connecting
RESEARCH & VISION
with
RESOURCES & PARTNERS
for better
QUALITY OF LIFE
in greater dalton.



believe





believe





believe





believe



We BELIEVE in a greater Dalton, and you are helping us make it a reality for current and future Daltonians.

We are working towards better life, work, play, and learning in Greater Dalton because of your commitment and passion.

This report serves to reflect on 2023-2024 and cast a vision for continuing progress in 2025 and beyond.

WE ARE A COLLABORATOR.

and

WE ARE A CONNECTOR.

and

WE ARE A CHEERLEADER.

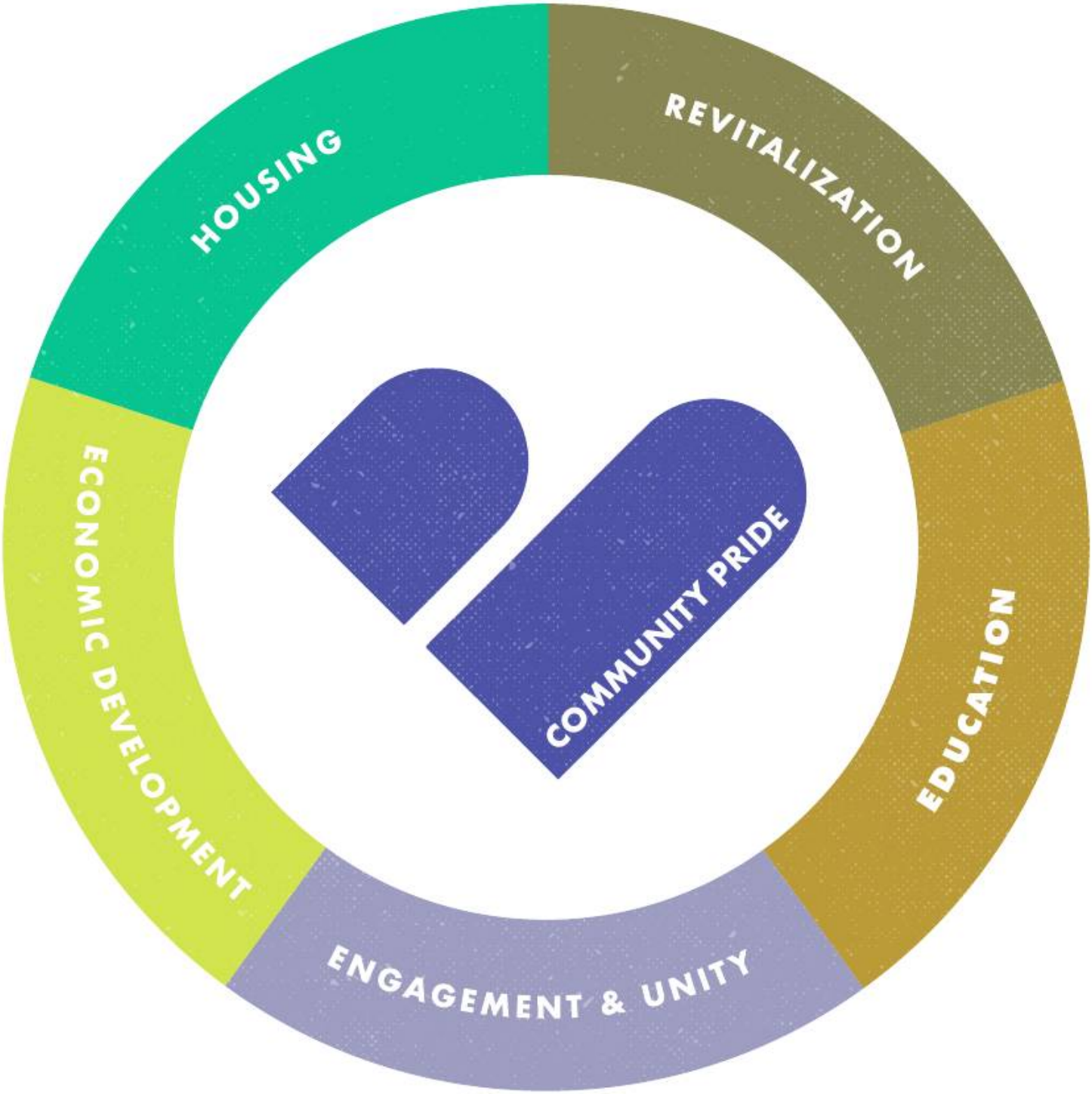
Here's how we live our mission everyday:

1. We provide leadership on critical community issues.
2. We promote teamwork among community partners.
3. We deliver resources to help kickstart new initiatives.
4. We celebrate success across our community.
5. We measure results to ensure accountability.

