



HALLmark 2025-2030

Over 30 years ago, Gainesville and Hall County leaders had the insight and boldness to invest in a ground breaking community and economic development initiative called HALLmark, an ambitious economic development and quality of life program that has shaped our community's growth and development.



Casey Ryals
Farm Bureau Insurance
Co-Chair, HALLmark



Melissa Tymchuk
NEGA Health System
Co-Chair, HALLmark



Philip Wilheit, Jr.
Wilheit Packaging
Co-Chair, HALLmark

HALLmark CO-CHAIRS

Casey Ryals
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

Treasurer
Nick Bruner
Rusthton

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

The next five-year iteration of HALLmark is underway and will continue to grow on the foundation of community prosperity and quality of life. HALLmark investments ensure we maintain a vibrant economy, create new jobs, have an educated and skilled workforce, increase our tax base, support the growth of our small businesses, build partnerships with government entities, and continue to improve our quality of life. Investor commitments as of January 1, 2026 total \$2.2 million toward the \$2.9 million goal.

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 supporting HALLmark, we sustain a thriving economy, create high-quality jobs, protect existing investments, cultivate a skilled workforce, strengthen partnerships with government entities, increase our tax base, support the growth of our small businesses and retail establishments, build partnerships with government entities, and continually improve our quality of life through VISION 2030 and other community initiatives.

Since January 1, 2020, a total of 76 new capital investments have been announced with more than **4,712 new jobs and \$2 billion in new capital investment.** The fundamental economic drivers to the local economy indicate that 2026 will feature better than average economic performance for Gainesville-Hall County when compared to other metro areas in Georgia and the nation.

Ivester Foundation makes cornerstone HALLmark investment

The **Melvin Douglas and Victoria Kay Ivester Foundation** has made a **\$300,000 investment in the HALLmark 2025–2030 initiative.** The contribution – a cornerstone investment of the HALLmark 2025-2030 campaign – helped move total commitments to \$2.2 million toward the \$2.9 million goal. This investment will strengthen key Chamber programs in leadership development, education, workforce development, Vision 2030, and economic development. "The Greater Hall Chamber's leadership, workforce, and community development programs are essential to ensuring that Gainesville and Hall County prosper for generations to come," said Doug Ivester. "We are delighted that our Foundation is supporting the Chamber's work, these initiatives, and the people who strive every day to make our community stronger."



Doug & Kay Ivester



GREATER HALL
CHAMBER OF COMMERCE

HALLmark is an Initiative of the
Greater Hall Chamber of Commerce

230 E.E. Butler Parkway | Gainesville GA 30501
770-532-6206 | GreaterHallChamber.com

Free Community Health Screenings



The Chamber's **18th Annual HealthSmart Expo** last fall at the Gainesville Civic Center was a tremendous success. The event provided free community health screenings, promoting community health and wellness. Health and wellness products and services were showcased with 60+ exhibitors on hand.

Gainesville-Hall County Metro named leading Small Metro for Best Business Climate

Business Facilities, a leading source of news and insights for site selection decision-makers, revealed the top-ranked cities and metro regions in the publication's 2025 Annual Rankings Report. Focused on 60+ categories relevant to corporate relocation and expansion investment decisions, rankings have served as a valuable resource for site selection teams for more than two decades.

Leading Small Metros for Best Business Climate as Top 5: Gainesville, GA; St. George, UT; Idaho Falls, ID; Bend/Redmond, OR; and Midland, TX.

Industry of the Year Awards



Tim Evans, Chamber President & CEO, presents award to **Nicholas Szilagyi**, Orbital Energy Services.

2025 Industry of the Year Awards recognized outstanding businesses for economic impact, corporate responsibility and workforce excellence.

- Tower Sealants**
Small Employer (1-50 employees)
- Orbital Energy Services**
Medium Employer (51-200)
- Fieldale Farms**
Large Employer (201+)
- Kubota Manufacturing**
Workforce Development
- Trainz.com**
Workforce Excellence
- Cottrell**
Safety Performance
- Hydro**
Corporate Responsibility
- American Yazaki**
Environmental Responsibility

2025 Year-End Report

2025 closed with momentum, signaling a bright 2026 ahead for Gainesville-Hall County. The Greater Hall Chamber's **Economic Development Council reports 2025 year-end results of 10 new and expanding developments, adding 691 new jobs and \$186.5 million in new capital investment.** Fundamental economic drivers to the local economy indicate that 2026 will feature better than average economic performance for Gainesville-Hall County when compared to other metro areas in Georgia and the nation. Scan the QR code for the full report.



Workforce Development



Over 1,700 students participated in Career Path Fairs, and middle school students were introduced to career opportunities by attending classes led by over 50 professionals in marketing, banking, construction, manufacturing and more. Students use this experience to select a career path to follow in high school.

Youth Leadership Hall



With 80 students, the **Youth Leadership Hall Class of 2026** represents all 12 public and private high schools in Gainesville-Hall County. Initiated in 2005, **the program now has 1,320 student graduates** and is an investment in the community's future by inspiring students to become the leaders of tomorrow.

