

Define the Region?



Who are your partners in the region?

1. Infrastructure
2. Education
3. Marketing/Econ Dev Organizations
4. Existing Businesses
5. Others



Where business speeds ahead

Brand Pillars:

1. Interconnectivity – Conveniently located within an hour of Atlanta, Greater West Georgia is interconnected with the state and the world by road, rail, air and broadband.
2. Diverse Workforce – We have a diverse labor force that’s hard-working and educated, with access to opportunities to further develop advanced skills.
3. Quality of Life – We offer an exceptional quality of life in our communities that allows for more relaxed living and outdoor recreation, with big-city amenities nearby.
4. Affordability – We’re an affordable choice for your business and your employees, providing low-cost, high-skill labor and a reasonable cost of living.
5. Speed to Market – Our “get-it-done” attitude means we’re highly focused on speed to market for companies locating or expanding here - from expedited permitting to site-ready infrastructure and technology.

The Four Way Test

Rotary



- 1. Is it the TRUTH?**
- 2. Is it FAIR to all concerned?**
- 3. Will it build GOODWILL and BETTER FRIENDSHIPS?**
- 4. Will it be BENEFICIAL to all concerned?**

Regionalism “Four Way Test”:

1. Is our brand authentic to our region?
2. Are all the communities/counties in the region represented fairly?
3. Will the alliance build new and greater marketing opportunities?
4. Will the alliance be beneficial for everyone and meet their expectations?