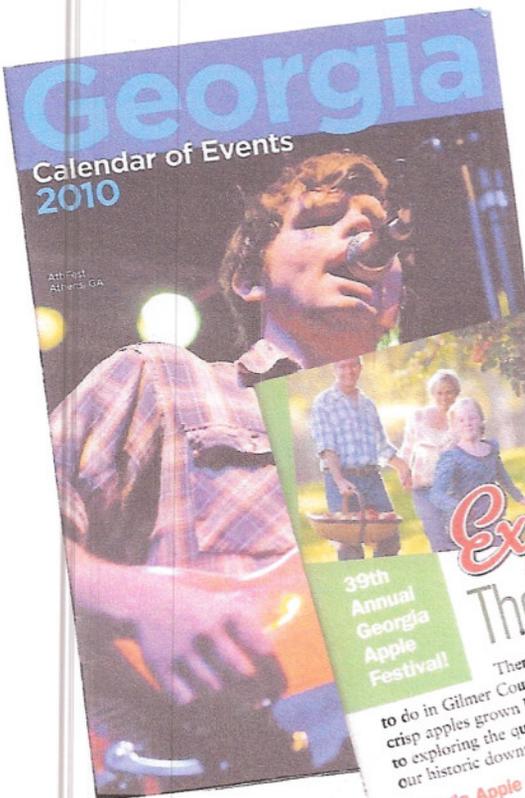
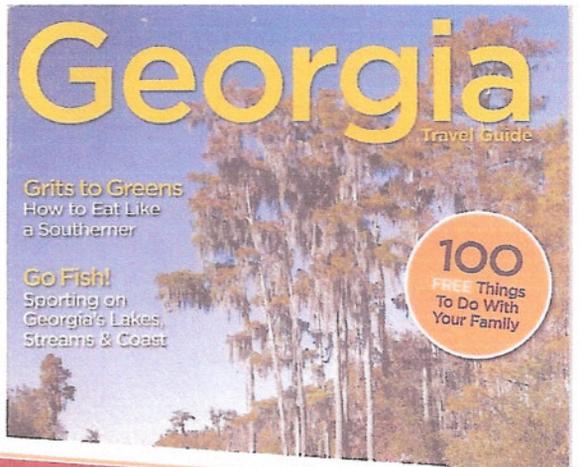
<p>travel</p> <p>UpCountry SOUTH CAROLINA</p> <p>Discover Lakes, waterfalls, mountains and rivers in South Carolina's Upcountry.</p> <p>P.O. Box 3118 Greenville, SC 29602 (803) 849-4788</p>	<p>travel</p> <p>CHATTANOOGA A Great "P" State!</p> <p>Chattanooga Area CVB 2 Broad Street Chattanooga, TN 37402 (603) 522-8844</p> <p>Relax, have fun, connect with your family and friends. Visit Chattanooga for your next vacation getaway, and enjoy outstanding accommodations, scenic state attractions, year-round festivals and unique restaurants.</p>
<p>travel</p> <p>UpCountry SOUTH CAROLINA</p> <p>Located in the heart of the legendary Appalachian Mountain Range, Greener County is a paradise of forests, rivers and streams, historic architecture and southern charm.</p> <p>289 Gray Creek PO Box Efland, GA 30543 706-635-7429</p>	<p>travel</p> <p>VISITGAINESVILLE More than just a city.</p> <p>Come discover what happens when it's not Game Day!</p> <p>38 East University Ave. Gainesville, FL 32601 (352) 778-6222</p>
<p>pets</p> <p>ASPCA A.P.C. SERVICES</p> <p>The American Society for the Prevention of Cruelty to Animals. Join us in the fight against animal</p> <p>520 Eighth Avenue New York, NY 10018</p>	<p>health</p> <p>Mount Sinai</p> <p>4300 Alton Road Miami Beach, FL 33140 (305) 674-2273</p> <p>In the heart of world-class Miami, Mount Sinai is a private not-for-profit teaching hospital in South Florida.</p>
<p>health</p> <p>VEIN CLINICS VCL</p> <p>Specializes in varicose & spider vein treatment. Insurance covers most procedures.</p> <p>Call us Today for a Location Near You! (800) 600-VEIN</p>	<p>food</p> <p>Good Housekeeping</p> <p>Great Pork Recipes for family meals!</p> <p>1776 NW 114th Street Clive, Iowa 50325 515-223-2800</p>
<p>advertising</p> <p>AD INK</p> <p>1281 East Main Street Stamford, CT 06902 866-801-0800</p>	<p>For LOCAL ADS in National Magazines adinknetwork.com</p>

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- 2010 Official State of Georgia Publications:
- Georgia Travel Guide
 - 2010-11 Guide to State Parks & Historic Sites
 - 2010 Georgia Calendar of Events





Explore The Ellijays!

