

greater
DALTON
chamber
annual report



2022 - 2023



GREATER DALTON CHAMBER STAFF

JASON MOCK
President & CEO

CARL CAMPBELL
Executive Director
Economic Development

ALLYSON COKER
Executive Director
Believe Greater Dalton

ALI HARP
Project Manager
Economic Development

JANIE HAYES
Executive Assistant

CHARLEIGH KIRBY
Marketing & Communications
Director

BETH MORRISON
Vice President
Member Services

JUDY SAWYER
Vice President
Finance & Administration

PHYLLIS STEPHENS
Chief Operating Officer

DR. STEPHANI WOMACK
Director of Education and
Workforce Development

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BELIEVE GREATER DALTON

Read about Believe's accomplishments during the first year of BGD 2.0

WE'VE UPDATED OUR LOOK!

This year, with the help of Girl Creative, we refreshed the Greater Dalton Chamber look and feel with a new logo. We hope you enjoy experiencing the new elements throughout our annual report.

A MESSAGE FROM YOUR 2023 CHAIR

"I believe the Chamber should be a place where members feel heard and where we adapt to the changing landscape of business and community."

It's has been an honor to serve as the Board Chair of the Greater Dalton Chamber for the 2022-2023 year. I appreciate the opportunity and your trust to serve in this role. I believe the Chamber should be a place where members feel heard and where we adapt to the changing landscape of business and community. This year's Chamber Board comprised of men and women of our business community have worked hard to represent your interests. Our goal was to support, strengthen and promote the members of our Chamber, and I hope you find we've served you well.

I would like to personally offer my deepest gratitude to the investors and supporters of Believe Greater Dalton 2.0. Believe Greater Dalton is a testament to the power of collaboration, vision, and community spirit. Many of you may recall the incredible energy and enthusiasm that filled the room back in March when we gathered at the 321 Launch Party to kick off the second phase of Believe Greater Dalton. The passion and commitment to our community that day was truly remarkable.

As this year comes to a close, I pray your businesses prosper, our economy thrives, and every member of this great community finds this to be a place they can live, prosper, and build an amazing life.


Amanda Reed Myers

CSO of HealthOne Alliance and Alliant Health,
and President and CEO of Live4It Community



greater
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chamber



LETTER FROM THE PRESIDENT



I am delighted to present the 2022-2023 Greater Dalton Chamber Annual Report as we reflect on our achievements of the past year and look ahead to a promising future. This past year has marked significant growth and success for the Chamber. We have expanded our event offerings and witnessed a notable increase in membership, highlighting our positive trajectory.

The core mission of the Greater Dalton Chamber has always been to catalyze economic growth, foster workforce and leadership development, and enhance the quality of life in our community. We remain dedicated to this mission, and I am thrilled to share some of our noteworthy accomplishments: Throughout the year, we continued to provide crucial support to our local businesses, offering resources, guidance, and advocacy. We helped our businesses navigate the challenges of entrepreneurship and create opportunities for growth.

The active participation of our chamber members in events, workshops, and networking opportunities has been exceptional. These engagements have strengthened the bonds within our business community. Our advocacy efforts have focused on policies that promote a vibrant community.

Collaborations with local and state government agencies have yielded positive outcomes for our region. We prioritized workforce development initiatives to ensure our local talent remains competitive. Partnerships with K-12 schools and post-secondary institutions are paving the way for a brighter future for our workforce.

Our commitment to community engagement remains steadfast. Through Believe Greater Dalton, we've supported numerous community events, initiatives, and philanthropic endeavors, contributing to an improved quality of life in our community. As we embark on the new fiscal year, we do so with renewed purpose and determination. Challenges may evolve, but our resolve to serve our members and community remains unwavering. Together, we will continue to build a stronger and more resilient Greater Dalton.

I extend my deepest gratitude to our chamber members, dedicated executive board, hardworking staff, and community partners. Your support, enthusiasm, and collaborative spirit are the driving forces behind our success.

