



HALLmark

HALLmark CO-CHAIRS

Casey Ryals
Hall County Farm Bureau Insurance

Melissa Tymchuk
Northeast Georgia Health System

Philip Wilheit, Jr.
Wilheit Packaging

LEADERSHIP TEAM

Greater Hall Chamber Chairman
Tim McDonald
Lanier Technical College

Chamber Chairman Elect
Melissa Tymchuk
Northeast Georgia Health System

Treasurer
Nick Bruner
Rushton

President & CEO
Tim Evans

Jimmy Adams | The Adams Companies

Missy Burgess | Lanier Islands Resort

Brian Daniel | Carroll Daniel

Andi Farmer | Milton Martin Honda

Randall Frost | Stewart Melvin & Frost

Abigail Guzman | Consuelo/Centro GVL

Juli Hayes | Junior Achievement

David Lee | Jackson EMC

Terry Merck | American Yazaki Corp.

Tate O'Rourke | Jackson EMC

Brian Rochester | DCCM

Dixie Truelove | Truelove Family Farms

Alex Wayne | Wayne Capital

Philip Wilheit, Sr. | Wilheit Packaging

HALLmark 2025-2030

A Five-Year Community & Economic Development Initiative



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Farm Bureau Insurance



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NEGA Health System



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Thirty years ago, Gainesville and Hall County leaders had the insight and boldness to invest in a groundbreaking community and 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.

30 Years of Success in Gainesville-Hall County

- Jobs From New & Existing Industries
- Growing Commercial Tax Base
- Workforce Development Task Force
- New Business Parks
- Comprehensive Small Business Programs
- Enhanced Health & Wellness Initiatives
- VISION 2030 Big Ideas
- Productive Education Consortium
- Dynamic Public Art Initiatives
- Leadership Hall County
- Youth Leadership Hall
- Wisdom Project Senior Leadership
- Greater Hall Chamber Building Renovation

HALLmark 2025-2030 Budget

Economic Development	\$1,040,000
Workforce Development & Education	\$455,000
VISION 2030	\$455,000
Health & Wellness	\$130,000
Community & Government Affairs	\$325,000
Small Business Development	\$285,000
Capital Expenditures	\$300,000
TOTAL Five Year Budget	\$2,990,000



GREATER HALL
CHAMBER OF COMMERCE



H A L L m a r k
2025 - 2030

ECONOMIC DEVELOPMENT

Five Year Budget: \$1,040,000

Growing In Greater Hall

Gainesville-Hall County's population grew by 7.9% from 2020-2025, and the City of Gainesville's population grew by 10.6% during the same period. The population of Gainesville-Hall County is estimated at more than 222,938 in 2025 and is expected to grow to 236,000 by 2030. The U.S. Census Bureau has identified the Gainesville-Hall County MSA among the fastest growing metropolitan areas in the United States.

Best Performing Small Metro in the Nation

For 11 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 330 manufacturing and processing concerns, and 60 international companies from 21 countries. The Greater Hall Chamber's Economic Development 2024 Fiscal Year Summary included 13 new and expanded businesses in Gainesville-Hall County adding 500 jobs and \$220 million in capital investment.

Since 2020, some 64 new and expanded businesses have announced 3,700 new jobs and \$1.75 billion in capital investment in Gainesville-Hall County.

Manufacturing remains strong, and many allied industries such as automotive suppliers, food, pharmaceuticals, plastics and consumer goods processing locate to 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 2025-2030 economic development plan.

*{ The Gainesville-Hall County metro area was named the **Best Performing Small Metropolitan Area in the Nation**, according to the 2025 Milken Institute Best Performing Cities, fostered by strong job and wage growth and a robust high-tech presence. }*

Economic Development Council Partners

City of Gainesville
Hall County Government
City of Flowery Branch
City of Lula
City of Oakwood
Gainesville and Hall County Development Authority
Greater Hall Chamber of Commerce



