



BELIEVE
GREATER DALTON

The Steering Committee

Bryan Hair (Co-Chair)

Chuck Dobbins (Co-Chair)

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Kevin Harris

Dennis Mock

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Greg Dent

Pete McDonald

Margaret Venable

Judy Gilreath

Zab Mendez

Joe Yarbrough

Key Takeaways

- Talent drain jeopardizes vibrancy
- Quality of place and housing needed for talent
- Greater Dalton has a poor self image
- Invest in entrepreneurial ecosystem
- Very low educational attainment rates
- Too dependent on one industry





BELIEVE
GREATER DALTON

62%

How do we change the equation?



EDUCATION

Create an education partnership to align greater Dalton's talent pipeline

Co-Chairs: Brian Cooksey & Joe Yarbrough

- *Strive* model of collective impact
- Improve educational attainment & skill sets
- Tells young families we're serious about education
- Attractive to young families



HOUSING

Pursue a competitive and diverse housing stock

Co-Chairs: Todd Harrison & Melanie Suggs

- Quality housing options aid talent attraction
- Significantly enhance quality of place
- Increases our economic vitality



DOWNTOWN

Establish downtown Dalton as a destination district

Co-Chairs: David Aft & John Davis

- Downtown Dalton as gathering point
- Downtown vibrancy = better talent attraction and retention



ECONOMIC DEVELOPMENT

Sustain a best-practice economic development program

Co-Chairs: Kevin Harris & Jeff Myers

- Increase economic growth *AND* economic diversity
- Three-legged stool of economic development



ENTREPRENEURSHIP

Create a scalable physical hub for entrepreneurship in downtown Dalton

Chair: Bryan Macon

- A physical space for entrepreneurs
- Business training geared towards entrepreneurs



COMMUNITY PRIDE

Launch a campaign to enhance community pride

Co-Chairs: Charlie Bethel & Deanna Mathis

- Internal and external image campaign
- Enhances existing efforts
- Amplify progress of the other 5 initiatives



How is this all going to work?

- 5 year plan
- Each strategy managed by a volunteer Working Group
- Staffed by the Chamber/DDDA/JDA
- This is a public private partnership!



How can you be engaged?

- 1) Volunteer for a Working Group
- 2) Sign up for email updates
- 3) Contribute to Believe Greater Dalton





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BELIEVE Greater Dalton

In August 2016, the community, led by the Greater Dalton Chamber, began a strategic planning process to help us understand what our





www.believegreatedalton.com