Thank You HALLmark Investors

Five-year pledges supporting the programs of HALLmark 2025-2030

HALLmark Circle

(\$250,000 and above)

Melvin Douglas & Victoria Kay
Ivester Foundation
Northeast Georgia Health System

Chairman's Circle

(\$200,000 - \$249,999)

Platinum Circle

(\$150,000 - \$199,999)

Gold Circle

(\$100,000 - \$149,999)

Carroll Daniel
Jackson EMC
King's Hawaiian
Syfan Logistics
James A. Walters Management
Company

Silver Circle

(\$50,000 - \$99,999)

Cargill
Fieldale Farms
Fortress
Kubota Manufacturing of America
Mansfield Oil Company of Gainesville
Mar-Jac Poultry
Truist
Turner, Wood & Smith Insurance

Bronze Circle

(\$25,000 - \$49,999)

City Plumbing & Electric Supply
Corporate Storage
DCCM
Georgia Power
Homestead Investments
New Leaf Landscape Services
Peach State Bank & Trust
Pinnacle Bank
ProCare Rx
Regions Bank
Ryals Brothers
Simpson Trucking & Grading

Stewart, Melvin & Frost
University of North Georgia
Wilheit Family Properties Foundation
Willis Investment Counsel

Leadership Circle

(\$5,000 - \$24,999)

American Yazaki
Bates Carter
Cadence Bank
Candler Real Estate
Duplicating Products
Gainesville Mechanical
Lanier Islands Resort
Lawson Air Conditioning & Plumbing
McKibbon Hospitality
Northside Hospital
Norton Legacy
Rushton
Signs by Tomorrow
Starke Family Office
Truelove Family Farm
United Community Bank
Wayne Capital
Whitehead Die Casting

Supporters Circle

(\$4,999 and below)

Blair Diaz, CPA
Consuleo/Centro/GVL
Don Carter Realty
Electronic Sales Co.
Forum Communications
Hall County Farm Bureau Insurance



HALLmark
2025 - 2030

HALLmark 2025-30 Investors as
of January 12, 2026.

44th Class of Leadership Hall County



Strong leadership is a key ingredient in the continuing development of a thriving community. The **2026 Class of Leadership Hall County** kicked off their series of year-long programs in July with an introductory program at Riverside Preparatory Academy. Since its inception in 1982, 1,124 have graduated from Leadership Hall County and taken their place as leaders in our community.

Small Business Development



Robbie Parks with the UGA Small Business Development Center (SBDC), was the guest speaker at a Small Business Seminar. (L-R) Chamber Small Business Council Chair **Steve Naughton**, SCORE; **Kimber Armstrong**, Better Business Bureau; **Robbie Parks**, UGA SBDC; **Margaret Ryder**, Lanier Technical College; **Sam Greene**, OMEGA Technology Group.

Health & Wellness



A Health & Wellness Seminar featured discussion on the developments in maternal healthcare. (L-R) **Jim Rinehart**, **Dr. Bridgette Schulman** and **Tasha Murchison**, Northeast Georgia Medical Center; Chamber Healthcare Committee Chair **Dr. Dave Westfall**, Northeast Georgia Medical Center Graduate Medical Education; **Margaret Spratlin**, Longstreet Clinic. Health & Wellness Seminars are held monthly and open to Chamber members.

Logistics Forum

Wednesday, February 25

11:30 am Registration/Networking/Boxed Lunch

12:00-1:00 pm Program

The Boathouse | Lake Lanier Olympic Park



Scan QR Code to Register

Join us for a panel discussion on the Blue Ridge Connector with updates on surrounding infrastructure improvements.

Government Affairs



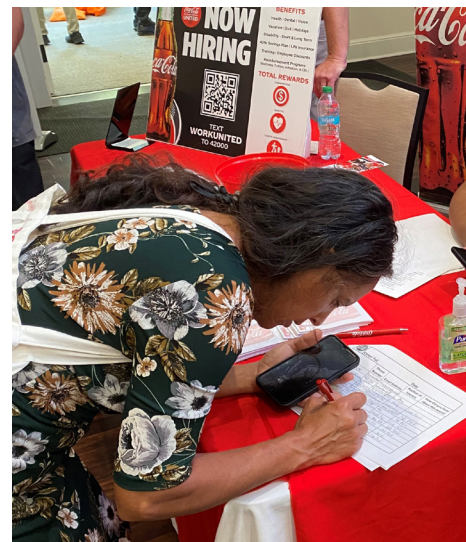
The Greater Hall Chamber's **Issues Committee** heard an update from Senator Drew Echols (Clockwise, L-R) **Rep. Matt Dubnik**; **Tim Evans**, Chamber; **David Lee**, Jackson EMC; **Glennis Barnes**, Georgia Power; **Senator Drew Echols**.

Vision 2030 Public Art

A HALLmark initiative, Vision 2030 Public Art is volunteer driven and aims to revitalize and renew all corners of Hall County by infusing artistic elements into public spaces. Through murals, sculptures, interactive displays, and art events, the group is transforming the ordinary into the extraordinary. "Home" by Oliver Villanueva, a 4th grade student at Tadmore Elementary, is on display at the Hunt Tower on the Square in Downtown Gainesville.



Nearly 900 attend Fall Job Fair



Hundreds of job seekers attended the Fall Job Fair at the Gainesville Civic Center in September, and 50 companies that are hiring were on hand. Job applications were completed onsite. The **Spring Job Fair is Thursday, April 2** (10 am-2 pm) at the Gainesville Civic Center. Info, Robin Halstead, 770-532-6206. Email rhalstead@ghcc.com.