



Creating jobs, bringing capital investment and providing  
a prepared workforce for the Greater Dalton area

## GROW GREATER DALTON 2.0 IS FOCUSED!

Focused on creating jobs, bringing capital investment  
and providing a prepared workforce for the Greater  
Dalton area

**In the past four years, business leaders in Dalton/  
Whitfield Co. have added over 1,000 new jobs, seen over  
\$200 million in new capital invested and built an  
excellent economic development program. This  
economic development program has positioned our  
community for significant job growth and continued  
economic vitality in the years to come.**

This program and its benefits came because of the financial  
support of private businesses in partnership with our city  
and county governments and The Archway Partnership.  
Building on the success of this first phase, Grow Greater  
Dalton 2.0 will focus on two overriding strategic goals:

- **Strategic Goal One:** Recruit another 1,000 new  
primary jobs and realize \$250 million in new capital  
investment.
- **Strategic Goal Two:** Provide an educated and skilled  
employee base for businesses and industry, as well as,  
opportunities for our citizens to reengage and receive  
training in high demand jobs with competitive salaries/  
benefits through an innovative approach to workforce  
development.

Economic Impact – Benefits to every  
segment of the community!

- Grow Greater Dalton 2.0 job creation  
efforts will produce 1,000 new jobs plus  
500 indirect or induced jobs.
- For every direct job, created as result of  
program's attraction and expansion  
efforts, another .5 jobs will be created in  
the local economy.
- Every dollar earned, as result of the new  
jobs, is expected to generate an  
additional \$0.45 in earnings for the  
region's citizens.
- 1,500 new jobs will annually infuse  
\$54.4 million into the local economy
- Create deposits to local banks of \$18.9  
million each year
- Food purchases would be \$4.9 million  
each and every year
- Expenditures for housing \$13 million  
(each year)
- Transportation (cars, trucks, fuel) \$6.7  
million
- Generate \$900,000 in sales tax  
revenue, ANNUALLY, that's money for  
schools, recreation, streets and roads, etc.

## Job 1 – New Jobs – New Investment

**STRATEGIC GOAL ONE:** Recruit 1,000 new primary jobs and seek \$250 million in new investment.

*How we will get this done:*

- Identify, target and recruit “target industries”:
  - Plastics and Chemical
  - Advanced Manufacturing
  - Data-centers
  - Automotive Suppliers
  - Targeted retail
  - Distribution
  - Food Processing
  - Renewable Energy
- Employ Accelerated Marketing Techniques:
  - Market Dalton and Whitfield County to regional, national and international audiences of best-fit industries, companies, influencers, and decision makers
  - Promote Dalton-Whitfield to Atlanta economic development partners and global site location consultants, participate in applicable trade shows.
  - Pursue new manufacturing leads from existing industries based on supplier needs
- Collaborate with existing business and industry to:
  - Ensure all available local, federal and state assistance resources are offered to existing manufacturers
  - Provide services through the Greater Dalton Small Business Network to small business, entrepreneurs and innovators
  - Perform Wage & Benefit Survey of the region to enhance our presentation to prospective manufactures
  - Conduct segmented business networking to ensure community is providing a business climate that fosters job growth and investment in Dalton-Whitfield County
  - Implement formal business calling program to make 50-75 visits per year with existing employers
  - Assist with local expansion efforts creating new jobs and investment
  - Actively promote the development and redevelopment of properties suited for high-end, mixed-use residential/commercial growth
  - Pursue authorization for use of Tax Allocation Districts (TAD) as a mean to create jobs and redevelop commercial corridors
- Ensure long-term competitiveness to attract new companies and grow existing companies by actively promoting the identification and studying the feasibility of all available properties for business and industrial development including:
  - Unused industrial and commercial facilities available for re-use (Brownfield Sites)
  - Acreage presently used in agriculture or forestland, or other undeveloped sites earmarked for commercial development or industrial projects (Greenfield Sites)
  - Exploration and implementation of “mega site” program to ensure areas long-term ability to compete and add jobs by attracting “target industry”

## Job 2 – Prepared Workforce

**STRATEGIC GOAL TWO:** Provide an educated and skilled employee base for businesses and industry, as well as, opportunities for our citizens to reengage and receive training in high demand jobs with competitive salaries/benefits through an innovative approach to workforce development.

The business community through Grow Greater Dalton 2.0, in partnership with city and county school boards, school officials, teachers, parents, Dalton State College, Archway Partnership, Georgia Northwestern Technical College (GNTC) and the state higher education system, has set six objectives:

### NOW!!!

#### **Short Term Objectives:**

1. Coordinate a program of short-term “gap training” for existing workers to transition into critical, high demand, higher paying jobs and to create a long-term pipeline of qualified workers.