COMMUNITY *and* COLLABORATION

to create a Greater Dalton

*We began 2023 with a fresh set of strategies based on research, vision, and community survey results. The power of **and** has energized our initiatives this year through collaborations with local partners for an ROI you can actually feel in our community.*



HOUSING

Our Belief:

Greater Dalton will offer appealing and market relevant housing that helps attract and retain workers, families, and future generations.

Objectives:

- Encourage construction of high-quality for-sale and rental housing at various price points.
- Support the redevelopment of our existing housing stock.
- Ensure an adequate supply of quality housing for the workforce in our community.
- Align housing initiatives with revitalization objectives.

2023 - 2024 COMMUNITY AND ECONOMIC OUTCOMES:

After completing an updated housing analysis from KB Advisory Group in early 2024, we quantified the great strides made in housing since 2018. As of November 2024, nearly 900 new multi-family units are available for lease in Greater Dalton. The 2018 Housing Study has allowed developers to confidently invest in and build housing options to satisfy market demand for multi-family housing. We continue to work to intentionally attract single family developers to our community.





MORE WORKFORCE HOUSING OPTIONS ON DECK FOR 2025.

Through a dynamic collaboration involving the City of Dalton, the Dalton-Whitfield Joint Development Authority, Believe Greater Dalton, and the Flooring Capital Development Corporation, a visionary project is underway to transform a 3.45-acre parcel at 902 S. Hamilton Street into vibrant workforce housing.

By championing a new pioneering zoning classification of Urban Planned Unit Development (U-PUD), we've paved the way for high-quality density housing options. With a $95,000 grant from the Lyndhurst Foundation for site design and planning, and the honor of being named the 9th statewide recipient of a $1.5 million infrastructure grant from the Governor's Rural Workforce Housing Initiative, we are driving progress forward.

The City of Dalton's commitment to required matching funds for infrastructure development underscores their belief in the cause. A local developer has been chosen to construct 39 affordably-priced one-, two-, and three-bedroom homes tailored to the needs of Greater Dalton's workforce, marking a significant milestone in our collective pursuit of a thriving community on publicly owned property.





BELIEVE'S NONPROFIT FLOORING CAPITAL DEVELOPMENT CORPORATION (FCDC) KEEPS GAINING GROUND.

In 2020, the FCDC was born out of a key recommendation from Believe's 2018 Housing Study. Fast forward to August 2023, when the organization secured a grant to bring on board a dynamic executive director, Anna Adamson, who wasted no time diving into action.

Teaming up with Believe, FCDC is on a mission to advocate for and spearhead the development of energy-efficient workforce housing projects. Thanks to a generous $100,000 grant from the Truist Charitable Fund, we've officially stepped into the role of housing developers. Our innovative Eco-Panels Pilot Program is underway, exploring cutting-edge construction technologies. Believe has already procured the eco-panels for the project, set to be completed by Summer 2025, marking a significant milestone in our journey towards sustainable housing solutions.



HOUSING



SOIL BORINGS, TOPOGRAPHICAL DATA, UTILITY OVERLAYS, INITIAL ENGINEERING—WE USE THEM ALL PRIOR TO CHOOSING A LOCATION. THE BELIEVE HOUSING STUDIES ARE ALSO IMPORTANT TOOLS FOR CONFIRMING A PROJECT. THAT LEVEL OF DATA AND RESEARCH SHAPES OUR PRODUCT MIX AND PRICE POINTS, AND GIVES US THE CONFIDENCE TO MOVE FORWARD.

– Melanie Honig, Greenwood Developers/Patterson Farms

THE HOUSING AUTHORITY OF THE CITY OF DALTON (HACD) HAS GREATLY BENEFITED FROM THE 2018 BELIEVE HOUSING STUDY. THIS COLLABORATION PROVIDED VITAL INSIGHTS INTO THE COMMUNITY'S HOUSING NEEDS, SHAPING STRATEGIES FOR IMPROVEMENT. HACD'S UPCOMING 90-UNIT PHASE 1 LOW-INCOME HOUSING PROJECT, SET TO BREAK GROUND IN MID-2025 IN PARTNERSHIP WITH WALTON COMMUNITIES, IS A DIRECT OUTCOME OF BELIEVE'S LEADERSHIP AND VISION.

— George Woodward, Dalton Housing Authority Board Chair



REVITALIZATION

Our Belief:

Greater Dalton will be a vibrant community with thriving and diverse neighborhoods, districts, and corridors.

Objectives:

- Maintain momentum in downtown revitalization with intentional investment and continued implementation of the downtown master plan.
- Accelerate the redevelopment of neighborhood and corridors outside of downtown.
- Beautify our community in ways that strengthen community pride and unity.
- Advance public-private partnerships that support redevelopment projects.
- Align revitalization initiatives with housing and economic development objectives.

2023 - 2024 REVITALIZATION OUTCOMES:

Believe's significant investment in the Downtown Master Plan continues to pay large dividends for gateways into Downtown Dalton.

