Archway Partnership

The University of Georgia
Dalton-Whitfield County Listening Session Report
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Introduction

The Northwest Georgia Trade and Convention Center hosted almost 300 Dalton and Whitfield County community leaders and interested residents to discuss issues relevant to their partnership with the University of Georgia (UGA). The Archway Partnership is a joint venture between Public Service and Outreach and Cooperative Extension at the University and the local governments, businesses and other organizations in the counties where Archway is located. Current partnerships exist with Colquitt County, Washington County, Glynn County, Clayton County, Hart County, Sumter County, and Pulaski County.

The Archway Partnership delivers the full range of university resources to cities and counties facing significant issues, especially those related to growth. Archway provides access to content, programs and resources not traditionally addressed by Cooperative Extension’s core program areas or Public Service and Outreach units. The Archway Partnership implements priorities identified by communities, in meetings such as this one, by providing a single access point to UGA and other University System of Georgia institutions. Archway also provides an arena for university faculty and the community to serve as both teachers and learners, while providing opportunities to engage students in active roles addressing community needs. The Archway partners collaborate with local community entities as well as state government agencies on a sustained, long-term basis to create solutions to community problems.

In an attempt to identify issues confronting Dalton and Whitfield County, facilitators from UGA and Dalton State College led small group discussions around three key questions. The following report presents the results of the session. A fourth question, not discussed in small groups, is also included. The first section presents a summary of the discussion results, and the appendix contains the results captured by facilitators as well as a transcription of individual written comments. Results are based on comments provided by those in attendance at the listening session and have not been edited except for spelling corrections.

Discussion Summary

What are the trends, forces and factors that will impact the community, your organization, agency, etc. (increasing, decreasing, or cyclical)?

Not surprisingly, much of the discussion centered on the state of the economy. The carpet industry, being tied closely to the housing market, has experienced major challenges. Many feel that Dalton/Whitfield County has suffered more than other places because of the heavy reliance on the carpet industry. Consolidation has resulted in company ownership transferring out of town, leading to less investment in the community. There have been few options for those who have lost their jobs. The high unemployment rate—reported to be the second highest in the nation at one point—has had a ripple effect in other sectors. Home foreclosures have increased causing homelessness and increased poverty. Employers that remain in the area are decreasing benefits available to employees.

The number of small, private businesses has also decreased and the financial situation has made it harder for new businesses to start. Outlet mall stores are leaving for communities with better economies. In contrast, some new businesses are being developed and downtown retail is increasing, as is tourism. (The potential for tourism is much greater than what is being taken advantage of, however.) A bright spot is the new Volkswagen plant opening in Chattanooga; it may provide the opportunity to develop parts suppliers in the Dalton/Whitfield County area.
Business and industry in Chattanooga may lead to increases in population in the northern part of the county as workers choose to live outside the city. Currently, many industry employees and area teachers do not live in the area; they commute to work. The population comprising middle and upper management employees is declining, in part because they are moving to neighboring communities.

A large Hispanic population moved into the area to work in the carpet mills. While the loss of jobs has caused the number of Hispanics to decrease somewhat, the proportion is still high. There are other cultures and nationalities represented in Dalton-Whitfield County as well, but despite the high cultural diversity, racial diversity is low. For example, there are few or no social networks for young African-American professionals.

Different cultures and languages often create problems. Some Hispanic adults don't speak English and rely on their children to translate. There is a perception that the Hispanic culture does not value education, thereby indirectly bringing down measures of educational excellence: students don't score well on tests due to language problems and an attitude of indifference; students don't stay in school, increasing the dropout rate. Many suggest that Hispanics aren't engaged in the community and contend that the dominant culture should take greater advantage of the benefits of diversity.

In the current economy, the population has become more transient; the numbers have remained stable, but the individuals change. In some cases, families moved into the area, but the breadwinner has left to find work elsewhere, leaving the family behind. Population turnover affects housing and K-12 education. Another transient population is the students attending Dalton State College. Enrollment is rising due to the economy and HOPE, but the graduates move on to places where they can find jobs—or because of the lack of nightlife and entertainment. There is little in Dalton to appeal to young professionals, and some suggest that law enforcement impedes the few opportunities that are available.

The economy has had an adverse affect on Dalton State College. Decreases in funding have led to decreases in services even while enrollment has increased. Costs for higher education have increased, making it harder for families to afford, when there is greater need for continuing and advanced technical/skilled education and training. Degrees that are being offered are tailored to community needs, however; for example, the college is working toward getting university status, adding three new masters programs in nursing, business, and education.