Located just 80 miles north of Atlanta, Gilmer County welcomes you to a world many thought simply didn't exist any more. A place of quiet mountain towns, friendly folks and genuine southern mountain culture. The living is easy here. In fact, it's where you might just rediscover the simple pleasures of life—like a comfortable rocking chair and the crackle of a wood fire—the forgotten art of conversation—and of special times with family and friends.

Simple Pleasures Await!

The perfect destination for family reunions or girls getaways. We're also the Mountain Biking Capital of Georgia! We're just an hour north of Atlanta!

The Ellijays Atlanta

North Georgia's Mountain Playground

www.gilmerchamber.com 708-635-7400

WHERE SUBTECH 83

Where Guestbook— Atlanta

Over 2 Million readers annually.

Distributed in over 17,666 high-end hotel rooms in Atlanta



Explore The Ellijays!

Explore the Ellijays—where 80 miles north of Atlanta might as well be a million miles. Whether you're looking to get away to our beautiful mountains for a little hiking or mountain biking, looking for a place to reconnect with family and friends, or for a place to kick back and relax, you'll find it in Gilmer County.

The Ellijays Atlanta

North Georgia's Mountain Playground

Visit our web site to plan your trip! 708-635-7400
www.gilmerchamber.com

Winter/Spring

Atlanta Street Map & Visitor Guide

425K printed— Atlanta's only visitor map.

A few of the distribution points:
State Welcome Centers, 170 Atlanta hotels, Car rental companies, relocation departments, area businesses, Atlanta area CVBs & Chambers

- Upcoming:**
- Where Atlanta
 - Where Georgia
 - Blue Ridge Country

Digital & Social Media

- www.mountaincrossroads.com
- www.southernhighroads.org
- www.facebook.com/theellijays
- Twitter
- www.hellonorthgeorgia.com
- www.exploregeorgia.org

Trade Show/Brochure Distribution

- Snowbird Extravaganza– Lakeland, FL– 30K part-time Florida residents (partnered with the state Tourism office to distribute brochures)
- Mills Marketing– Partnered with Mills Marketing to distribute brochures to various military bases. Also provides us with a database of military travel offices. (2010 bases include Naval Support Activity – Panama City, FL; Tyndall AFB, FL; Hurlburt Field, FL; Eglin AFB, FL; Naval Air Station, Pensacola, FL; Ft. Bragg, NC; Ft. Gordon, Ga;
- Mills Marketing– Partnered with Mills at the AAA Ohio show. Received a database of over 300 qualified visitors/prospects.
- Participate with the Georgia online brochure room– Anyone visiting the official state tourism website can request a brochure specifically on Gilmer County and the state fulfills the request
- Participate in the Georgia on My Mind Day promotions at the official state welcome centers. This is a one-day opportunity each year to meet & greet individuals traveling into our state.

Public & Media Relations Initiative

- Launched January 1, 2010 and will continue through Dec. 31, 2010.
- Contracted with b2 Ideas of Auburn, AL to provide communication services
- His main goals/tasks are the distribution of information to media outlets such as newspapers, magazines, bloggers, websites, freelance writers, etc about the tourism assets of Gilmer County.
- In 3 short months you can see the volume of work that has been produced and some of the outcomes. (Monthly reports attached as Appendix A)

2010 Goals & Objectives

- Reinvigorated Tourism Council– Mission Statement: To promote our diverse resources and encourage tourism in our county year-round.
Goals: * Complete a comprehensive inventory of tourism assets
* Publish a calendar of events & event facility guide
* Educate the community & local businesses on tourism assets & economic impact
- Increased value in events to attract more people. (Taste of Ellijay, Independence Day Celebration, Apple Festival & Arts Around the Square, etc)
- To refresh consumer marketing campaign including the launch of a “visitor” based website– explorethemountains.com/org, exploretheellijays.com domain names purchased.