In conclusion, I invite you to explore this annual report for a comprehensive overview of our achievements and the impact we've made in the Greater Dalton area. Together, we will continue to write the success story of our community, one chapter at a time. Thank you for your unwavering commitment to the Greater Dalton Chamber, and I eagerly anticipate another year of progress and prosperity.

Sincerely,

Jason Mock
President & CEO
Greater Dalton Chamber



Executive Board 2022-2023



AMANDA REED

chair
Health One Alliance
Alliant Health Plans
Live4It Community



JOHN MINOR

chair-elect
The Minor Firm



DEANNA MATHIS

chair-elect designate
Dalton Brewing
Company



WILL BRACKETT

treasurer
Nichols, Cauley
& Associates



DR. MARGARET
VENABLE

past chair
Dalton State College



JASON MOCK

president & CEO
Greater Dalton
Chamber



ALISA BASARABA

North Georgia Electric
Membership Corp.



TOMMY BOGGS

Textile Management
Associates



KEVIN BRUNSON

First Bank



MARK BUCKNER

Dalton Utilities



BILL DAVIES

Synovus



JOHN DAVIS

Affordable Real Estate



CHUCK DOBBINS

Dobbins Investments



AMANDA EDWARDS

Shaw Industries



KEVIN HARRIS

ArrowStar



TODD HARRISON

Hamilton Medical Center



T.J. KAIKOBAD

Cyra's



NANCY MILLETT

Engineered Floors



PURVI PATEL

DosBros Fresh
Mexican Grill



DR. HEIDI POPHAM

Georgia Northwestern
Technical College



VIVIANA RAMIREZ

Eclectic 70
& Casa del Cafe



MICAH RIGGLE

Mohawk Industries



MITCH SANFORD

Builtwell Bank

2023 numbers



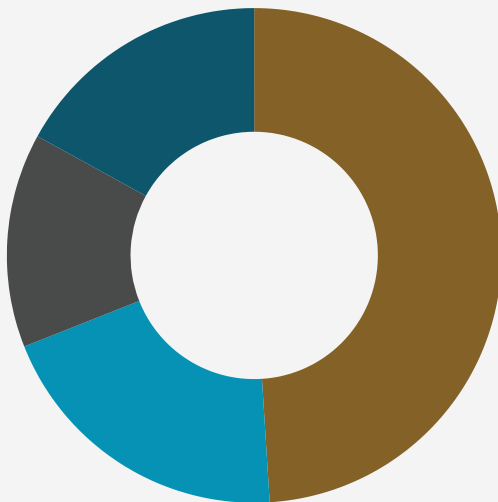
760 *as of sept. 30, 2023*

MEMBERS

REVENUE

Other
17%

Fully-Funded
14%



Dues
49%

Events
20%



19517

followers



1939

followers



472

followers

365,837 reached on facebook

7 thank you for following along @greaterdaltonchamber

63 ribbon cuttings

networking events 33

13 advocacy events

LDW alumni 1346

410 Emerging Leaders Graduates

chamber diplomats 40

377 facebook posts

instagram posts 294

DIPLOMATS

thank you to the chamber diplomats for a great year of representing the Greater Dalton Chamber in our community!



RIBBON CUTTINGS

top 3 performing ribbon cuttings on facebook in 2023



1 OLIVE GARDEN
45.7k reached



2 AESTHETICS IN BLOOM
13.9k reached



3 MARISCOS COSTA ALLEGRE
13.6k reached

follow along @greaterdaltonchamber

WE HOSTED +65 events this year

here are some of the highlights:



BUSINESS EXPO
Cheers to 20 years



12th ANNUAL GOLF
TOURNAMENT



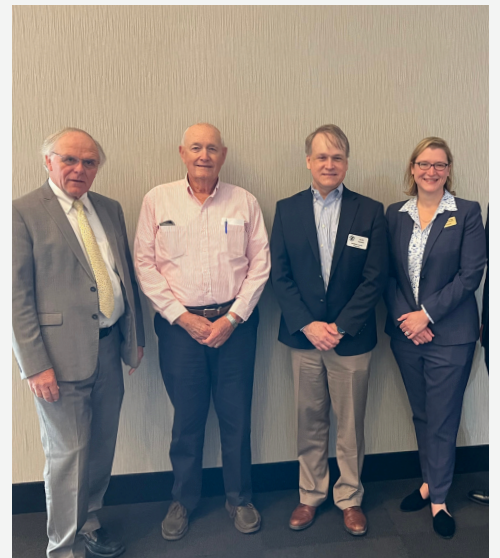
MEMBER MIXERS



CHAMBER CONNECTIONS
Beth's Birthday Party



INTERNATIONAL
WOMEN'S DAY COFFEE



STATE OF THE CITY AND
COUNTY BREAKFAST

SMALL BUSINESS AWARDS *2023*



On Thursday, April 27th, 2023 the Greater Dalton Chamber of Commerce and the Dalton-Whitfield County Joint Development Authority hosted their inaugural Small Business Awards. Five individuals from the Greater Dalton community were awarded for their hard work. The winners were nominated by friends, family, and community members who believed they deserved recognition for their efforts through their entrepreneurial works. These nominations were then sent to a team of judges from chamber and economic development professionals all across Georgia that read each application closely before landing on the individuals they believed knocked it out of the park this past year.

Christy Ware Payne with Hope Spur, Inc. was awarded the Whitener Award. Hope Spur, Inc. is a non-profit with a focus on giving access to mental healthcare to those in need. The Whitener Award was named after Catherine Evans Whitener, who is known as the mother of the carpet industry in Dalton, Georgia. The award recognizes and honors the contribution and empowerment of women in business.

Tyler Hudson with Shankly Elite Training was awarded the Emerging Small Business Award, which was created to recognize a successful start-up company that has been in operation for less than two years. Shankly Elite Training LLC offers private soccer training to students wishing to grow their athletic skills.

Mayelli Meza was awarded the Impact Award for her beautification efforts throughout Dalton as her murals have left a lasting impact around the community. Mayelli has painted countless murals around Dalton, including the mural that decorates the side of the Oakwood Café. The Impact Award was created to spotlight an individual who demonstrates leadership with an aspirational vision for the future of Greater Dalton.

Glen Ziegler with WorldProof Products was awarded the Cool Thing Made in Dalton award, created to highlight a unique product or service that is made or designed in Whitfield County. WorldProof creates a flooring solution called FiberFlex®, for heavy-use areas.

Viviana Ramirez was awarded the Small Business Person of the Year award, which she dedicated to her family and late father, for all of her efforts in the revitalization of Block 79 on East Morris Street that have helped to contribute to the local economy immeasurably. Viviana owns or co-owns many businesses on Block79, including Eclectic79 Furniture Store, Eclectic79 Boutique, Casa Del Cafe, and D Food Collab. The Small Business Person of the Year award was created to acknowledge the best small business in town, especially their involvement in the development and growth of the community.

education & WORKFORCE DEVELOPMENT

- Hosted 20 events for elementary – college-aged students talking about career opportunities available in Greater Dalton impacting over 3,200 students from Greater Dalton!
- Launched Educator Industry Tours with Dalton Public Schools and Whitfield County Schools where we take administrators, principals, teachers, counselors, etc. on bus tours of the entire community to grow their understanding of what we have available in our community and career opportunities for their students
- Launched Red Carpet Tours with all school systems. Local schools can host a tour to help community members and industry leaders understand how students are being prepared to join the future workforce and share how they are educating students today!
- Developed and facilitated Project Purpose, a program for recent high school graduates with no plans to attend post-secondary education following graduation. Seven students completed the 2023 program. Six students accepted full-time jobs, and one student decided to enroll at GNTC. As of October 1, 2023, four of the students are still employed with their Project Purpose employer, and the one student is taking three classes at Georgia Northwestern Technical College
- Hosted the first ever NWGA Apprenticeship Summit in partnership with the Technical College System of Georgia and Georgia Northwestern Technical College