Education majors at Dalton State College are interning and training at the local school systems. These students will be an important source of new teachers, since there is the potential for a significant decrease in the number of teachers in the next decade due to retirements.

Public schools are doing better, with increased graduation rates, but the dropout rate is still perceived to be high. The diversity in schools is a challenge, especially non-English speakers, but the schools have successfully addressed these issues. Student populations have risen despite the fact that higher income families send their children to private schools in Chattanooga. There has been a perception that Dalton/Whitfield County schools are not high quality, but public opinion is changing. Still, there is concern about schools preparing students to be the future workforce. High school graduates are not technologically oriented, although the schools are considered to be technologically advanced because of the SPLOST. Current Pre-K opportunities in the community are not able to meet the current demand.
Another major trend in Dalton/Whitfield County, also tied to the current economic conditions, is the state of health care. Health insurance costs have increased, yet there are few network options. Employer health care plans are not accepted at local provider facilities—there is a gap between local systems and employer insurances. Local public health provided by the county and state is available if one meets the requirements. Many people are using emergency rooms for primary care, because their insurance isn’t accepted in local private practices or they are uninsured. Declining payments to hospitals and doctors for their services, in turn, are making it harder to recruit doctors and other medical professionals.

**Based on the trends, etc. that you identified, what are the specific things that need to be done in order to adapt to the change? (Start with a verb.)**

Most discussions focused on diversifying the local economy, although there were some advocates for working to keep the carpet industry in place or even expanding it. Understanding the industry in the region and becoming a local service hub for those industries is one way to diversify. Another is to capture some of the Volkswagen work from Chattanooga, or expand the existing chemical and polymer industries beyond what they do for the carpet industry. Other ideas are to increase the technology research industry by creating “server-farms” in abandoned buildings. This would increase the level of technology in the community and bring in technology workers. An economic development professional empowered by all parties with some significant powers is needed to recruit industry, pulling together all of the various strategic plans.

Expansion of other sectors besides industry could help diversify the economy. Jobs in the service sector such as health care and information technology, for example, could bring jobs. The area needs small family farms with fresh food and sustainable agriculture; economic development could come from agriculture. Economic development could also come from local assets like good road networks for distribution or Civil War history and the environment for tourism. The community needs to look at other similar-sized cities like Rome and Huntsville, and at Chattanooga, to see how they developed and adapt what they have done to Dalton/Whitfield County.

Increasing support for small businesses would help increase diversity in many sectors of the local economy. Dalton could support small business with utilities and infrastructure, and by allowing business development to be an easier process. Dalton State College has resources through the small business development center. The community could create a business incubator, or one specifically for the service industry, and do its part to support small businesses by buying locally.

“Build a Target!” While not a small business, having a large retailer would help with another issue in the area: the need for more options closer to home. Creating more upscale shopping opportunities, more grocery stores, movie theaters, etc. encourages people to stay in Dalton rather than going to Chattanooga. Developing a downtown pedestrian area, with arts, music, and activities would increase the number of potential customers for downtown small businesses. Revising the rules on alcohol may allow businesses to attract more customers, increasing the number of locally owned restaurants and expanding the dining options beyond the currently existing chain restaurants. Local flavor entices people to stay home to eat and attracts customers from other communities. Having things to do in the evening hours is an
important component of any effort to convince young professionals to move to or remain in Dalton/Whitfield County.

Another way to encourage customers to visit businesses in Dalton/Whitfield County is by publicizing them. There are a variety of activities and events in the area that need to be advertised, from the historic to the recreational to the artistic. Suggestions include using billboards and the Internet, booklets and an "elevator speech" to communicate what is available; organizing the historical interest groups to create materials for the Civil War sites; using festivals to promote area assets like trains and Native American culture; and staging a Civil War reenactment to draw people to visit the historic sites.

Another audience for marketing the assets of Dalton/Whitfield County is new and potential residents. The community needs a packet of information for new professionals that describes the county. Information should promote the success of the school system and correct misconceptions about the local schools: for example, test scores are high, graduates attend premier colleges, and there are three Gates Millennium Scholars here. This kind of publicity can be used to attract businesses as well as the employees who currently commute from outside the area.

Current residents are often unaware of what is available around the area. Promotion can be improved by creating a directory of community resources, as well as information about recreation facilities like bike trails and clubs for fitness-minded citizens. The use of new media, like daltonbuzz on twitter, can communicate current events. Finally, consolidating the various community calendars and advertising the result can help everyone know where and how to easily access the information.

