

Group 3
Draft Action Steps
March 15, 2007

Develop in Cumming-Forsyth County the best recreational facilities of any county its size.

Action Steps:

1. (OWNER) Create environmental and cultural learning greenspaces that will provide recreation opportunities for citizens of all ages and preserve areas from development.
 - Plan for intelligent development with mix of parks/ residential/ mixed use.
 - Identify land needs vs. existing owned properties. Determine if existing inventory meets needs or do new properties need to be purchased.
 - Develop overlays for land use plan that include a % per capita to support recreation and greenspace to year 2030.
 - Support existing and future planning to establish cultural learning as a priority.
 - Establish environmental development guidelines with tax incentives for all new facilities.
 - _____

2. The City of Cumming and Forsyth County will develop walking and bike trails that connect residential areas with work and play areas of the community.
 - Connect into other communities' (outside of Forsyth) Greenways (*define Greenway*) and Blueways (canoe trails).
 - Plan Mini-Greenways connecting to bigger Greenways.
 - Include lake property and Blueway connectors
 - _____

3. The City of Cumming, Forsyth County, and Forsyth County school system will build specific purpose facilities for citizens of all ages to utilize for **competitive recreation activities** as well as individual recreation.
 - World class aquatic center(s)
 - More rectangular fields
 - More ball fields
 - Indoor hockey/ice skating
 - Multi-purpose buildings (cheerleading, gymnastics)
 - On-the-lake disc golf course
 - _____

4. The City of Cumming and Forsyth County will build specific purpose facilities for citizens of all ages that can also **serve to attract tourists** from outside the county:
 - Multi-event Outdoor Adventure Center (white water rafting, tallest climbing wall in the SE, etc.)
 - Planetarium
 - Civic Center and/or Event Facilities (*may need to co-ordinate with private developer*)
 - More “Central Park” type of multi-use facilities for all ages.
 - Expansion of current Fairgrounds facilities.
 - Additional Senior Citizen facilities (*should this be under “serve to attract tourists” action step?*)
 - World class aquatic center(s) – see action step #3 as well.
 - Botanical Center
 - _____

5. (OWNER) Explore **public/private development opportunities** for creation of Lake Walk:
 - Include Corps of Engineers in discussions.
 - Multi-use – residential/retail/recreation/education.
 - Include hardscape structures to accommodate concerts, events, festivals (amphitheater, etc.)
 - _____

6. (OWNER) Explore **public/private development opportunities** for creation of River Walk:
 - Include Corps of Engineers in discussions.
 - Multi-use – residential/retail/recreation/education.
 - Include hardscape structures to accommodate concerts, events, festivals (amphitheater, etc.)
 - _____

7. City of Cumming will revitalize downtown Center:
 - Hire firm to develop economic development plan
 - Include parks, retail, residential.
 - _____

Develop in Cumming-Forsyth County year-round events and activities that draw visitors to the area and keep residents involved in community life.

Action Steps:

1. (OWNER) Establish a Convention Visitors Bureau to develop a “master” marketing plan to promote the unique features of Forsyth County:
 - Lake Lanier
 - Heritage Village
 - Etowah River/Chattahoochee River
 - Big Creek Swamp
 - Sawnee Mountain
 - ✓ Lobby the U.S. Department of Interior to establish Sawnee Mountain as the starting point for the Appalachian Trail to increase flow of tourists to the area.
 - Our natural beauty – Greenways and Blueways
 - Work in conjunction with Sports Council (see action step 3) to market competitive sports events.
 - _____
 - _____

2. The City of Cumming and Forsyth County should work with private developer(s) to develop facilities to support a variety of events:
 - Civic Center(s)
 - Event Facilities
 - Chastain on the Lake (Lake Walk)
 - Gourmet Dining
 - Include LEEDS requirements for all new construction.
 - Ensure facilities are multi-use to house a variety of events.
 - Consider parking and transportation options for key attractions, large festivals and tournaments.
 - Consider hotel/motel accommodation options for key attractions, large festivals and tournaments.
 - *Adopt special liquor licensing options for special events.*
 - _____

3. (OWNER) Investigate creating a Sports Council to develop and market the following competitive activities:
 - White Water facilities to accommodate white water activities.
 - Market sports facilities and fields to attract a variety of competitive tournaments.
 - Sponsor a minor league sports team.
 - Cheerleading
 - Gymnastics
 - Maxus Road Race (biking)
 - Nissan Exterra Triathlon
 - Two Bridges Triathlon
 - _____

4. (OWNER) Enhance and expand current Fairgrounds to support additional events.
 - Purchase additional land adjacent to current Fairgrounds.
 - Ensure ample parking.
 - Permanent roller coaster (co-develop with private)
 - _____

5. (OWNER) Create an identifying festival(s) for Forsyth County.
 - _____

6. Expand Parks & Rec to include arts and cultural heritage with a dedicated special events coordinator.
 - _____