H A L L m a r k
2025 - 2030

WORKFORCE DEVELOPMENT & EDUCATION

Five Year Budget: \$455,000

Nearly 950,000 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

With a mission to promote hands-on skilled career fields targeting area students, the Chamber continues its commitment to Work-Based Learning and Youth Apprenticeship programs. Gainesville City Schools and Hall County Schools have had over 1,300 unduplicated Work-Based Learning (WBL) students since 2020. Student Career Path Fairs were started in 2018 to peak career interests in students at the middle school level. This successful program highlights job opportunities in different businesses in Gainesville-Hall County and allows students to follow careers of interest through high school. A focus for several years has been partnering with manufacturers; currently, Gainesville and Hall County have over 90 new WBL students in the area with over 42 manufacturers now working with us. Part of HALLmark 2025-2030 funding will assist in increasing this number of students while continuing to support other initiatives such as Apprenticeship 101, a two-year apprenticeship program. We will continue partnerships with human resource professionals 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 over 40 years. Leadership Hall County educates emerging and existing leaders to be integral players in the future of our community. Since its inception in 1982, over 1,300 men and women representing our diversity have completed this program. Youth Leadership Hall is a program for high school juniors and seniors. Founded in 2005, the program builds individual leadership skills, fosters positive group dynamics and increases civic and community involvement and now has nearly 1,600 graduates. Wisdom Project 2030 is a nationally recognized model for senior leadership and community improvement that leverages the skills, expertise and initiative of seniors 55+. Program graduates, now 200 strong, are known as Wisdom Keepers and have been an integral part of the growth and enhancement of Gainesville-Hall County since 2012.

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 seek to improve levels of achievement, self-esteem and the understanding of the expectations of the work world.

Strong leadership is a key ingredient in the continuing development of a thriving community. The Greater Hall Chamber's Leadership Hall and Youth Leadership Hall programs educate emerging and existing leaders to be integral players in the future of our community.



VISION 2030

Five Year Budget: \$455,000

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, NextGen Hall Co, Tourism & Recreation, Lake Lanier Olympic Park and The Wisdom Project.

Visioning the Future

For over 20 years, Vision 2030 has worked toward our goal to position Gainesville-Hall County as the most enviable community in Georgia by the year 2030. Acting as change agents, the program has championed initiatives through collaborative partnerships with government, education, business, and non-profits. Vision 2030 initiatives have received state and national attention with such programs as the Public Art collaboration that includes over 200 cataloged pieces of art since 2015. Efforts to be the healthiest community in Georgia continue to be a focus through our Healthcare Committee and the Greenspace Committee’s projects on the Highlands to Islands Trail in Midland Gainesville and throughout Hall County. NextGen Hall Co hosts Meet and Mingle networking events so young professionals can build relationships and learn about opportunities for community engagement. The Education Consortium, in conjunction with the Chamber and business partners, continues to support the Annual Student Career Path Fairs.

Part of HALLmark 2025-2030 funding will include the development of a strategic plan involving community input to move us towards the next installment of a community vision initiative for the future.

Big Ideas are strategic action steps for creating the community’s vision for 2030. These initiatives were defined by our citizens and individual committees champion these initiatives through collaborative partnerships with government, education, business, and non profits.

HEALTH & WELLNESS

Five Year Budget: \$130,000

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 initiatives to local businesses and is continuously providing programs and events for residents. Monthly Health & Wellness Seminars are held and annual initiatives include the annual HealthSmart Expo with free community health screenings and the Chamber Chase 5K & 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 summits, like Dan Buettner of Blue Zones, started a collaborative effort to help our citizens live a healthier and longer life.



HALLmark 2025 - 2030

COMMUNITY & GOVERNMENT AFFAIRS

Five Year Budget: \$325,000

The new, five-year HALLmark 2025-2030 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

SMALL BUSINESS DEVELOPMENT

Five Year Budget: \$285,000

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

Some 99% of the 5,957 businesses in Hall County are small businesses. In its seventh year, the Greater Hall Chamber's 2024 "Certified Small Business Partner" recognition was conferred to 13 small business owners or staff for participating in at least six Small Business Seminars.



HALLmark 2025 - 2030

CAPITAL EXPENDITURES

Five Year Budget: \$300,000

The Greater Hall Chamber office at 230 E.E. Butler Parkway in Downtown Gainesville is not getting any younger. It has been 23 years since the Chamber building was completely renovated. A small portion of the HALLmark 2025-2030 revenues will be invested in capital and technology improvements.

HALLmark Commitment to Investors

The Greater Hall Chamber Executive Committee and Board of Directors will provide oversight and governance of the HALLmark 2025-2030 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 quarterly newsletters and 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 Staff

Executive

Tim Evans, *President & CEO*
Gerri Collins, *Executive Assistant*

Finance & Administration

Mark VanTassel, *VP*

VISION 2030

Anna Hester, *Executive Director*

Education & Leadership

Lisa McCormack, *VP*

Economic Development

Nikki Chandler, *VP Existing Industry*
Ryan Jackson, *Senior Project Manager*
Felipe Darquea, *EDC Marketing Manager*

Membership Development

Christen Wilbanks, *VP Member Operations*
Ellie Cardin, *VP Events*
Marissa Maynor, *VP Sales*

Government Affairs

Anna Hester

South Hall Council

Ellie Cardin, *VP Events*

Marketing & Communications

Kemie West

Community Development

Robin Halstead, *VP*

Chamber Welcome Center

Robin Halstead, *Manager*



GREATER HALL
CHAMBER OF COMMERCE

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