Other opportunities for communication among residents need to be created. Open forums targeted at specific groups like neighborhood associations, the Hispanic population and youth should be held to gather input prior to creating action plans around the issues raised. Local organizations can coordinate so that the community leaders from diverse groups can discuss issues and solutions. The educational community can be engaged by having forums to discuss schools outside of PTA-sponsored meetings, and by finding ways to get classroom teachers out to talk with community organizations, perhaps using volunteer substitutes for the time the teacher is away from class.

The education community needs to communicate with business and industry to determine their workforce requirements. Schools should take advantage of the state's Work Ready program to assess students' readiness for current and potential jobs in the region. Schools might increase participation in the apprenticeship programs in local schools, which integrate career-based experiences with the educational experience: internships with local businesses and service-learning projects, for example. Others suggested transforming the Career Academy into “High Tech High”—computer based learning – and expanding it to teach basic skills in other career paths for graduates, such as beauty, food service, or horticulture. Students need additional encouragement to continue their education after high school, starting in elementary school and including Hispanic students. A program to inform Hispanic parents about the importance of post secondary education for their children is needed.

The community can be more involved in supporting education outside of school such as early childhood readiness for learning and educational opportunities for adults. Becoming a literacy community, with books available for children to read in any store they go into, was suggested. Creating opportunities and activities to expose young children to experiences help them prepare
for learning in school. Expanding after school programs for older children helps them scholastically and provides a safe place for them to go. Schools could also deliver community education classes: consumer education, arts, technology, or languages. And, the television station could teach English to Spanish-speakers, and teach Spanish to English-speakers.

Dalton State College is a potential resource for the Dalton and Whitfield County school systems, and the region as a whole. In addition to providing student teachers, the College should be involved in the Career Academy, and have some of its programs delivered in buildings next to the high school. Continuing education program needs to be restarted, in part, to help build community. Expanding the program and moving it downtown, along with other programs, would bring more people downtown and help with redevelopment efforts. Developing a sports program would also be useful for economic development; not only would it be a recreational opportunity for residents, but it would be a draw for people outside the county.

What are the opportunities, assets, etc. that we need to be aware of that would assist our work in Dalton-Whitfield County?

Despite public education’s challenges and need for improvement, the schools are a great asset to Dalton/Whitfield County. The school systems have embraced technology and are using it to improve the learning environment for students. Programs for Hispanic students and their parents enable them to overcome the language barrier and take advantage of educational opportunities. Highly qualified teachers care about the students and provide innovative instruction and advanced placement courses that help prepare the students for college. The Career Academy is increasing the number of graduates going on to college.

Dalton State College is an asset, a local resource for higher education and workforce development. Dalton State is becoming even more involved in the community, providing services to the Hispanic community and working with the public schools.

Dalton/Whitfield County can take advantage of an enviable combination of transportation and utility infrastructure. Its location on I-75 provides easy access to much of the population in the eastern half of the country. Five exits provide opportunity for development and varied options to entice travelers to stop. The two rail lines and an airport give the area great potential to be a distribution center. In addition to the transportation network, Dalton has world-class utilities with exceptionally low rates providing power, communications, and a high-speed fiber optic network. Utilities provide potential for creating high tech industry and services, including housing servers for cloud computing. The economic downturn has provided another sort of infrastructure: vacant buildings. There is a lot of retail space, warehouse space, and other unique resources currently available in the county.

The people of Dalton/Whitfield County are an asset. Residents have a strong sense of community pride and are willing to work. They volunteer and cooperate with each other. They are an energetic and available workforce. They are passionate about their community and want to improve it. They are a faith-based and philanthropic community with strong support for non-profits. There is an entrepreneurial spirit here that is part of the heritage that built Dalton/Whitfield County.

While the carpet industry has fallen on hard times, it remains a major asset for the community. The industry provides a large manufacturing tax base for the local governments and the state.
There are also other chemical and auto supply industries in the area that contribute to the economy.

Dalton/Whitfield County is a prime location for logistics and transportation sectors, with the good transportation network and proximity to both Chattanooga and Atlanta.

Dalton-Whitfield County is in a good location for tourism and recreation, as well. It has the beauty of the mountains and national forest. Good climate allows people to enjoy biking and hiking trails, such as the Pinhoti Trail. World-class recreational facilities are available for those who enjoy playing sports. There are many historic sites, especially Civil War sites. Whitfield County is also the location of the Liberty Tree, grown from a seedling from the Liberty Tree in Philadelphia.
Appendix A

Table Responses
What are the trends, forces and factors that will impact the community, your organization, agency, etc. (increasing, decreasing, or cyclical)?