Believe Greater Dalton made a small investment advocating for the completion of the Cuyler Steet and Pentz Street downtown streetscape. This investment along with one from the Downtown Dalton Development Authority helped win our city a $2.2MM grant from the State of Georgia's "Improving Neighborhood Outcomes" program.

The City of Dalton recently signed a lease with Norfolk Southern Railroad for property at the southeast corner of Hamilton and Hawthorne Streets. This abandoned site in Little Five Points has been vacant for over a decade, but now the City has graded and beautifully landscaped the lot, making this downtown gateway more attractive.

"STREETSCAPE WORK ON CUYLER STREET IS OFFICIALLY UNDERWAY, FULFILLING A VISION MY PARENTS HAD WHEN THEY INVESTED HERE IN 2003. PROGRESS CAN BE PAINFUL AT TIMES, BUT THE END RESULT WILL CREATE A MORE BEAUTIFUL DOWNTOWN DALTON. THANK YOU BELIEVE GREATER DALTON, FOR INVESTING IN THE 2018 MASTER PLAN AND THIS NEW STREETSCAPE PROJECT."

- Krista Long, Raspberry Row





"SECURING A LEASE FOR THE NORFOLK SOUTHERN PROPERTY AT HAWTHORNE AND HAMILTON STREETS WAS A KEY MILESTONE IN IMPROVING THIS CRITICAL DOWNTOWN GATEWAY. THE 2018 DOWNTOWN MASTER PLAN, FUNDED BY BELIEVE GREATER DALTON, WAS INSTRUMENTAL IN ENVISIONING THE SITE'S POTENTIAL AND WILL CONTINUE TO GUIDE ITS DESIGN AND DEVELOPMENT. THIS PROJECT TRANSFORMS A NEGLECTED AREA INTO A WELCOMING ENTRY TO DOWNTOWN DALTON."

-Todd Pangle, Assistant City Administrator, City of Dalton





REVITALIZATION



IN SPRING 2024, THE CITY OF DALTON LAUNCHED ITS FIRST SPRING C.L.E.A.N. INITIATIVE (CREATING LIVELY ENVIRONMENTS AND NEIGHBORHOODS), INSPIRED BY MACON'S SUCCESSFUL 5X5 NEIGHBORHOOD PROGRAM AND ALIGNED WITH THE BELIEVE GREATER DALTON REVITALIZATION STRATEGY. OVER 140 PROPERTIES WERE INSPECTED, UNCOVERING MORE THAN 230 VIOLATIONS ACROSS 93 SITES. THANKS TO COMMUNITY COLLABORATION, ALL PROPERTIES MET COMPLIANCE, WITH MANY EXCEEDING EXPECTATIONS. ONLY ONE CITATION WAS ISSUED, SHOWCASING THE PROGRAM'S SUCCESS. THIS AMBITIOUS EFFORT, SUPPORTED BY DALTON'S CODE ENFORCEMENT OFFICE, PUBLIC WORKS DEPARTMENT, AND BELIEVE GREATER DALTON, HIGHLIGHTS THE POWER OF PARTNERSHIPS IN DRIVING COMMUNITY TRANSFORMATION.

— Dan Lewallen, City of Dalton Code Enforcement

COLLABORATING THROUGH PUBLIC-PRIVATE PARTNERSHIPS FOR A MORE BEAUTIFUL GREATER DALTON.

Based on Believe's 2023 Revitalization Strategy, the City of Dalton created positions for three code compliance officers. Their work targets specific geographic areas of the city to address code violations and blight. The CLEAN initiative is modeled after a successful "5x5" neighborhood program in Macon, GA that targets and aligns city services in a five-block area for five weeks.

The CLEAN (Cultivating Lively Environments and Neighborhoods) Initiative "Spring CLEAN 2024" took place in a defined area surrounding the Mack Gaston Community Center and resulted in tremendous success with significant property improvements. The City plans to grow and continue the CLEAN initiative annually.











EDUCATION

Our Belief:

Greater Dalton's Education systems will enhance our appeal to families by steadily improving outcomes for students.

Objectives:

- Improve outcomes in 3rd grade reading proficiency and college and career readiness.
- Reduce disparities in key outcomes for disadvantaged student populations.
- Drive school district innovation through business and higher education partnership.
- Nurture parental and community engagement in schools and student engagement in the community.
- Improve perceptions of school quality, both internally and externally.

2023 - 2024 OUTCOMES:

As a community, we are working toward a holistic view of our students' growth. Believe is helping connect dots between existing organizations and literacy advocates to ensure we are working together for successful student outcomes along the cradle to career continuum.

GEORGIA READS COMMUNITY GRANT AWARD:

On behalf of the collaborative work taking place across our community for our youngest learners, Believe was the applicant for the Georgia Council on Literacy's inaugural Georgia Reads Community Awards. We were thrilled to accept this award with local literacy partners on Georgia Reads Day at the State Capitol on February 25, 2025. In addition to the statewide recognition of our local efforts, the award also brings $25,000 to support community-wide literacy initiatives and a Reading Rally with Georgia Reads Coach Malcolm Mitchell for our elementary students.