Community & Economic Development

CED Council

Mission Statement- Provide opportunities for the recruitment and retention of work-force and businesses through planned, smart growth.

Goals: * Continue Leadership Gilmer-identifying future leaders

- * Support E-Friendly initiatives such as a small business start-up toolkit, a small business resource center, and a small business training series.
- * Pursue the entertainment industry as a viable economic strategy
- * Survey current EDA members on how to best work together and move initiatives forward
- * To support the retention and expansion of existing businesses
- * Identify and recruit target industry sectors for new business

Leadership Gilmer

- May 20, 2010, Leadership Alumni gathering
- Fall/Winter 2010-2011– new Leadership Gilmer class

E– Friendly Designation

- E-Friendly designation received in early 2008. We still have the opportunity to tap into state resource to assist existing and start-up small businesses.
- Resource Toolbox is in production. This digital and hardcopy toolbox will be the one-stop resource for what someone needs to know to start or grow a business in Gilmer County. The table of contents is attached as Appendix B.
- One on one counseling is provided by Dalton State SBDC. They are in Gilmer County on the 3rd Wednesday of each month to meet with individuals.
- “Live Local” campaign designed to promote the ideals of “eat. play. shop local”
- Explore the Ellijays Fair– new initiative based on the “job fair/business expo” concept. Steering committee met Wednesday, 4/7, to flesh out the concept and are planning to move forward with a target launch date of June 5 or 12.

Entertainment Industry

- State of Georgia has provided new strong new tax incentives for production companies to do business in Georgia. We want a piece of this pie. See Appendix C for highlights of the 2008 Georgia Entertainment Industry Investment Act.
- Meeting Scheduled for 4/15 with Georgia Film Office & Georgia Production Partnership

Community & Economic Development

GC EDA

- Completed state required registration as an authorized Development Authority
- CED council chair and co-chair planning to interview each EDA member
- Purchased gilmercountygceda.com/biz to create "traditional" economic development site. Site Map attached as Appendix D. Website will be linked to Chamber site and county site, but will be the "call to action" in any traditional economic development advertising.
-

Retention & Expansion of Existing Businesses

- As a follow up to the 2009 Q4 breakfast, an extensive survey of all existing businesses is soon to begin
- Survey will identify needs of existing businesses as well as possibly supply chain providers that can become prospects. Draft Survey attached as Appendix E.
- Needs identified are opportunities to bring in state resource providers to assist.

Identify & Recruit Target Industry Sectors

- Inquiries are starting to pick up in our office and East Ellijay. Still preliminary "fishing" stage, but the inquiries are increasing.
- We are in discussion with IMBA– International Mountain Biking Association for the development of a ride center.
- Krystal restaurant let bids this week for construction.
- Another business is nearing completion of the "paperwork" stage in East Ellijay.
- Project X– Confidential investment project. 2nd meeting took place 2 weeks ago
- Project Z– Follow-up meeting on April 16th
- Atlanta Gas Light– Economic Development Project Manager Trevor Quandry was in town yesterday. We are in discussion with them to be a pilot community for a new RFI readiness exercise. Key takeaway from the meeting was the need for a strategic plan on "what kind of growth do we want and what kind of business can we handle."
- April 15– I will be in Atlanta at the Georgia Department of Transportation office to meet with Film office, Tourism product development manager, State project managers, and Georgia Power Resource Office.

Community & Economic Development

Final Points

- The \$15,000 earmarked for economic development has not yet been tapped for any of the aforementioned projects. There are plans to request funds for website design and launch, the Explore the Ellijays Fair, and the Live Local campaign.
- Serious discussion needs to be had regarding the funding of a strategic plan for growth or if nothing else for a targeting session for prospective business sectors.
- Your past and continued support of the Chamber of Commerce and our initiatives is greatly appreciated.