**Economy**

Carpet and other industry

- Major trend is depressed housing market caused by a sluggish economy and high unemployment rate, which is partially caused by a lack of economic diversity.
- Decreasing employment, importance and size of carpet industry—heavy reliance on one industry puts us at risk with economy on downturn; and over years less willing to embrace economic development. This industry affects everything else in our community, taxes, utilities, infrastructure.
- Incoming Volkswagen plant nearby...getting economic benefits from that and reducing impact of decreasing carpet industry
- Decreasing housing industry causes a decreasing carpet industry --> leads to unemployment
- Shrinking carpet industry
- Declining market for carpet industry
- Shrinking manufacturing base
- Industry consolidation causes loss of entrepreneurial feel
- Industry has delocalized. Alpha Mills, ownership used to be here of carpet mills, banks, etc... all but one of the mills has changed, level of local leadership and decision making has left. Local decisions not made. Toolbox gone.
- Slow down in industries makes them more efficient
- Diversifying industry
- Increase[d] global competition in soft and hard surfaces
- Economics of the community rise and fall with the carpet industry—we trail the housing markets by 6 months
- Industry is very cyclical right now in Dalton.
- Cyclical trends...economic downturn is impacting carpet industry, crash of housing market, etc

- How the greater economy will impact the carpet industry.
- The ability to attract new industry
- The loss of diversified industry
- Ability to retain existing industry
- Ability to overcome those communities that are competing for diversified industries
- Not so focused on the carpet industry
- Economic impact of the ability to grow
- Lack of diversity in industry (carpet)
- One industry town
- Economic development with more diversity of manufacturing and other industries—specifically service sector
- Carpet problems spill to non-profits and affect whole community
- Not much diversity of industry
- Become less entrepreneurial because of one large business
- Economic diversity and jobs that are available...carpet industry changing and they haven't historically attracted other businesses. Are we ready as a community to plan for that and attract? Also developing community assets to promote tourism.
• Lack of diversified industry—one horse town
• "One trick pony"—lack of diversification of economy
• One horse pulling the wagon for too long
• VW impact is unclear
• Chemical/plastics town
• Participating in VW from Chattanooga
• Failure to attract small businesses to diversify the industrial base—we are dependent upon one industry
• Volkswagen plant coming to Chattanooga could bring subsidiaries here
• Dynamic energy industry
• Diversity in industry is lacking
• Limited diversity in the industrial base
• Carpet corporate offices aren't here anymore, only the workforce. Corporations not investing back in the community like before.
• If VW plant in Chattanooga takes off, we are well-positioned to be the hub of some of that industry. Will we jump on it?
• VW in Chattanooga is opportunity as is Focker Chemical—how can Dalton take advantage of this?
• Carpet industry is one of the last manufacturing industries in Georgia
• Diversification of industry
• Industry not diversified enough; must take care of current base but recognize that we need alternative industry and leverage resources in community

Unemployment
• Increasing unemployment
• Unemployment is causing foreclosures, which affects the tax digest, which causes a loss of funding for schools
• Current economic cycle—downturn in the economy. Costing us jobs, tax base and philanthropic giving. Increased taxes?
• Foreclosures because of job loss is up
• Middle and upper employment is decreasing
• Fewer jobs available to uneducated, growing education gap
• Increased unemployment and housing loss—many parents moving to other states
• Unemployment is on the rise
• Middle / upper level employment—decreasing
• Employment in general is decreasing
• Number of foreclosures have increased, due to loss of job.
• Increasing loss of jobs due to manufacturers moving overseas
• Manufacturing decrease of employment: consolidation, automation, change of consumer preferences. Permanent job loss. Replacement jobs would be of a more high tech nature, which Dalton doesn't currently have. Wage gap to attract more highly educated workforce. Value of education among local community not as high as caliber of local education services.
• Unemployment rising
• Part-time employment is increasing
• Increasing pressures of unemployment and decreasing population
• Unemployment
• Unemployment trickles down to community at large
• Graduates stay here and increase the number of educated people and bring back the revenue to the community.
• High unemployment, loss of jobs
• Not enough jobs in community—high unemployment
• Under employment and unemployment (the undocumented unemployment that stats don't capture)
• Jobs here for graduates other than manufacturing
• Unemployment is one of the highest in the state
• Where are new jobs going to be when economy returns?
• Unemployment is the second highest in the nation
• Underemployment is high
• Too many jobs tied to one industry—when it is good it is good and it is bad it is really bad.
• Too many blue collar jobs; don't attract young people.
• High employment rates
• No jobs!