With over 60 applicants from across the state, we were one of only 10 communities to receive this award. Having Believe as our community-wide strategic planning initiative with education as a primary focus and 3rd grade reading proficiency as an objective and measurable outcome provided the ideal platform for Greater Dalton's application. We are honored to serve as a vital literacy partner for third-grade reading proficiency.



LITERACY:

Supporting community saturation for successful reading outcomes.

SPLASH INTO SUMMER READING!

More than 250 families joined us for the first annual "Splash Into Summer Reading" event, held in partnership with the Dalton-Whitfield Public Library, United Way, the Early Childhood Initiative, and GPB/PBS Kids. Believe will continue to spearhead this effort to kick off summer reading opportunities for students and families.

THOUSANDS OF FREE BOOKS FOR ALL!

OUR GOAL: English and Spanish books in every home! We are working with community partners to create libraries in every home to encourage a passion for reading recognizing it is the foundation for lifelong success.

PUBLIC EDUCATION CAMPAIGN FOR LITERACY.

We celebrated "Georgia Reads Day" with this instructive video to highlight the importance of reading and talking to children from birth until they start school. View the video here:

HOUSING STABILITY AND EDUCATION.

Students need secure housing before they can succeed in school.

Believe Greater Dalton formed a Housing+Education working group that has entered a second phase of work with Enterprise Community Partners exploring the intersection of Dalton's housing conditions and educational outcomes. We are currently brainstorming solutions that align with available resources to impact families and children in our school systems who are experiencing housing instability.









EDUCATION



THE BILINGUAL STUDENT SUCCESS KITS PROVIDED BY BELIEVE FOR 1ST AND 2ND GRADERS IN SUMMER SCHOOL 2023 WERE A GAME-CHANGER, EQUIPPING STUDENTS WITH TOOLS TO MAINTAIN AND BOOST THEIR LITERACY SKILLS OVER THE BREAK. THESE KITS NOT ONLY HELPED PREVENT SUMMER READING LOSS BUT ALSO INSPIRED A LOVE OF LEARNING. THE INCLUDED PARENT RESOURCES OFFERED FAMILIES AN EFFECTIVE WAY TO ENGAGE WITH THEIR CHILDREN AND TEACHERS, STRENGTHENING CONNECTIONS BETWEEN HOME AND SCHOOL. BY FOSTERING ACADEMIC GROWTH AND COMMUNITY ENGAGEMENT, THESE KITS TRULY MADE AN IMPACT. WE'RE INCREDIBLY GRATEFUL FOR BELIEVE'S DEDICATION TO SUPPORTING OUR SCHOOLS AND ENSURING STUDENT SUCCESS. WE ARE TRULY BETTER TOGETHER!

– Sharene Ledford, Principal, New Hope Elementary School

WHITFIELD COUNTY SCHOOLS WAS HONORED TO PARTNER WITH BELIEVE GREATER DALTON AND DALTON PUBLIC SCHOOLS TO CELEBRATE THE FIRST GEORGIA READS DAY. THROUGH THE VIDEO WE CREATED COLLABORATIVELY, WE AIM TO EMPHASIZE THE POWERFUL IMPACT THAT READING WITH CHILDREN AT HOME HAS ON THEIR SCHOOL SUCCESS. TOGETHER AS A COMMUNITY, WE ARE COMMITTED TO EQUIPPING FAMILIES WITH THE TOOLS AND SUPPORT THEY NEED TO HELP EVERY CHILD THRIVE ACADEMICALLY AND BUILD A LIFELONG LOVE OF READING.

– Salena Weed, Pre-K Director, Whitfield County Schools



EDUCATION

THIS YEAR WAS THE 2ND YEAR DOING THE CIVITAN FALL FEST KID ZONE AS AN ADDITION TO THE CIVITAN MUSIC FESTIVAL AND THE FIRST YEAR TO HAVE A MAIN KIDZONE SPONSOR. IN ADDITION TO INFLATABLES, GAMES, AND PRIZES TO ALL THE KIDS AND FAMILIES WHO ATTENDED, THE BELIEVE SPONSORSHIP ALLOWED US TO ADD A LITERACY ASPECT THIS YEAR. WE PROVIDED BOOKS, LITERACY GAMES, STORY TIMES, AND BOOK CHARACTER INTERACTIONS. THE LITERACY PARTNERSHIP BETWEEN BELIEVE, BOTH PUBLIC SCHOOL SYSTEMS, AND DALTON STATE COLLEGE WAS A MEANINGFUL ADDITION TO THE KID ZONE. EACH CHILD THAT ATTENDED WENT HOME WITH A BAG CONTAINING MULTIPLE BOOKS AND LITERACY GAMES TO PLAY WITH THEIR FAMILY. THIS WAS AN AMAZING TIME BRINGING OUR COMMUNITY TOGETHER TO ENJOY NOT ONLY MUSIC BUT FAMILY FUN AND BOOKS!