advocacy update

2022-2023 Advocacy Efforts

The Greater Dalton Chamber Advocacy Efforts are the cornerstone of our commitment to representing the interests of our vibrant business community. With unwavering dedication, the Greater Dalton Chamber Governmental Affairs division, in collaboration with our esteemed Board of Directors, takes a resolute and proactive stance on crucial governmental issues. We recognize that our role extends beyond just commerce; it encompasses safeguarding and advancing the economic well-being of our region.

As the voice of the business community, we champion policies that foster growth, innovation, and prosperity. Our advocacy efforts are driven by the conviction that when businesses thrive, so does our entire community. We engage with legislators, advocate for sensible regulations, and work tirelessly to ensure that the Greater Dalton area remains attractive for business investment.

Through our collective strength and unwavering dedication, we forge a path toward a brighter future where the interests of businesses are protected and promoted. The Greater Dalton Chamber is proud to stand at the forefront of these efforts, advocating for a prosperous and thriving community for all.

2022 - 2023 Legislative Agenda

- Business Growth
- Economic Development
- Workforce Housing
- Education & Workforce Development
- Regulation Reform
- Transportation & Infrastructure

Advocacy Highlights:



Annual Breakfast with Legislators: We engaged with members of the Whitfield County Legislative Delegation to discuss the upcoming 2023 legislative session.

23rd Annual "Dalton Day": Governor Kemp, Lieutenant Governor Jones, Speaker of the House Burns, and other Georgia General Assembly members joined us at this event. They also received the Dalton Day Rug, sponsored by Mohawk Industries adorned with the Seal of the State of Georgia. The event provided an excellent platform for fruitful conversations about the positive developments in Dalton and Whitfield County.



The Hub Chamber Council: The Greater Dalton Chamber is one of 11 Chambers that is part of the Hub Chamber Council. The Hub Chamber Council advocates and develops policy to support increased investment and job creation in regional job hubs across the state of Georgia and outside of Metro Atlanta. It is a joint effort between the GA Chamber of Commerce and 11 Hub Chambers of Commerce. The Council collaborates with regional and state development, economic and policy experts, and interest groups to act as a voice to influence state policy goals and strives to do the best for business in Georgia. Focus areas of the 2023 legislative session include Winning the War for Talent, Workforce Development and Housing, Future Forward Infrastructure and Fiscal Security. The Hub Chamber Council includes leadership of the chambers of commerce of Albany, Athens, Augusta, Brunswick, Columbus, Dalton, Macon, Rome, Savannah, Valdosta, and Warner Robins.



BELIEVE GREATER DALTON



A letter from Allyson Coker,
Executive Director of Believe Greater Dalton

Wow! Where has another year gone? This one has flown by faster than ever, and I am more grateful than ever to serve in this role as Executive Director of Believe Greater Dalton, our community's strategic planning initiative championed by the Greater Dalton Chamber.

2023 marked the first year of our updated strategic plan and what we are now referring to as Believe Greater Dalton 2.0. Early this year, we reached our fundraising goal for 2023-2027, and established this work as a true public-private partnership that exists to advance our community's belief in and commitment to a better future for ALL.

On March 21st, we hosted our "3, 2, 1 Launch" party to celebrate the accomplishments of the first five years and officially kick off the next. Over 300 citizens, both young and old joined us for that special night at the Weaving Room in The Mill at Crown Garden. The excitement in the room was contagious, and we are still so appreciative to all who made the effort to attend and show their support.

We quickly got to work forming the plans for each of our six strategic areas of housing, education, engagement & unity, revitalization, economic development, and community pride. We began the process of updating our 2018 housing study which is now complete, and we expect it to be presented to the community very soon. Believe sponsored Latin Night at the Off the Rails summer concert series where we saw over 1000 people come out to Burr Park, and we gave bilingual student success kits to 1st and 2nd graders attending summer school in both school systems.

