Cedartown Practicum Executive Summary

Project Name	Project Sponsor & Managers	Researchers
Cedartown Government Practicum Project	- Edward Guzman (City Manager) - Oscar Guzman (Head of Economics) - Claire Chan (GMA Research Analyst) - Dr. Charles Hankla (Professor at Georgia State	- Agrlin Braxton (Graduate Student at Georgia State) - Jakila Walker (Graduate Student at Georgia State)

Project Overview:

Cedartown has been looking into updating their Special Event Application. Cedartown's event application process seems to be too complicated for applicants to apply to have an event in Cedartown. For Cedartown to stay attractive to its citizens and neighboring cities it is important to keep the city eventful. In order to maintain Cedartown's attractive appeal, the city's administration must vote for changes to be made to their event application process. The vote for change starts with the city's codes and ordinances, which define the requirements for applicants in order to have an event in Cedartown. To know which changes to make, the goal of this project is to find similar cities like Cedartown and find the differences within their event application process that makes it easier for other cities, like Cedartown, to have events within their city.

Strategy:

Identify influencing Variables	Identify Similar Cities	Identify Difference in Application Process	Identify "Model City"
- Population - Annual Events - Application History - Proximity to Atlanta - Size of City	- Loganville - Rockmart - Dallas - Doraville - Cordele - Vidalia - Hiram	1. Fees 2. Fee amount 3. Licensing Requirements 4. 2 applications to be completed	- Dallas, Ga - Rome, Ga

Success Factors and Suggested Conclusion:

Success Factors	Conclusions

● More events within the city.
● An Increase of money-flow within the City.
● Increase in popularity.
● Increase in population
● A more positive view of the City.
	● Combine the two applications
	  ○ Modify fees within the application
	  ○ Provide more explaining within the application for justification of fees and requirements
	● Update and Modify City Codes on special events in Cedartown