- Molly Chitwood, 1st grade teacher, Westwood Elementary



WORKFORCE AND TALENT DEVELOPMENT:

Keeping local talent and providing innovative career education

The future of our community depends on our young people. Over the past year, Believe has partnered with the Joint Development Authority and the Chamber of Commerce to strategically expose students and educators to the broad spectrum of industry job opportunities in Dalton-Whitfield County through Sophomore and Senior Talks, Red Carpet Tours, and Project Purpose.





164 high school seniors from county and city schools toured housing and industry to envision their future locally.

182 city and county teachers and administrators toured local industry with Carl Campbell so they can better advise local students on career opportunities in Greater Dalton.

RED CARPET TOURS:

Showcasing education opportunities across Greater Dalton

We continue to grow our "Red Carpet Tours" that welcome community members inside our schools to experience our amazing local students and educators and see what sets each school apart as we work to improve perceptions and build confidence in our schools.. Throughout 2024, we hosted **124** community members on these tours. You're invited to attend, too!





ECONOMIC DEVELOPMENT

WORKFORCE DEVELOPMENT IS ECONOMIC DEVELOPMENT!

PROJECT PURPOSE:

Fostering skills and introducing job opportunities to recent graduates



17 local high school graduates learned essential skills as they transitioned into adulthood through this 9-day program. This cohort finished our second-annual Project Purpose, a talent and workforce development initiative of the Greater Dalton Chamber, The Dalton-Whitfield Joint Development Authority, and Believe Greater Dalton, designed for recent high school graduates who don't have a plan to pursue post-secondary education, a job, or the military after graduation.

The end goal? Each student receives and accepts a full-time job offer from one of our sponsoring companies. The 9-day program focuses on both personal and professional development training and leadership skills, conflict resolution, communication, quality, safety, financial literacy, the importance of voting with an opportunity to register, and housing and industry tours.

Three weeks after May 2024 graduation students from The Dalton Academy, Dalton, Northwest, and Southeast High Schools accepted full time employment with one of four companies: Engineered Floors, Health One Alliance (Alliant Health Plans), Qcells North America, and Shaw Industries.



PROJECT PURPOSE SPOTLIGHT:

Two students accepted positions from companies where a parent currently works, and one shared how he not only got a job through the program, but also realized how cool Dalton is!

"PROJECT PURPOSE MEANS A LOT TO ME. THE NUMBER OF OPPORTUNITIES THAT A 2-WEEK PROGRAM OFFERED IS ACTUALLY INSANE...IT IS A PLACE WHERE I FEEL I HAVE FLOURISHED AND LEARNED SO MUCH, AND I GET TO DO THE TWO THINGS THAT I LOVE THE MOST, TALKING AND HELPING! I DEFINITELY FOUND MY FAMILY AND FRIENDS AT HEALTHONE. EVEN THOUGH I AM THE YOUNGEST, WHICH WAS ONE OF MY FEARS COMING IN, I FEEL LIKE HOA NEVER LOOKED PAST ME FOR THAT, TREATING ME WITH THE SAME KINDNESS AND RESPECT THAT EVERYONE GETS. I HAVE DEFINITELY FOUND A FUTURE AT HEALTHONE ALLIANCE AND ONE I HOPE TO CONTINUE IN THE COMING YEARS."



– Alicia Mendoza, Health One Alliance

ENGINEERED FLOORS IS PROUD TO CHAMPION PROJECT PURPOSE, A TRANSFORMATIVE PROGRAM BRIDGING THE GAP BETWEEN HIGH SCHOOL AND THE WORKFORCE. THIS INITIATIVE DOESN'T JUST PROVIDE CAREER OPPORTUNITIES — IT OFFERS BRIGHT, CAPABLE STUDENTS THE SUPPORT THEY NEED TO THRIVE. SEEING THE INCREDIBLE POTENTIAL UNLOCKED THROUGH THIS PROGRAM, WE'RE FULLY COMMITTED TO CONTINUING OUR INVOLVEMENT AND ARE EXCITED TO WELCOME PROJECT PURPOSE GRADUATES INTO OUR TEAM.

- Louis Fordham, Vice President Human Resources, Engineered Floors





ECONOMIC DEVELOPMENT

Our Belief:

Greater Dalton will grow well-paying jobs that align with resident needs and support our long-term prosperity.

Objectives:

- Promote growth in quality jobs that facilitate diversification and raise standards of living.
- Help entrepreneurs and existing employers overcome barriers to growth in Dalton.
- Proactively prepare new industrial sites and buildings to compete effectively for investments.
- Change the perception that Greater Dalton is closed for new business.
- Align economic development initiatives with housing and revitalization objectives to support population growth.