Other sectors
• Downtown retail increase
• Increase in tourism to see civil war and railroad history
• Increase in shorter term and closer proximity in vacationers / tourist destinations
• Increase in governmental support of tourism industry
• Increase in capitalization of tourism opportunities—recognition of these opportunities by community
• More types of businesses in the community
• Spending locally increasing
• Slowing carpet industry will decrease use of hotels in the area
• Decrease in business start-ups and entrepreneurship
• Private businesses are leaving the community.
• Businesses taking away the amenities, such as life insurance and other benefits. This impacts the funeral home business.
• Weakening of small business sector due to capital restraints.
• A lot of local businesses (outlet malls) are closing and moving to areas nearby that are growing.
• Talk about tourism but not doing much; there's a lot here but we need to tell story. People are coming here less to take advantage of what we have to offer.
• Cyclical trend of tourist dollars.
• Service oriented jobs with middle and upper level management and professionals
• Confidence and banking ability lacking in starting new business
• The college can become the economic engine that will help Dalton grow
• Small stores do not survive—some larger ones (Starbucks) also go away
• We don't have the number of small businesses that other communities of our size have—we don't have training for our young people to understand how to start a business
• Businesses are going out of business don't have the critical mass to sustain
• Merchants are not necessarily open when the people want to be there
• Pay attention to downtown development, keep downtown open at night
• Incentives to small business to help people make the step forward
• Quality of life effects tourism, thus attracting businesses.
Workforce

- Losing upper economic management and professional workforce to other communities (Ringgold, Calhoun, Chattanooga)
- Brain drain
- Won't need the same type and amount of labor when economy upturns, more technology will be used so need higher skilled workforce.
- Had in past an in-commuting work force so didn't have in place the infrastructure to attract a workforce so we got an immigrant workforce which utilizes services to a much greater extent
- Can't find enough trained technologically proficient employees.
- Current friction between education and industry. Education is pushing students to attend college, so they won't be limited. Unfortunately that also means students may look past manufacturing
- Hard to get service workers in Dalton
- It is tough for older workers to find jobs in area
- High tech jobs in manufacturing that can be tough to fill
- A disconnect between what skills and education are actually needed in our industries.
- Dalton just joined statewide workforce development
- More educated workforce
- Quality work force that is easily integratable
- Workers living outside the community
- Retention and recruitment of management-level staff who will live in our community.
- What the next generation of workforce really wants
- Lack of realistic information concerning the jobs and skills required in our industries
- Behind in acquiring Georgia Work Ready Community certification.
- Shift work implications on the family unit
- Shortage of speedy typists
- Everybody in Dalton works for the carpet industry one way or another.

Other

- Slow economy is affecting sales tax, affecting the county
- Low tax rate—draw for business
- Growing gap, middle class shrinking
- Economy declining
- Mindset about economic development is changing—a lot of players together—city count downtown development, utilities—they had been fighting for years
- Economy outlook and its effect on viable growth
- Wonderful economic opportunity with student growth, promotes more literate community
- Community has been transient but growth has slowed last 2 years—is that because there is no place to go for jobs? Will we die if we lag behind the curve of economic improvement?
- Regulations across all spectrums of business
- Where did the jobs go?
- Income

Population

Diversity

- Increased diversity in community
- Increased diversity in community, but lack of integration into mainstream
• Communication—more Hispanics moving in
• Changing demographics—more Hispanics with carpet industry; cultural shift in community; now 3rd generation residents—different way of life, language, different educational approach—majority of school system is Hispanic (52-55% in city schools)
• Much more diverse community, many different nationalities, not just Latino. Lots of outreach, expected to be received well, but not really. Limited capacity for the immigrants to engage. Community wanted more than could be expected.
• Hispanic community is increasing with no support for communication
• Hispanic communities are increasing and lots of opportunities and is not being tapped into
• Hispanic population is decreasing in Dalton
• Immigration officials and loss of jobs have decreased immigration
• Diversity is a problem—diversity of jobs and of people. Young blacks don't come back because there is not a diverse economy
• Hispanic community has been here for a long time BUT we have not blended, we have coexisted. Only place you see the blending is in the schools. Neighborhoods are divided.
• Diversity of population impacts everything, schools, hospitals, health programs...
• We have many immigrant adults who do not speak English. They rely on their kids for interpretation.
• A strain on resources because resources are being reduced and the diversity of population is increasing the demand on resources (baseball fields vs. soccer fields)
• Heavy Hispanic influence turning people off, that is a reality. However some see it as an asset.
• Over utilization of our resources because of immigrants
• Large Hispanic community is not being tapped—how do we reach diverse populations?
• Community attitude to Hispanics gen. favorable
• Hispanic population favorable in community
• Great ethnic diversity in the population
• Hispanic population is a real factor
• International / diverse population community
• Dalton is multicultural
• Global community.
• Too little racial diversity in the area. Not enough social networks for young black professionals—it's a bigger problem for blacks than whites.
• Different segments within racial groups related to economics—the have and have nots—old Dalton and new Dalton
• Housing—diversifying neighborhoods where they are not segmented by race and economic status