Appendix A

**Gilmer County Chamber of Commerce
Public Relations Update, February 2, 2010**

- In-person meetings with several area business owners, including The Martyn House, Cartecay River Trading Company, Hillcrest Orchards, Cartecay River Bicycle Shop, Heritage Log Homes, Mulberry Gap, Sliding Rock Cabins, R&A Orchards and North Georgia Mountain Outfitters. Meetings designed to explore story ideas, obtain information and quotes, secure photographs and video, etc.
- Contacted the Blue Ridge Design Workshop to obtain relevant photography and videos to support public relations efforts.
- Arranged meeting with Stefanie Paupek, Communications Specialist for the Georgia Department of Economic Development and Janet Cochran, Regional Tourism Representative, Georgia Department of Economic Development, to discuss strategy and leveraging opportunities.
- Wrote campaign launch press release – *North Georgia's Gilmer County Set to Spread the Word – County Launches Public/Media Relations Campaign.*
- Initiated social networking efforts, including launching Explore the Ellijays Facebook fan page and twitter feed at exploreellijays.
- We are in the process of developing multiple media databases of relevant journalists, broadcasters, freelance writers, bloggers, etc. List(s) will be categorized by several options, including Alabama-based, Georgia-based, Atlanta-Metro, central/south Florida, Chattanooga-Metro, outdoor writers, mountain biking specialty, fishing, etc.
- Currently developing a list of 40-50 key media targets for the delivery of Gilmer County media gift packages, including items from local orchards, Chamber literature and a personal invitation to visit Gilmer County to pursue story ideas.

- Drafted press release for distribution via news wire to Southeastern-based media – *North Georgia's Gilmer County Promotes Cabin Fever*. Press release designed to promote the variety of accommodation options available in Gilmer County.
- Initiated discussions with local mountain biking organizations on promoting the area within this category, including participation at the International Mountain Biking Association's (IMBA) World Summit, being held in Augusta this May.
- Arranged meeting with Tom Sauret, Executive Director of the Southern Off-Road Bicycle Association (SORBA) to discuss outreach efforts and leveraging opportunities.
- Some comments from cycling and mountain biking enthusiasts about Gilmer County:

I have been traveling from my home in south Florida to Ellijay since the mid 90's to off road bicycle, road bicycle, hike, raft, sporting clays shot gunning and road motorcycling and also camping. Gilmer County has so much to offer for outdoor active people and I really think that most of the counties in North Georgia don't realize how many tourist dollars come to them from people like me, and the potential for even more. Gilmer has (to me) the best off road bicycle trail system in the Southeast. Over the years I have brought many friends to this area that still come back for vacations and some have even purchased homes in the area they like it so much. – Todd Lyons, Fort Pierce, Florida

Gilmer County and the city of Ellijay provide world-class bicycle riding opportunities for road riding as well as off road (mountain bikes). The people there are friendly and the access from Atlanta is easy. An hour drive and you are there. – Bill Feier, Atlanta

The Southwest Association of Mountainbike Pedalers (SWAMP) has been spending a week in Ellijay since the early 1990's. Typically, a few dozen riders hit all the local trails, and stay and eat in Ellijay. – Wes Eubank, Tampa

I think it's the best place in Georgia to ride (and maybe best around for a multi-state area). I am so passionate about it that I bought a cabin up there several years ago to serve as a base for riding and a family getaway from Atlanta. Gilmer County has it all - fantastic roads for road cycling. Super climbs, rollers, flats, you name it. I think the riding up there is better than the more widely known 3 and 6 gap routes. You get all the great terrain without the Ducatis trying to run you over. – Ritch Allison, Atlanta

Bing, Lycos, Excite, Ask Jeeves News and Altavista among others. Release also pushed through to hundreds of online news web sites and vacation rental web sites.

- Drafted press release, which is currently on hold for future distribution – *“North Georgia’s Gilmer County a Generational Destination.”*
- Scheduled our first in-person media visit with seven staff members of Dirt Rag Mountain Bike Magazine, one of the nation’s leading authorities on mountain bike riding. Staff members are expected to visit during mid-March, riding the area’s trails and visiting local businesses and points of interest.
- Completed the development of several internal media databases for the internal distribution of press releases and publicity materials. Lists include:
 - Alabama Media (33)
 - Mountain Biking/Cycling (30)
 - Fishing (34)
 - Florida Media (64)
 - Travel Freelancers (80)
 - Georgia Newspapers (187)
 - Georgia Magazines (35)
 - Georgia Radio (120)
 - Georgia Television (170)
 - Georgia Wire Services (14)
 - Health & Fitness Media (97)
 - Log Home Magazine (10)
 - Men’s Interest (31)
 - Outdoor Activities (61)
 - Seniors & Retirement (29)
 - Chattanooga Media (39)
 - Travel Media (269)
 - Women’s Interest (300)