2023 - 2024 OUTCOMES:

Believe's partnership with Carl Campbell and Ali Harp of the Dalton-Whitfield County Joint Development Authority has been crucial for successful initiatives in housing and talent and workforce development. New multi-family units and successful talent initiatives prove that housing and talent development are both economic development.

HOUSING IS ECONOMIC DEVELOPMENT!

The Dalton-Whitfield Joint Development Authority played a significant role in the transformation of the former jail site into what is now The Dalton by Alta. This 200 unit development that is walkable to downtown represents a $50MM investment on a previously blighted site in the heart of the city that has been off the tax rolls for decades.





AS PART OF OUR COMMITMENT TO SUPPORTING THE WORKFORCE AND INVESTING IN NWGA, WE'VE PARTNERED WITH BELIEVE GREATER DALTON AND THE GREATER DALTON CHAMBER TO ADDRESS REGIONAL HOUSING NEEDS. INSPIRED BY BELIEVE'S HOUSING STUDIES, WE REPURPOSED A MOHAWK-OWNED PROPERTY ON SOUTH HAMILTON STREET, PREVIOUSLY DONATED TO THE CITY, TO CREATE AFFORDABLE, ACCESSIBLE HOUSING IN AN INNOVATIVE FORMAT. WE'RE PROUD TO CONTRIBUTE TO THIS INITIATIVE AND LOOK FORWARD TO DRIVING MORE IMPACT AND OPPORTUNITY FOR OUR WORKFORCE COMMUNITY.

– Micah Riggle, Senior Director Human Resources, Mohawk Industries



902 S. Hamilton Infill Development Site

Believe Greater Dalton, the Flooring Capital Development Corporation, and the Dalton-Whitfield Joint Development Authority are working together daily to align and create opportunities for revitalization, housing, and economic development.

We seek to utilize or repurpose existing spaces for a safe, more beautiful, well-housed Dalton. One key priority is to reactivate the Land Bank Authority, a top recommendation of Believe's 2018 housing study, which will allow properties to return to productive uses according to our community's goals.

One of our greatest needs is land for housing and industrial development. If you have land, let's talk!

ENGAGEMENT AND UNITY

Our Belief:

Greater Dalton will be a unified community where everyone feels welcomed, included, and engaged in the place they call home.

Objectives:

- Promote intentional inclusivity in our businesses, organizations, and institutions.
- Strengthen community attachment and engagement through shared experiences.

2023 - 2024 ENGAGEMENTS AND UNITY OUTCOMES:

Celebrating our diverse communities throughout Greater Dalton by supporting and creating greater awareness of local events and opportunities.

BELIEVE SPONSORED TEN COMMUNITY EVENTS THROUGHOUT 2024 — WE LOVE GETTING SOCIAL THROUGH SHARED EXPERIENCES!


Off the Rails: Latin Night


El Sabor Latin Taste Festival


Civitan Fall Festival Kid Zone


United Way Spring Symposium


Splash Into Summer Reading


DSC Hispanic Heritage Month Celebration

OUR PILOT PROGRAM COMMUNITY DINNERS LAUNCHED IN AUGUST!

Led by local Young Gamechangers, a diverse group of Daltonians gather monthly to discuss challenges and solutions present in Greater Dalton populations. We share a meal, our stories, and grow relationships among people who have never met. It's been a beautiful, edifying experience!



GROWING CAPACITY TO SUPPORT OUR MISSION:

Rosa Cuna joined the team in November as Director of External Affairs to lead Believe Greater Dalton projects and intentionally nurture community engagement.



NAACP's MLK Banquet



Juneteenth Gala



Friendship House Music Festival



LAA Awards Luncheon



Hamilton/Vitruvian Blueprint Gala

COMMUNITY PRIDE

Our Belief:

Greater Dalton will be a place where residents from diverse backgrounds are proud to live, work and do business.

Objectives:

- Elevate pride among all residents throughout our community.
- Enable our residents to be positive ambassadors for Greater Dalton.
- Align priorities with Engagement and Unity objectives.

2023 - 2024 OUTCOMES:

Listening, learning, and acting on opportunities to help residents love where they live.

GRATEFULL:

2,000 Daltonians for Thanksgiving Dinner!

Over 2,000 people joined us for the 2023 and 2024 annual Gratefull Dalton free, community-wide Thanksgiving event—Dalton's best day of the year!

2024 Gratefull Dalton saw record volunteer engagement with over 250 spots filled in less than one week.



MEASURING SUCCESS IN THE THINGS THAT MATTER MOST TO YOU.

Elevated community pride continues to be the driving motivator and measurement of success in all strategies.

At the heart of everything Believe Greater Dalton does, we strive to cultivate and amplify Community Pride in Greater Dalton.