Young adults
• Bringing in young adults to community
• Growth of student base at Dalton State
• Dalton State student population increasing
• Dalton State College is a great force in this community—second largest industry in town—student population has increased by 1000 students!
• Decreased economy and Hope scholarship leads to increased college student population
• Downtown development can benefit from student population growth
• If we can attract industry that is higher tech, we can attract people who want to live here. Dalton state college is a good trend—with the 4-year degree, some may consider to stay here.
• Increase in student population without health insurance
• Possible increase in younger demographics
• Seeing an increase in the number of college graduates not returning home
• Students go off to school and leave town for good. Not investing in their home communities
• Loss of young people to larger metropolitan areas such as Chattanooga & Atlanta, lack of leadership opportunities for those young people
• Increasing trend of young people leaving the community.
• Young professionals will come out of college and then leave—the ones that they can keep are usually because of family ties
• Decrease of young people staying in the community
• Students are not staying here following graduation
• Best and brightest are leaving—young professionals moving to Atlanta or Chattanooga; live elsewhere even if work here
• Trend is that Dalton does not appeal to young professionals—they do not stay to help economy
• Loss of young professionals. Large percentage choose to live in Chattanooga and Calhoun
• Most of the young professionals are living out of county/community and living nearer to Chattanooga—available housing may be driving this—the number of young professionals is low—lack of entertainment—perception of "rural podunk community"—spouses are working in other areas because of mobile workforce
• Not an attractive community for younger adults, they want to live in Atlanta or Chattanooga
• Keeping our youth and in the community
• Are we capturing graduates—how much flight is taking the place?
• The idea of company towns will not exist today—young professionals will not live in this type of environment
• Quality of life issues—to attract young professionals—what keeps them here and would help them want to live here

General
• Population of the community will grow at a moderate rate while surrounding counties will increase faster.
• Comprehensive plan was completed about a year ago, then two major industry announcements came as the plan was completed, the statistical predictions are that population will double in the next 50 years, the sense is that will come quicker... maybe in 20 years and the community infrastructure is not ready
• North end of Whitfield County might explode with population coming from Chattanooga and Cleveland
• Double population in Whitfield County by 2035
• Increasing population and effect on education and environment
• Population leaving due to economic downturn
• At bottom of population decline—how to plan for growth to come? Hopefully we’re at the bottom of the decline.
• Talent flight
• Have lost people because of education, lack of Target, and loss of jobs
• Loss of population
• Before if worked at Shaw Industry lived here...now people live outside, go to school systems around, etc... live outside of county, so county competes with neighboring folks. Asking them to at least live in GA. People are not choosing Dalton to live.
• Loss of jobs causing population decrease
• Quality of life—if people like to come and visit a place then it usually is a place that people want to come and stay and live, too.

Middle class
• Dalton has traditionally had a large upper and lower class, but not much middle class—this is getting worse—most are living in Catoosa County.
• Decrease of the middle class population
• Increasing need to recruit senior level management to live in the Dalton area
• When upper and middle management moves away, it sends a strong, negative message
• A lot of middle level managers do not live in the area—88% of teachers do not live in Dalton
• Senior management does not want to live in Dalton due to lack of amenities, newer housing, activities, perception of largely Hispanic student base (approx. 70% Hispanic).
• Management level employees do not live in Dalton, Whitfield County
• Not addressing middle-class growth like other similar counties
• Difficult to attract new professionals
• People work in Dalton, but live in other areas
• Many teachers commute into the county and do not reside here
• Teachers are not vested in the community—they drive in from other communities
• Large number of retired teachers with untapped resources