Our 3rd annual Gratefull Dalton was a huge success bringing our community together for a free Thanksgiving meal in downtown Dalton, and we launched HOLA, the Hispanic Leaders Association to connect, engage, and unite our diverse community. Close to 4000 residents responded to our annual community survey that measures our progress. We thank you for participating and look forward to sharing those results!

We hope everyone will "Keep on Believing" in this work knowing our best and brightest days are still to come!

HOUSING

- In partnership with The City of Dalton, Believe Greater Dalton and the Dalton-Whitfield Joint Development Authority are working on a quality infill housing development with a renowned urban architecture team to address workforce housing needs. Stay tuned for more information on this exciting development.
- Multi-family projects currently under construction represent close to 900 new units, satisfying the demand outlined in the BGD 2018 Housing Strategy. These include the Hamilton Lofts, the Wood Partners project at the old jail site, the Crow Valley Heights Low Income Housing Tax Credit (LIHTC) project, and The Township at Hammond Creek.
- The update to the 2018 Housing Strategy is near completion, and we expect a public presentation this fall.

REVITALIZATION

- Working with the City of Dalton, we have identified three areas for our partnership in a “housing improvement initiative” that include North Dalton/Crown Mill, the Lakeshore Park area, and the area surrounding the Mack Gaston Community Center.
- With North Dalton/Crown Mill identified as the first targeted area, we hosted a housing conditions bus tour with elected officials led by the City of Dalton Code Compliance Officer. We modeled our approach from Gainesville learnings and their great success with City-led neighborhood revitalization through a similar housing improvement initiative.
- We are working with the City to develop a plan for a 5x5 program that will target a five-block area for five weeks for services that includes Public Works, Keep-Dalton Whitfield Beautiful, and other agencies and volunteers to support blight removal and beautification. We expect to launch this program in 2024.

EDUCATION

- BGD hosted events showcasing employment opportunities to 2,458 middle, high, and college-aged students, 4 educator/industry tours to expand awareness of employment opportunities for local students, and 7 “Red Carpet Tours” in Dalton Public and Whitfield County Schools, where 37 community members saw the great things happening in our schools.
- Launched the Project Purpose Program with the Dalton-Whitfield Joint Development Authority. Six recent high school seniors with no post-secondary plans accepted full-time employment in our community, and one participant enrolled at Georgia Northwestern Technical College.
- Purchased and distributed 250 School Success Kits to rising 1st and 2nd-grade students attending summer school in need of extra support in literacy in Dalton Public and Whitfield County Schools.

ECONOMIC DEVELOPMENT

- The work of Believe Greater Dalton remains intricately connected to the work of the Dalton-Whitfield Joint Development Authority as we support their efforts for industrial recruitment to grow well-paying jobs that align with resident needs and support retail attraction strategies that enhance standards of living and quality of life.
- The retail attraction strategies only work with the continued focus on expanding our housing options. Each of the new multi-family housing projects currently under development would not have happened without the efforts of the Dalton-Whitfield JDA.

ENGAGEMENT & UNITY

- With the goal of promoting diversity in civic engagement throughout the community, we assumed the leadership role for a Hispanic engagement group initiated by the city in 2022. Through BGD’s leadership of this group, we will identify a Hispanic leadership council to identify potential appointments to city and county boards and commissions, candidates to run for public office, and ultimately increase voter registration and turnout to ensure city and county governments are more representative of our community demographics.
- Actively supporting and promoting existing community events to encourage a more diverse level of participation that include Juneteenth, El Sabor Latin Food Festival, CLILA Galatina, CAG Festival, Dia de los Muertos, and our own BGD-sponsored Gratefull.
- Working with local Young Gamechanger participants on implementing their big ideas for each of the challenge questions with the community engagement ideas as the priority.

