

HALLmark 2020-2025

A Five-Year Community & Economic Development Initiative for Greater Hall County

Some 25 years ago, Gainesville-Hall County leaders had the insight and boldness to invest in a groundbreaking economic development initiative called **HALLTogether**, now called **HALLmark**. The Greater Hall Chamber of Commerce has been growing community prosperity ever since.

The focus of HALLmark is to develop a collective vision for the continued success of our community by working in partnership with business, government, education and private citizens.



HALLmark
2020 - 2025

The HALLmark Initiative has seen many successes over the past 25 years, including:

- Jobs from the expansion of existing industries and new industries
- Growing Gainesville-Hall County's commercial tax base
- Creating the Greater Hall Workforce Development Task Force
- Developing new Business Parks
- Developing a comprehensive Small Business Program
- Enhancing Health & Wellness Initiatives
- Creating VISION 2030 for our future
- Facilitating an Education Consortium
- Spearheading a Public Art Initiative for the community
- Leadership Hall County and Youth Leadership Hall
- Senior leadership program called The Wisdom Project
- Renovation of the Greater Hall Chamber headquarters building

HALLmark is a community investment plan that addresses economic development, education, government affairs and community development through public and private partnerships. The next five-year iteration of HALLmark will continue to grow on the foundation of community prosperity and quality of life.

HALLmark 2020-2025 Budget

Economic Development	\$800,000
Workforce Development & Education	\$350,000
VISION 2030	\$350,000
Health & Wellness	\$100,000
Community & Government Affairs	\$250,000
Retail & Small Business Development	\$220,000
Capital Expenditures	\$230,000
TOTAL Five Year Budget	\$2,300,000

NEW 2020-2025 Initiatives

- Expand Inclusion Efforts in Diverse Communities
- Expand Healthcare Initiative with Collaborative Partnerships
- Continue the Vibrant Vision 2030 Public Art Program
- Plan a Vision 2050 Initiative
- Grow More Involvement in South Hall County



GREATER HALL
CHAMBER OF COMMERCE

April 2021



H A L L m a r k
2020 - 2025

ECONOMIC DEVELOPMENT

Five Year Budget: \$800,000

Growing In Greater Hall

Gainesville-Hall County became a Metropolitan Statistical Area (MSA) in 2004 and remains one of the top 50 fastest growing metros in the United States. Total population of Hall County is estimated in excess of 205,000 and is expected to more than double by 2040 to 540,000. The daytime/workforce population in Gainesville exceeds 150,000 people.

Economic Development Success

For seven consecutive years, Georgia's business climate has ranked No. 1 in the nation by *Site Selection*, an economic development trade publication. Business and industry make long-term investments in Gainesville-Hall County because of its stability, skilled workforce, visionary leadership and quality of life. We are home to over 320 manufacturing and processing concerns, and 50 international companies from 15 countries. The Greater Hall Chamber's 2020 year-end report includes 12 new and expanded businesses in Gainesville-Hall County announcing 460 new jobs and \$200 million in investment. **Since 2015, 118 new and expanded businesses have announced 5,750 new jobs and \$1.5 billion in capital investment** in Gainesville-Hall County.

Manufacturing remains strong here, and many allied industries such as automotive suppliers, plastics and consumer goods processing locate in Gainesville-Hall County to manufacture and distribute products around the world. Hall County generates over \$1 billion in poultry related products and leads the State of Georgia in advanced manufacturing, food processing and healthcare services.

The Future of Gainesville-Hall County

Gainesville-Hall County is a business hub that leads the region in trade, healthcare, education, industry, retail, recreation and cultural pursuits. Recruiting new business while growing existing industries is a major focal point of the HALLmark 2020-2025 economic development plan.

Greater Hall Chamber of Commerce Staff

Kit Dunlap, President & CEO

Tim Evans, Vice President, Economic Development & Executive Director, Gainesville-Hall County Economic Development Council

Nikki Chandler, Vice President, Existing Industry

Amanda Lewis, Project Manager

Madison Hopkins, Project Manager

Economic Development Council Partners

City of Gainesville

Hall County Government

City of Flowery Branch

City of Lula

City of Oakwood

Gainesville-Hall County Development Authority

Greater Hall Chamber of Commerce



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WORKFORCE DEVELOPMENT & EDUCATION

Five Year Budget: \$350,000

Over 750,000 people are employed in the Greater Hall County labor market area. Our workforce development initiatives seek to build a sustainable workforce that possesses the skills needed by today's (and tomorrow's) employers by collaborating with area businesses, educators and leaders to create new programs, market existing programs, remove barriers and influence perceptions.

