



**RESOLUTION TITLE: GASTON COUNTY BOARD OF COMMISSIONERS  
RESOLUTION SUPPORTING THE CREATION OF THE GASTON  
BUSINESS ASSOCIATION THROUGH MERGER OF THE GASTON  
REGIONAL CHAMBER OF COMMERCE AND THE GREATER  
GASTON DEVELOPMENT CORPORATION**

- WHEREAS, the Gaston County Government, the Gaston Regional Chamber of Commerce (Chamber), and the Greater Gaston Development Corporation (GGDC), have historically partnered to grow the Gaston County economy and support Gaston's businesses and industries; and,
- WHEREAS, in 2019, discussions among these groups led to a consultant-created report titled Gaston County Economic Development Competitive Positioning & Organizational Delivery Assessment; and,
- WHEREAS, the report included specific recommendations that centered on several themes:
- To strengthen the County's public and non-profit economic development organizations using a "high-performance organization" checklist.
  - To increase collaboration and partnership among the economic development organizations and to enhance communication and knowledge-sharing among the County's economic development professionals.
  - To establish performance metrics and employ data-driven analysis to track progress toward economic development goals and to understand the impact of industries moving their offices and operations to the area.
  - To assess and continually refine Gaston County's reputation, on-line and otherwise, as a locale that energetically and successfully facilitates economic investment.
  - To create a 20-year Community Vision which describes the community's aspirations for the County's economy and other elements of quality of life; and,
- WHEREAS, in December 2019, the County Manager presented a workplan based on the report's recommendations to guide the efforts of County staff, and restructured and redefined staff assignments to supplement the County's ability to fully collaborate with community partners and pursue mutually beneficial goals; and,
- WHEREAS, the Chamber and the GGDC have negotiated a merger which will result in the creation of the Gaston Business Association (GBA) and a merged staff and Board of Directors in or around January 2021, and they have already committed to using the new organization to leverage a collaborative, data-driven approach in lockstep with municipal partners and the County.

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**DO NOT TYPE BELOW THIS LINE**

I, Donna S. Buff, Clerk to the County Commission, do hereby certify that the above is a true and correct copy of action taken by the Board of Commissioners as follows:

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NOW, THEREFORE, BE IT RESOLVED that the Gaston County Board of Commissioners supports and enthusiastically endorses the creation of the Gaston Business Association through merger of the Chamber and the GGDC as a significant constructive step toward improving and aligning economic development and business support activities in the County, County Government will purposefully and collaboratively utilize the appropriate resources, including in-kind staff expertise, policy-making decisions, and community leadership presence, to meet economic development goals, and that communication and collaboration regarding those goals should include County staff, the Economic Development Commission, and the Travel & Tourism Advisory Board, with regular updates to the Board of Commissioners as determined by the County Manager.