Gilmer County Chamber of Commerce Public Relations Update March 4, 2010

- Initiated Facebook fan page at “The Ellijays,” which currently has 250 + followers, actively engaging in discussions, recommendations, information sharing and referrals.
- Initiated twitter account at exploreellijays, which is integrated with the Chamber’s Facebook fan page, with active threads on cabin rentals, outdoor activities, business specials, recommendations, local photos, etc.
- Established mountain biking forums on leading mountain biking web sites, including www.bicycling.com, www.mtbr.com, and www.bikemag.com. Our thread discussion on www.mtbr.com has received more than 500 views.
- Secured meeting with travel/tourism representatives from the Georgia Department of Economic Development to explore publicity and leveraging opportunities.
- Currently coordinating efforts by *Southern Living Magazine* for a feature story about The Martyn House.
- Wrote press release – “*North Georgia’s Gilmer County Set to Spread the Word – County Launches Public/Media Relations Campaign.*”
- Wrote and distributed press release – “*A Spring Break Vacation that Won’t Break the Budget.*” Press release distributed to approximately 1,000 journalists, in-state, regionally and nationally.
- Wrote and distributed press release – “*North Georgia’s Gilmer County Promotes Cabin Fever – Vacation Rentals in the Mountains.*” Press release distributed via news wire to major media outlets throughout the Southeast, including Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. Release was placed on all major search engines, including Yahoo!, Yahoo News!, Google, Google News,



Gilmer County Chamber of Commerce Public Relations Update March 30, 2010

- Our “The Ellijays” Facebook page now has 304 active users, with 72 percent of the group females, and 28 percent males. 35-44 years old represents the largest active age bracket of users at 31 percent. The page receives four out of five stars regarding its post ratings.
- Our “Explore the Ellijays – North Georgia” discussion board on www.mtbr.com, one of the world’s leading online sources for mountain biking enthusiasts, has received approximately 1,100 page views.
- Our “Explore the Ellijays” discussion board on www.dirtragemag.com, one of the nation’s leading publications for mountain biking enthusiasts, has approximately 400 page views.
- Recent threads posted on www.bicycling.com, hosted by Rodale Publishing Group (Bicycling, Mountain Bike, Men’s Health and Women’s Health magazines) have received approximately 150 page views.
- The search term “Ellijay” is averaging more than 100 mentions per week, while our twitter feed at “exploretheellijays” now has 37 followers.
- Hosted four staff members from Dirt Rag Mountain Bike Magazine, one of the nation’s premier publications for mountain biking enthusiasts. Activities included:
 - Accommodations at Mulberry Gap
 - Meet & Greet/Agenda Review with Staff
 - Guided Trail Rides
 - Accommodations at Sliding Rock Cabins
 - Tour of Downtown Ellijay
 - Ellijay Mountain Biking Association Volunteer Trail Maintenance Session
 - Introduction/Meeting with Mayor Hoyle
 - Reception Hosted by the Chamber of Commerce
 - Media Gift Bag Compliments of the Chamber of Commerce

- A great article about the Dirt Rag Mountain Bike Magazine site visit can be found at <http://www.dirtragemag.com/blogarific/north-georgia-spring-break-away/>. An article about the visit will be published in the May issue of Dirt Rag. The magazine is published six times annually, with a circulation of approximately 32,000. The magazine is distributed via subscriptions, newsstands and more than 2,000 bicycle shops worldwide.
- Through our social media efforts, we have posted more than 75 local photos to photo/video sharing site such as www.photobucket.com and www.flickr.com, in addition to posting images via our Facebook page.
- Wrote and distributed press release – *North Georgia's Gilmer County a Generational Destination*. Release was distributed to more than 500 regional media outlets in Alabama, Georgia and Tennessee. www.menstraveler.com
- Drafted press release – *Carters Lake Offers a Unique Georgia Travel Getaway, Undeveloped Shoreline a Step Back in Time*. Release currently waiting approval. Release scheduled for Georgia news wire distribution.
- Currently in the process of scheduling our second on-site travel writer visit with Deborah Storey, travel editor of the Huntsville Times and writer for www.al.com. Emphasis of visit to be placed on “girl’s getaway,” including food, shopping, arts and crafts, etc.
- Currently in the process of scheduling our third on-site travel writer visit with Patty George, travel writer for www.al.com, including the Mobile Press-Register, Montgomery Advertiser and Birmingham News. Emphasis to be placed on Apple Alley and the Georgia Apple Festival.
- Submitted media request seeking information regarding “pet-friendly” businesses. Provided writer contact information for Jerri Nowlen at Sliding Rock Cabins.
- Submitted media request for a travel publication seeking information about family fitness travel ideas and destinations.
- Submitted media request from Macaroni Kids Family Travel, as the writer was seeking ideas for moms traveling without kids.