#### *How?*

Identify industry partners, educational programs and employees well matched for higher skilled jobs, seek input from community and coordinate innovative job training.

2. Educate and train 100 (25 each of the four years) highly skilled workers to help meet area employer’s specific technical needs.

#### *How?*

Working with Georgia Northwest Technical College, local manufactures and state agencies we will target 100 qualified individuals to receive specialized training in high demand technical jobs.

### SOON

#### **Intermediate Term Objectives:**

1. All children within our public education system will read at grade-level by third grade.
2. All students within our public education system will understand their educational and career opportunities by the 9th grade.
3. All students within our public education system will know the importance of post-secondary education, can articulate their educational goals by the time they reach 9th grade and will pursue a career pathway of their interest during their high school years.

#### *How?*

- Provide coordination with all relevant educational and community partners to insure that all children within the public education system are reading at grade-level by third grade.
- The Coordinator of Workforce Development will work with all partners to integrate a career and technical curricula for grades 5-9 and ensure that the program will drive demand for post-secondary institutions, which produce talent and skills for key business sectors.
- Support and provide resources, as needed to ensure students know the importance of post-secondary education and can articulate their educational goals by the time they reach 9th grade.

## OUR FUTURE

### **Long Term Objective:**

Children entering our public education system will be on-schedule and prepared for success.

#### *How?*

Provide resources to hire a Coordinator of Early Childhood Development to implement a robust prenatal to Pre-K system educational program.

### **How does Grow Greater Dalton 2.0 and the business community fit?**

Providing the education our citizens need for this ever-changing world requires a dynamic partnership that the business community is uniquely qualified to support. The financial limitations of our public schools are such that it makes it difficult, if not impossible, to provide these results without the resources and vision of our businesses community.

Grow Greater Dalton 2.0 will provide leadership to create partnerships with key players and adequate staff to assist in reaching the goals of this innovative program.

### **Benchmarks**

Each strategic goal and their various objectives will have specific annual benchmarks that will allow investors to monitor their progress and return on investment.

## OUR TOOL BOX

### **The Dalton-Whitfield/University of Georgia Archway Partnership**

One tool in our economic development toolbox that supports job and capital investment growth, workforce development efforts, and quality of life enhancements is the University of Georgia Archway Partnership.

Grow Greater Dalton 2.0 will maintain and leverage the resources and expertise of the Archway Partnership to facilitate discussions, develop solutions, bring in higher education and state resources, and serve as the “community’s voice.” The Archway Partnership will provide a forum for community leaders and stakeholders to implement solutions that influence competitiveness, prosperity, and future opportunities.

### **Accountability and Return on Investment**

Maintaining high levels of investor confidence in Grow Greater Dalton 2.0 will require the highest level of transparency, rapid and accurate communication, and complete accountability.

Specific oversight responsibilities will fall on an Investor Council comprised of individuals whose businesses’ financial investment is clear testimony of their commitment to the program’s success.

The Investor Council will monitor program benchmarks, income, expenses, and distribution of funds.

This Investor Council, with the support of economic development staff will remain accountable to investors by generating meaningful updates and detailed reports on economic impacts achieved, measure returns on investment and perform annual benchmarking analysis to measure the program’s productivity and effectiveness.

<b>Strategic Goal One:</b> Recruit 1,000 new primary jobs and seek \$250 million in new investment Projected 4-year budget	\$2,200,000
<b>Strategic Goal Two:</b> Provide a first-class, educated employee base for business Projected 4-year budget	\$600,000
<b>Archway Partnership</b> Projected 4-year budget (with an additional \$750,000 from University of Georgia System)	\$250,000
<b>Investor Relations and Financial Development Expenses</b> Projected 4-year budget	\$150,000
<b>Grow Greater Dalton 2.0 four-year budget total</b>	<b>\$3,200,000</b>

## A Competitive Edge

Grow Greater Dalton Economic Development Program gives us a competitive edge – we now have:

- A highly qualified staff specializing in the field of Economic Development
- A new 184-acre industrial and commercial park – Carbondale Business Park
- A strategic marketing program, clearly defined target markets and impressive promotional materials, a nationally recognized website
- Workforce development program and the ability to offer prospective businesses job training assistance
- A competitive business assistance package as well as performance measures related to property tax incentives
- Business assistance program entitled “Hometown Advantage”
- The ability to negotiate on behalf of existing and new businesses for competitive state economic development incentives

AND, we are supported by entrepreneurial business leaders who are experts in manufacturing, chemical and plastic, distribution logistics, finance, development, etc. and public officials committed to our strong business environment.

A special thanks to you and all Dalton/Whitfield Co. business leaders for your financial support of Grow Greater Dalton and your backing of Grow Greater Dalton 2.0.