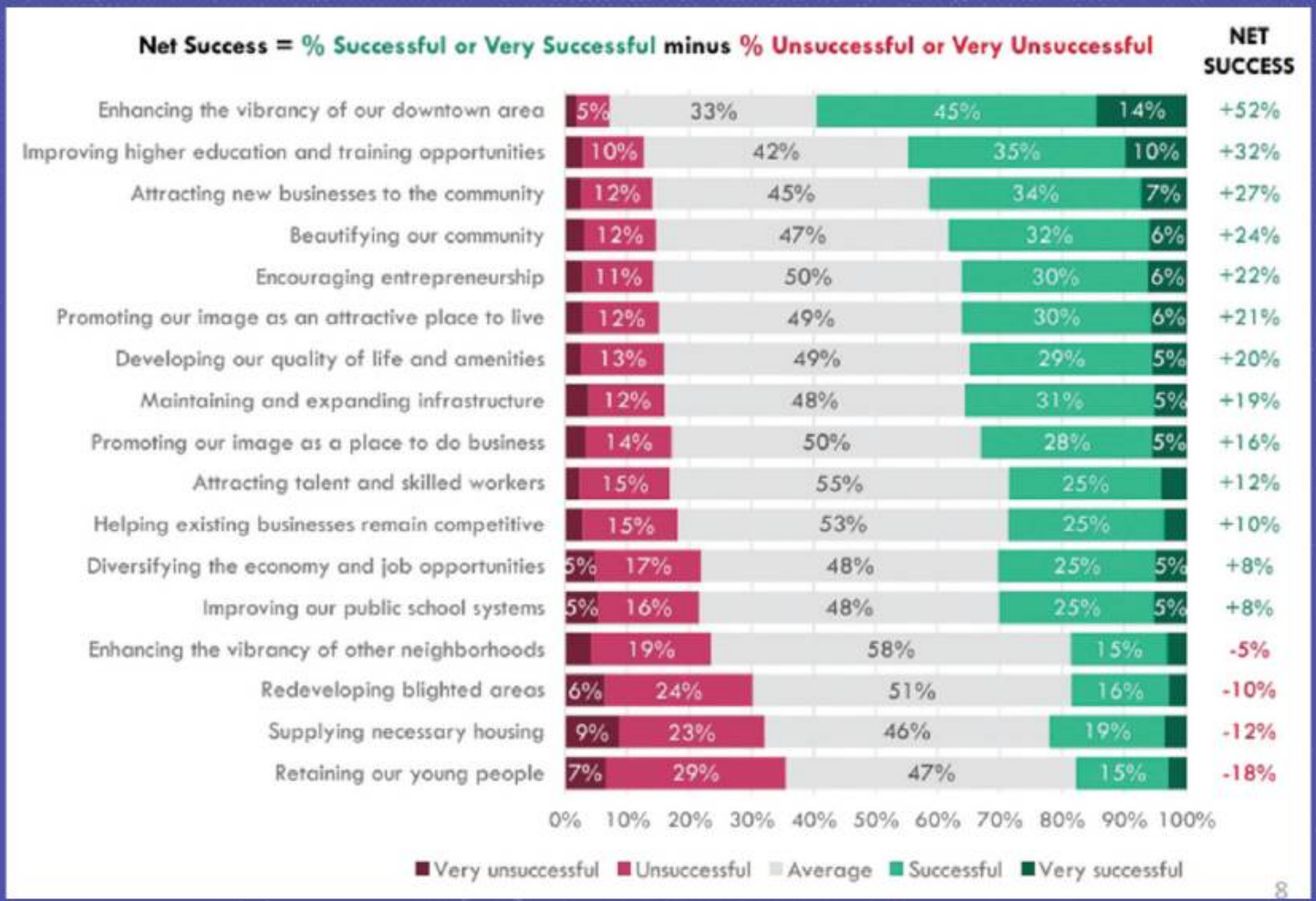
Using a metric called a Net Promoter Score, we have benchmarked residents' satisfaction with and loyalty to Greater Dalton over the course of 6 years of survey data. While we've seen overall positive net gains, we are highly focused on continuing to drive the NPS upward to show an increase in people loving where they live.

Our Community Pride initiatives this year included gathering Daltonians together around common points of interest and connection.

COMMUNITY FEEDBACK:

3,374 residents completed our annual Believe community survey to measure our progress. We are encouraged by the increase in our Net Promoter Score and the community's perception of our continued success on critical priorities, and we will remain highly focused on the areas that are not yet perceived to be experiencing success.

"Please indicate the degree to which you feel the community has been successful in supporting the following community attributes and economic outcomes in the last five years."



COMMUNITY PRIDE

DIGITAL UPGRADES FOR GREATER DALTON: NEW WEBSITE COMING SOON!

We've heard it loud and clear: Greater Dalton needs a digital hub that truly reflects its vibrant spirit and everything our community has to offer. From unique attractions to professional opportunities and local charm, people want a place to share with friends, family, and colleagues—and to celebrate what makes Dalton special.

That's why we're thrilled to announce the upcoming launch of a brand-new website showcasing the best of living, working, and playing in Dalton, GA! Designed to capture the energy and innovation of our community, this site will be your go-to source for all things Dalton. The new believegreaterdalton.com website will go live in 2025!