COMMUNITY PRIDE

- BGD’s 3rd annual Gratefull Dalton, a free community-wide Thanksgiving meal, in Downtown Dalton took place on Monday, November 20, 2023. Gratefull was started by BGD in 2019 and has proven to be one of the most special days of the year for our community.
- We have convened marketing and communications professionals from the City, County, Dalton Area Convention & Visitors Bureau, Downtown Dalton Development Authority, Dalton Public Schools, Whitfield County Schools, Dalton State College, and Hamilton Health Care Systems to identify ways to do a better job of collectively telling our story as a community.
- Sponsored Latin Night at the Off the Rails Summer Concert Series with over 1500 attendees.
- Utilizing storytelling on social media to share positive developments and stories of our people across the community and are looking at models from other communities to take these efforts to the next level.

Thank you, **BELIEVERS**

Engineered Floors
Shaw Industries
Textile Management Associates
Textile Rubber & Chemical Company
Marketing Alliance Group
Hamilton Health Care Systems
Brown Whitworth Reynolds Foundation
City of Dalton
Whitfield County
Mohawk Industries
Dossche Holdings
Community Foundation of NWGA
Dalton Public Schools
Dalton Utilites
QCELLS
Truist
Coldwell Banker Kinard Realty
Alliant Health Plans/Health One Alliance
Lyle Industries
The Minor Firm
Oakwood Café
Builtwell Bank
Nichols Cauley & Associates
McCamy Law Firm
North Georgia EMC
Douglas Properties/Green Home Solutions
Barrett Properties
Glaze Supply
Dan Combs Insurance
Medical Business Concepts
Fabric Sources International
Anna & Zack Adamson
Georgia Power
First National Community Bank
Dobbins Properties
Nanette & Joe Yarbrough
Jane & Tommy Boggs
Terri & John Neal
Dixie & Bob Kinard
Allyson & James Coker
Brian Cooksey
Katie & Jason Mock
Direct Packaging
Pauli & David Aft
Stephani & Cade Womack
Jevin Jensen
David Gregg
Ali & Wesley Harp
David Pennington, III
Mike Ewton
Judy & Steve Sawyer
Beth Morrison
Margaret Venable
Viviana Ramirez

THANK YOU, 2023 SPONSORS

CONNECTING COMMUNITY SPONSOR



COMMUNITY SOLUTIONS SPONSOR

COMMUNITY SPONSOR

CREATING A BETTER FUTURE SPONSOR



HEALTHY COMMUNITY SPONSOR

FINANCIAL WELLNESS SPONSOR



DIAMOND SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



POWERED BY BKS PARTNERS



Thank you Amanda Reed for your year of service on the Greater Dalton Chamber Executive Board



Diplomat of the Year
TIM ROWE



Chairman's Award
PHYLLIS STEPHENS

The Greater Dalton Chamber celebrated a successful 2022-2023 Chamber year with the 83rd Annual Chamber Banquet.

83rd Annual Chamber Banquet

A MESSAGE FROM YOUR 2024 CHAIR



"I can't tell you how excited I am about all the great things happening in our vibrant community! The Greater Dalton area has truly "come into its own" during the last few years and I am so proud to live here. Just look around. Our downtown is booming. Our businesses are thriving. Our young professionals are engaged. Your Chamber of Commerce continues to lead the charge toward a strong, vibrant, and healthy community.

I am honored to serve as your incoming Chair of the Board of Directors of the Greater Dalton Chamber of Commerce; thank you for entrusting me with the care of such a robust organization. We have big plans for the upcoming year, and I can't wait to get my hands dirty, along with each of you. We have a lot to celebrate, and I know there will be even more cause for celebration in the months to come!"

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JOHN MINOR
The Minor Firm



SOMETHING GREATER .



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The logo element is a large, bold, black letter 'D'. The top-left corner of the 'D' is replaced by a teal-colored square. Inside this teal square, there is a smaller, darker teal square, creating a nested square effect.