Workforce Development

As we continue to promote hands-on skilled career fields targeting area students, the Chamber is working in conjunction with the Vision 2030 Education Consortium on increasing opportunities in Work Based Learning, Skill-focused Bootcamps and Youth Apprenticeship programs. 7th Grade Career Path Fairs were started in 2018 to peak interest in students, before they pick their career path that they will follow in high school. This program highlights job opportunities in different businesses in Gainesville-Hall County.

Some 61 high school students currently participate at 30 manufacturing locations in Work Based Learning. Part of HALLmark 2020-2025 funding will assist in increasing this number of students while creating more initiatives such as the recently implemented Apprenticeship 101, a 2-year apprenticeship program in the areas of industrial maintenance/mechatronics, machining, cnc machining, welder fabricator and quality control. We will continue supporting current programs like Manufacturing Job Show Days, allowing 10th grade students interested and eligible for Work Based Learning to tour manufacturing plants, and partnering with Human Resource professional to participate in school mock interviews and other employability workshops.

Developing Leaders in the Community

The Greater Hall Chamber has been developing leaders in the community for nearly 40 years through the Leadership Hall County program. Some 970 people have graduated from the program and continue to serve in a leadership capacity. Youth Leadership Hall was founded in 2005 for high school Juniors and Seniors. The Wisdom Project is a senior leadership program for older adults in Gainesville-Hall County. Graduates are Wisdom Keepers – a group making a big impact on our community.

Partners in Education

Partners in Education (PIE) develops meaningful business and community involvement in area schools. Gainesville City and Hall County schools are partnering with over 350 business organizations. These partnerships provide for increased educational and enrichment opportunities for students and seeks to improve levels of achievement, self-esteem and the understanding of the expectations of the work world.

Chamber Education Consortium Partners

Brenau University
University of North Georgia
Lanier Technical College

Gainesville City School System
Hall County School System
Lakeview Academy

Riverside Military Academy
Business Incubator at Brenau University
Interactive Neighborhood for Kids (INK)



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VISION 2030

Five Year Budget: \$350,000

Positioning Greater Hall as the most enviable community in Georgia by the year 2030

Beginning in 2005, the Chamber implemented the VISION 2030 initiative after input from over 1,000 Gainesville-Hall County citizens. VISION 2030 community leaders have helped make incredible strides through the implementation of strategic big ideas that include: Public Art, Healthcare & Wellness, Greenspace, Inclusion, Transportation, Education, Workforce Development, Downtown Development, Harbor Town, MillennialZ, Tourism & Recreation, Lake Lanier Olympic Park and The Wisdom Project.

In a public and private collaborative effort, the Vision 2030 Public Art Committee has invested over \$1.09 million and cataloged hundreds of pieces of public art since 2015. Art installments include the recreation of "The Lost Wall," a mural originally painted in 1974, representing the melting pot of American cultures. New retail, restaurants, housing and office spaces are being developed in Downtown Gainesville and the cities of Flowery Branch and Oakwood. Efforts to be the healthiest community in Georgia continue to be a focus through our joint healthcare community and the Greenspace Committee's projects on the Highlands to Islands Trail.

HEALTH & WELLNESS

Five Year Budget: \$100,000

As a leading Georgia healthcare community, the people of Gainesville-Hall County have access to the finest hospital and physician services, a top incentive for incoming businesses and those trying to attract top talent. Since 2005, the Chamber's Healthcare Committee has been the catalyst for connecting Health & Wellness Initiatives to local businesses and is continuously providing programs and events for residents to manage their health including the HealthSmart Expo with free community health screenings and the Chamber Chase 5K Corporate Challenge and Wellness Walk. In 2017, the Chamber introduced a new program, Healthy Hall Awards, spotlighting those in the healthcare industry making a significant impact on our quality of life through excellence in health and wellness.

Through VISION 2030, the Healthcare Consortium presents health snapshots of the Hall County adults and children every five years. To keep Hall Healthy, a community-wide summit, featuring Dan Buettner of Blue Zones, started a collaborative effort to keep the Power 9 approaches to living healthier longer at the forefront and in action.

PROJECT HEALTH is a new initiative to explore healthcare opportunities in our community; to become a preferred healthcare destination. This initiative seeks to brand our community for excellence in healthcare and attract professionals to Gainesville-Hall County.