- Submitted media request from a Los Angeles-based freelance writer seeking information about how to get beginners involved in hiking and backpacking.
- Submitted media request from MSNBC, seeking information about cabin rentals and traveling with large groups.
- Submitted media request from a national parenting magazine, seeking information about moms who hate to camp, but do it anyway.
- Submitted media request from a lifestyle and fitness blogger, seeking information about inexpensive ways to get in shape.
- Submitted media request from Examiner.com (Atlanta), regarding Spring Break travel destinations.

Upcoming Activities

- Continue scheduling writer visits.
- Distribution of press release about Carters Lake.
- Write/distribute press release about local small businesses encouraging individuals to pursue new hobbies – guided camping, kayaking, mountain biking and hiking trips, instructional arts and crafts activities, etc.
- Write/distribute/pitch information about Gilmer County's new kayaking/canoeing trail.
- Continue pushing information about the area, happenings, business specials, etc. via social networking channels.
- Produce 1,000 refrigerator magnets for placement in local hotels and cabin rentals, encouraging visitors to join our Facebook fan page and share their travel stories, memories, recommendations, tips, photos and videos.
- Prepare Gilmer County fact sheet/story ideas for distribution during the Georgia Travel Media Marketplace 2010.
- Prepare for participation in the 2010 International Mountain Biking Association's (IMBA) Summit in Augusta, Georgia.

Appendix B

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Laws and information contained herein are from multiple sources and are subject to frequent changes. While this publication will be updated annually to capture those changes, you should consult a licensed professional when dealing with legal and financial matters regarding your specific situation. You should also verify the other information contained herein to be sure that you have the most current and accurate information.

Appendix C

Highlights of the 2008 Georgia Entertainment Industry Investment Act



- Previous multi-part, tier incentive is now 20% flat tax credit on qualified Georgia expenditures.



- The foundation of the Act is a 20% investment tax credit. Production companies that spend a minimum of \$500,000 in the state on qualified production and post production expenditures in a single year are eligible for this credit. This includes most materials, services and labor. The 20% credit applies to both residential and out-of-town hires working in Georgia with a salary cap of \$500,000 per person, per production, when the employee is paid by "salary," which is defined as being paid by W2. If the production company uses a 1099 or a personal services contract to hire someone this limit does not apply.



- Provides an additional 10% tax credit if a production company includes a Georgia promotional logo in the qualified finished feature film, TV series, music video or video game project.



- Provides the same tax credits anywhere in the State of Georgia.
- Provides the same tax credits to all in-state and out-of-state labor working in Georgia



- Commercials and music videos are eligible for the 20% base tax credit once the production company has spent a minimum of \$500,000 on qualified expenditures during a single year. This may be through a single project or multiple projects.

- The tax credits apply to the company's Georgia tax liability. Should the company have limited or no Georgia tax liability, then the credit may be transferred or sold once to one or multiple Georgia-based taxpayers to use against their tax liabilities.

