



Mableton Improvement Coalition

Annual Report - 2020

Community Development

- Grew the Homeowner Association (HOA) Network from 9 to 18 members. The HOA Network was established to bring Mableton subdivisions together for networking and collaboration and published the HOA Network Coronavirus Guide
- Managed the Historic Mableton Community Garden on Floyd Road, including a successful fundraising campaign and increased community involvement
- Encouraged participation in the 2020 Census, resulting in a high participation rate in the Mableton area
- Expanded Adopt-A-Mile litter pick-ups along major corridors and communities
- Continued service by MIC Board Member as a District 4 representative on Cobb County's Keep Cobb Beautiful board.
- Organized community volunteers to provide Secret Santa gifts for more than 70 children at the Mableton Boys & Girls Club
- Supported the Center For Family Resources with clothing donations for children
- Distributed face masks and hand sanitizer to groups and individuals
- Teamed with MUST Ministries on the food distribution program at Floyd Middle School

Economic Development

- Provided Paycheck Protection Program assistance and information to MIC sponsors
- Supported new and existing businesses by offering Grand Opening or Re-Opening Ceremonies with an associated marketing campaign.
- Celebrated Cobb County's first Façade Grant for the office building at 5501 Mableton Parkway.
- Raised community exposure to work opportunities and job training programs with Jobs Spotlight in MIC newsletter
- Assisted new and existing businesses in researching county services and funding that could be used to relocate to Mableton

Parks

- Successfully advocated for the construction of parking and trails at the new 103-acre park on Discovery Boulevard, and for the park's name – Discovery Park at the River Line
- Provided input to the Parks Department on the selection of the new playground for the Mableton Town Square
- Raised funding for benches, tables and waste bins for the Mableton Town Square from Mableton businesses, organizations, and individual donors
- Encouraged the adoption of a Master Plan for the Henderson Road park property, 23 acres on Veterans Memorial Highway
- Advocated for 2020 SPLOST funding for Henderson Road Park and the Bartlett Property

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Outreach and Community Events

- Held one Community Meeting focused on Zoning and Code Enforcement (January), and then with the pandemic, pivoted to a series of success online forums.
- Held five virtual candidate forums were held for Primary and General Election candidates, in partnership with the Austell Community Taskforce and the Powder Springs Community Taskforce
- Held two virtual community forums on racial justice, in partnership with the Austell Community Taskforce and the Powder Springs Community Taskforce
- Held two additional community forums: our annual Education Summit and a forum on How Elections Work
- Published monthly e-newsletters, promoting events and resources in Mableton, and updated readers on zoning, transportation and other community-related issues
- Grew MIC e-newsletter to over 2,200 subscribers
- Grew the MIC Facebook Community group to nearly 3,300 members
- Published dozens of blog posts on MIC's website to provide in-depth information supporting newsletter and social media articles
- Launched MIC's own YouTube channel - Mableton Improvement Coalition

Capacity Building and Fundraising

- Continued to grow MIC's corporate sponsor program to over 30 businesses
- Grew MIC's volunteer force and membership
- Continued to utilize the Mableton Community Fund, MIC's 501c3 supporting organization for donations and grants for MIC's charitable programs

Education

- Partnered with MIC Sponsors to donate Dell laptops to Lindley Middle School
- Participated in planning and financially supporting Lindley Middle Outdoor Learning Center
- Helped establish the South Cobb High School Foundation
- Continued our support the Clay Harmony Leland Foundation, a conduit for charitable giving to the school
- Held a virtual Education Summit with residents and school principals from Floyd Middle School, Lindley 6th Grade Academy, Pebblebrook High School, and South Cobb High School for a MIC Community Forum
- Amplified attendance and community support at school activities via social media postings
- Supported local PTSA and School Council efforts at South Cobb High School and Lindley Middle School
- Supported Austell Community Task Force's Back to School Program

Land Use

- To advance the best development and redevelopment, advocated for Mableton in a record 24 zoning cases
- Defeated a proposal to build a cement plant on Riverview Road, within several hundred feet of the Chattahoochee River
- Continued participation in the Chattahoochee Riverlands working group, which aims to re-imagine the River from Buford Dam to Chattahoochee Bend State Park
- Provided input for amendments to the county's Future Land Use Map
- Advocated for and secured the public's access to virtual participation in zoning hearings as a safety measure during the pandemic