CELEBRATING ON SOCIAL MEDIA: PROVIDING A COMMUNITY HEARTBEAT TO CELEBRATE WHY GREATER DALTON IS THE COOLEST CORNER OF NORTHWEST GEORGIA.

Our Believe Greater Dalton social media channels are the heartbeat of our community, showcasing the vibrant people, places, and stories that make Greater Dalton extraordinary. We're building a dynamic online space that celebrates our region and connects its residents.

Fan-favorite series like *People of Dalton*, the *Thursday Three Round-Up* for weekend events, and spotlights on our incredible community partners—Dalton Public Schools, Whitfield County Schools, Dalton State College, Vitruvian Health, CLILA, United Way—are just the beginning. Whether you're looking for inspiration or the inside scoop on local happenings, our pages are the place to be! Please join us to celebrate all that makes Greater Dalton so great!


Tom Pinson



Nubia Ruiz


Julio Salazar






Gratefull
DALTON

planting s

On a Sunday morning in March of 2024, Believe Executive Director Allyson Coker made a presentation about Believe's work to the Dominion Group Sunday School Class at Community Fellowship Church. This active congregation is keenly aware of the needs of their neighbors and they're heavily involved in their surrounding community through a monthly food drop. During the Believe presentation, the conversation turned to their ~3 acre property. Church members voiced their desire for a community garden to provide fresh produce for their neighbors at the food drops, beautify the neighborhood, and strengthen community ties.



Believe was excited to partner with the church through a grant for a community garden. The church leadership has since expressed their vision for providing affordable housing on their property, and Believe and the Community Foundation of Northwest Georgia have provided grant money to develop a potential long-term affordable housing plan for the land.

It all started with an invitation to speak to a Sunday School class. Listening to community needs and partnering with leaders is crucial to Believe's mission. We are excited to see what these seeds grow into!

FOR FUTURE COMMUNITY OPPORTUNITIES







FOR INVESTING IN OUR COMMUNITY

Thank you to our investors for backing this vision. Your belief makes it all possible.

In just seven years, Believe has grown into something extraordinary—a coalition of businesses, nonprofits, school leaders, and government leaders shaping the future of Greater Dalton. This movement is building forward momentum to help residents love where they live, and we're not stopping here. The work continues, and we anticipate greater progress through 2027 and beyond!

BELIEVE EXECUTIVE COMMITTEE:

Anna Adamson, David Aft, Allyson Coker, Bill Davies, Chuck Dobbins, Julian Dossche, Todd Harrison, Deanna Mathis, Zab Mendez, Jason Mock, Patty Mooney, Shawn Nicholson, Dave Pennington, IV, Viviana Ramirez

BELIEVE ADVISORY COUNCIL:

Zack Adamson, Engineered Floors
David Aft, Community Foundation of Northwest Georgia
Juan Azua, Magnit Global
Amanda Burt, United Way of Northwest Georgia
Carl Campbell, Dalton-Whitfield Joint Development Authority
Brian Cooksey, Shaw Industries
Bill Davies, Synovus Bank
John Davis, Downtown Dalton Development Authority, Affordable Sales
Chuck Dobbins, Dobbins Properties
Julian Dossche, International Flooring Company
Candace Eaton, Downtown Dalton Development Authority
Suzanne Harbin, Early Childhood Initiative of Northwest Georgia
Kevin Harris, Arrowstar
Todd Harrison, Vitruvian Health
Marisa Kelley, Dalton-Whitfield NAACP
Juan Martinez, Shaw Industries
Deanna Mathis, Shaw Industries & Dalton Brewing Company
John Minor, The Minor Firm
Jason Mock, Greater Dalton Chamber of Commerce
Andrew Parker, City of Dalton
Purvi Patel, Dos Bros Fresh Mexican Grill
Viviana Ramirez, Block 79, Eclectic 79, D Food Collab
Bob Sivick, Whitfield County
Lauren Sneary, Mohawk Industries
Margaret Thigpen, Dalton Area Convention & Visitors Bureau









STAFF:

Allyson Coker, Executive Director, Believe Greater Dalton
Anna Adamson, Executive Director, Flooring Capital Development Corporation
Carl Campbell, Executive Director, Dalton-Whitfield Joint Development Authority
Rosa Cuna, Director of External Affairs, Believe Greater Dalton & Greater Dalton Chamber
Charleigh Kirby, Director of Marketing and Communications, Believe Greater Dalton & Greater Dalton Chamber
Dr. Stephani Womack, Chief Talent Officer, Believe Greater Dalton & Greater Dalton Chamber

"It's amazing what you can accomplish if you do not care who gets the credit."

– Harry S. Truman

greater DALTON chamber

FLOORING CAPITAL DEVELOPMENT CORPORATION

DALTON–WHITFIELD JOINT DEVELOPMENT AUTHORITY

BELIEVE GREATER DALTON

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