Transience
• Workers leaving the community leaving families behind
• Homeless families are staying, but the Dads are moving away for jobs
• Previous "breadwinners" have left family behind in the community
• Hispanic flight is a myth. There are as many families here, but perhaps the males are leaving.
• Folks coming into community have not stayed, or ever really integrated the cultures into the community, trying to integrate, but seem to be going backwards, sometimes animosity towards Latino community, a function of sheer numbers coming in. Trying but can’t keep up.
• Population turnover—affects housing, education of children
• Population remains flat but there is a constant cycling of families in and out of the community
• Shifting diversity of population

Other change
• Heavy population changes; need to try and retain current population
• Tenn. plans to not have a state income tax and road work needs/traffic issues may impact the predicted growth
• Aging of population results in increased need for services—some moving in and others age in place
• Population increase will increase need for public transportation
• Growing group of young professionals—great place to raise children
• Increased attractiveness for young families
• Disparity of population East/West Dalton


**Education**

K-12

- Higher graduation rates
- Education—graduation rate is increasing, but—not enough white collar jobs for people.
- Public schools are increasing in performance
- School population is up (public), don't know what is driving it.
- City school enrollment of Hispanics has grown
- Diversity of students is a challenge for the school system—more Hispanics
- Education / students leaving communities at early age to attend private schools which is increasing
- City schools getting bad rap as urban schools but public opinion is changing.
- Increase community support of public schools
- School dropout rate, not much change in 30 years.
- Dropout was blamed on industry, not sure this is true. Education attainment has not really changed, requirement to get drivers license has helped.
- School numbers have not changed greatly because the families are staying
- Decreasing supply of highly qualified educators when Baby Boomers retire (8 to 10 year horizon).

- About 40% dropout (from 8th grade)
- High dropout rates in high school
- High non-graduation rate
- Educational attainment is below state and national average.
- Students needing/wanting to drop out to help family

- Lot of students who have English as a second language—also parents—communication challenge
- Education not necessarily valued among Hispanic community
- Hispanic students do well in school but cannot go onto college
- Schools have addressed the cultural barriers with the students and parents

- Private schools busing kids out of the community
- The have-go to school in Chattanooga, the have-nots remain in Dalton
- Children are going to private schools in Chattanooga
- Upper class in Dalton are sending their children to Chattanooga and private schools b/c they perceive Dalton public schools as inadequate
- An elitist mentality drives students to Chattanooga schools
- Perception of many that Dalton schools are not quality

- Career academy for students
- Education that includes work ready skills
- High school graduates are not technologically oriented
- Skills that children need to succeed in today’s society
- Lack of career education for career pathways resulting in loss of time and money
- Not enough support to assist students in reaching their goals (Ivy League)
- Outreach to families about pathways to college
• Education—how to link curriculum to manufacturing? What are the trends showing us and how can we respond?

• Transient students in schools such as a student who has been in 3 schools since it started
• Increase in mobility rate of students
• Whitfield County schools are completely technologically up to date because of SPLOST
• Information tech changing world, just build capacity in students to follow changes
• Bureaucracy coming down from government is not always best for students such as No Child Left behind
• Federal and state laws mandating what we teach in our schools...are we properly preparing our kids to succeed in today's society?
• Education starts everything...life skills, how is desire for education instilled in population.
• Students in public schools are bored
• Community divide between city and county schools
• Undereducated population is a problem
• Current Pre-k opportunities in the community are not able to meet the current need

Higher education
• Increased enrollment at DSC and the number of four-year degrees
• Higher education increase in enrollment and funding cuts—unable to provide services to college and community
• College growing
• We have more capacity to develop the College —we still have a low percentage of adults in our community who have high school and college degrees—even though we are higher than most Georgia communities
• Dalton State College is increasing in attendance every year and is providing more resources to the community --> offers 4-year degree now
• Increased interest in post secondary education

• Greater need for further education, continuing and furthering technical/skilled education and training.
• People taking more classes because there aren't jobs available
• Increase in cost of post secondary education—more demand on families

• Outraged by continuing ed shutting down
• Continuing Ed shut down over 100,000 is an outrage.
• Lack of training for law enforcement to learn Spanish to assist Hispanic community members
• Education majors at Dalton College are interning and training at the local school system
• Hispanic students without documentation cannot get into college without paying full price—no HOPE
• Affordability of college
• Degrees that are being offered are tailored to community needs
• Dalton State is a stepping stone to better things
• Dalton State College is the golden egg waiting to hatch
• Sustainability of Hope scholarship
• Force—working toward getting university status—adding three new masters programs—nursing business and education
Health care