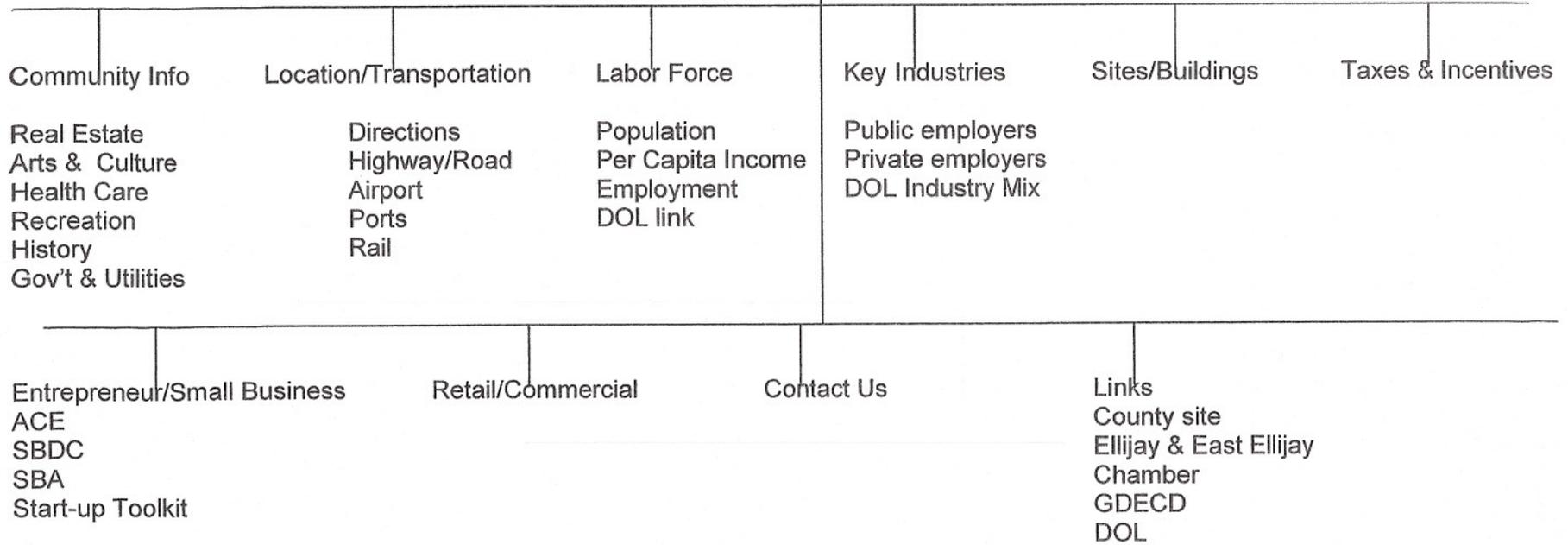
- In addition to feature film and television production, the Act also includes other areas of original entertainment content creation including animation, interactive entertainment and video game development.

- Productions may also qualify to take advantage of Georgia's Sales and Use Tax Exemption, a point-of-purchase sales tax exemption that saves you up to 8% on most purchases and rentals in the state.

Please contact the **Georgia Film, Music & Digital Entertainment Office** of the Georgia Department of Economic Development at 404-962-4052 or via email at film@georgia.org for more information.

Appendix D

Home Page



Appendix E



Community and Economic Development Council Existing Business Survey

Introduction – Introduce yourself as a Member of the Gilmer County Chamber of Commerce with the Community and Economic Development Council.

The Chamber appreciates our existing businesses and recognizes the need to sustain and help grow your business. Our Council is currently updating existing information databases to learn more about our existing businesses so that we can make recommendations to the Chamber board on ways to best serve your needs.

Directory Information

Name of Company

Mailing Address

Physical Location

Contact Person

Telephone number

Contact e mail

Fax Number:

CEO/Owner:

Plant Manager (if applicable)

Purchasing Officer: (if applicable)

Personal Manager: (if applicable)

Web site

Number of Employees

Product or services (see chamber list)

What raw materials or services do you need that is in Gilmer County?

Do you have any suggestions of Products or services needed in the County?

Do you have a need for additional facilities that could be located in Gilmer County?

What products or services are provided from outside Gilmer County that could possibly be purchased in Gilmer County?

Do you have suppliers that you would like to see closer to your existing facility?

Do you have any suggestions to assist the Chamber in attracting businesses to Gilmer County?

Do you know of a company that the Chamber should contact about relocating to Gilmer County.

What Educational needs (computer classes, excel, word, Spanish, English, woodmaking ged, etc) would you like to make available to your employees?

Are you currently a Member of the Chamber?

Do you receive the weekly e mails from the Chamber?

Does someone from your company attend chamber functions?

How can the Chamber of Commerce assist your company?

Your time in completing this survey is greatly appreciated. Any information gathered that is not already public knowledge will not be shared, and your individual responses will be kept confidential. Thank you for helping us plan for our economic future.