Tate O'Rourke, Chair, VISION 2030

Elizabeth Higgins, Executive Director, VISION 2030

Robin Halstead, Chamber Vice President, Community Development

Vision2030.org



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COMMUNITY & GOVERNMENT AFFAIRS

Five Year Budget: \$250,000

The new, five-year HALLmark 2020-2025 initiative promotes positive interaction between local, state and federal governments in our business community. In partnership with VISION 2030, it will identify the physical and social infrastructure needs of the community and will provide leadership to address those needs. An atmosphere of enhanced ownership and responsibility by all citizens and government officials will be created, including the following:

- Monitor local government programs that effect business
- Establish partnerships with government entities to grow the tax base and encourage economic development
- Work with agencies to continuously improve transportation and infrastructure
- Work with groups to improve housing inventory in the community
- Work with the State Legislature to develop business initiatives
- Monitor and actively work to establish pro-business programs
- Engage Latino business leaders to work together for a better quality of life for all residents

RETAIL & SMALL BUSINESS DEVELOPMENT

Five Year Budget: \$220,000

Gainesville-Hall County is an excellent location to serve the retail, medical and financial needs of a growing population in the community and surrounding Northeast Georgia. Gainesville-Hall County is the primary trade area serving over 500,000 Northeast Georgia residents with leadership dedicated to a new economic initiative to increase retail activity. The Gainesville-Hall County Economic Development Council and the Greater Hall Chamber facilitate public and private partnerships between government and developers and support retail development with timely and accurate information. New retail initiatives will serve to:

- Enhance the quality of life for residents in the region
- Compliment Gainesville-Hall County's position as a retail and tourist destination
- Diversify the commercial tax base and the economy
- Attract important sales dollars to support SPLOST initiatives for education and infrastructure



GreaterHallChamber.com

Amanda Lewis, Project Manager & Small Business Development
Madison Hopkins, Project Manager & Government Affairs
Robin Halstead, Vice President, Community Development



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Capital Expenditures

Five Year Budget: \$230,000

The Greater Hall Chamber office at 230 E.E. Butler Parkway in Downtown Gainesville is not getting any younger. It has been 18 years since the Chamber building was completely renovated. A small portion of the HALLmark 2020-2025 revenues will be invested in capital and technology improvements to the facility.

HALLmark Commitment to Investors

The Greater Hall Chamber Executive Committee and Board of Directors provide oversight and governance of the HALLmark program. The Chamber continues this commitment and will continue to:

- Provide high level of communication and education to those invested in the organization and its mission
- Publish an Annual Report
- Hold an Annual Meeting of Investors highlighting and reviewing goals and accomplishments
- Provide a continuous review program of initiatives and priorities



GREATER HALL
CHAMBER OF COMMERCE

Greater Hall Chamber of Commerce

Kit Dunlap, President & CEO

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HALLmark 2020-2025 Leadership Team

The Board of Directors and Executive Committee of the Greater Hall Chamber of Commerce and HALLmark program investors will guide the five-year HALLmark 2020-2025 program. They will remain responsible and accountable for program implantation, management, oversight and disbursement of funds. Investors will receive timely updates on program successes, briefings and program progress reports.



Paul Chambers
Co-Chair, HALLmark
AT&T



Mimi Collins
Co-Chair, HALLmark
Longstreet Clinic



Randall Frost
Co-Chair, HALLmark
Stewart, Melvin & Frost



Brian Rochester
Chamber Chairman
Rochester & Associates



Phil Sutton
Chamber Chair Elect
Kubota



Kit Dunlap
President & CEO
Greater Hall Chamber

Jimmy Adams
The Adams Companies

Missy Burgess
Lanier Islands

Andi Farmer
Milton Martin Honda

Tate O'Rouke
Jackson EMC

Glennis Barnes
Georgia Power

Carol Burrell
Northeast Georgia Health System

Brett Fowler
Turner Wood & Smith Insurance

Dixie Truelove
Truelove Family Farms

Perry Barnett, CPA
Rushton

Brian Daniel
Carroll Daniel Construction

David Lee
Jackson EMC

Philip Wilheit, Sr.
Wilheit Packaging

Phil Bonelli
Regions Bank

Denise Deal
The Sassafras Group

Terry Merck
American Yazaki Corporation

Philip Wilheit, Jr.
Wilheit Packaging



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