- Increase[d] pressure on health care providers makes it hard to recruit physicians and other professionals—shortage of primary care physicians
- Declining payments to hospitals and doctors for their services, stress from health cost in turn making it harder to recruit doctors
- Medical physician recruitment is on the decrease
- Health insurance cost increases, yet few network options
- Health care increase need for unemployment
- Hospitals—see about 50,000 people on ER each year. Increasing number of non-insured.
- Increase in ER visits at hospital—more folks don't have insurance
- Increase in health care costs
- Decreasing competition of health care insurers because the hospital and the doctor’s determine (i.e. no blue cross blue shield)

- Obesity trends and health care impact
- We have a rising obesity rate—we need to address this
- Increasing childhood obesity—need to increase programs that address this need.
- More chronic health issues, obesity and diabetes
- Access for healthcare for the aging population is decreasing
- Healthcare downturn due to cuts

- Lack of insurance coverage
- Real problem with the lack of acceptance of multiple insurance policies by the area medical facilities
- Hospital does not take BC/BS, limited health care access
- Employer health care plans not accepted at local provider facilities. Gap between local systems and employer insurances.
- Local public health provided by county/state is most available if one meets the requirements. Lots of people are using ER as primary care physician b/c insurances aren't accepted in local private practices or are uninsured.
- One of the tensions within the medical community is the limited number of insurance plans being accepted by local doctors, etc.
- Health care is expensive, but available. Single system for healthcare providers—federal employees on a different system. More consumers than paying customers—lack of coverage education for certain populations.

- Healthcare reform—uncertainty with what will happen—impact on local hospital at state and national level
- Cancer trends in the community
- Health—obesity
- What perception does the community have about the pollution levels in the area? Does it cause a higher cancer rate?
- Health care is a problem—indigent care is high in the area and we have good facility, but don't have enough help for indigent
- Healthcare industry can be built upon
- Atlanta doctors refer patients back to Dalton
- Lack of healthcare choices
- Long waits at the emergency room because they are using it as primary care—waits of 8 hours are not unheard of.
Recreation

- Positive attractions for young people
- Not a lot going on at night for young people
- Quality of life such as culture, rec. parks.
- Lack of a nightlife/entertainment; law enforcement impede the few opportunities that are available
- Lack of opportunities to do things on the town, around town
- Challenge for young people coming back is having things here that appeal to social life of young professionals
- Have choices here of restaurants and activities "walk around downtown" like Chattanooga
- Defined walking tour, a lot to give and show, but not advertised
- Recreation—kids through adults—keep them involved
- Fickle community that wants a night life but doesn't always participate when they are offered.
- No parks on the East side of town
- Youth base is much more diversified now, so hard to appeal to them... gaming parties, what is the interest.
- Lack of culture and arts
- Community events within different cultures lacking, as in Savannah
- Trend—football program has a high profile and drives major decisions
- Huge increase in soccer interest in the community
- Trend that leisure opportunities are disappearing—less money for these luxuries

Infrastructure

- More people in the community are walking for transportation options
- Increase in traffic congestion—longer to get Dalton than Chattanooga—need for traffic engineering
- Transportation (or lack thereof) is an issue. If you have no car or can't afford a taxi, you don't go (causes decreased participation of immigrant children in extracurricular activities because they can't get to/from practices)
- No community/public transportation. No pedestrian access either: sidewalks, bike lanes, paths, etc.
- No public transportation
- Shuttles already used to go to trade center, so establishing college extensions similar
- Not using our local transportation abilities appropriately—I-75, airport underused
- Fiber optic lines from DU
- Technology and communications, we have the infrastructure.
- Expanded water throughout the county making areas more viable for building and now doing sewer—attractive for residential growth
- Largest water and treater is Dalton utilities
- County does not have sewerage system.
- Lack of storm water management
- Empty building is increasing for commercial
- Bunch of empty buildings: residential and commercial
- Increasing regulation of utilities from the federal and state level
• Hard to support infrastructure with changes in tax base and economic turndown
• Availability of infrastructure to support growth

**Perception**

• Negative perceptions of our community—throughout the state and in the press; good news not reported
• Perception that people can work here but can't live here, get entertainment here, educate their children here
• Perception that you can't have it all here
• Perception is you need to be educated elsewhere ties into lack diversification mentioned earlier
• A recent study of diversity done by the school system indicated that black and Hispanic individuals do not move to Dalton because they do not perceive this community as inclusive
• Nothing to do in Dalton is the perception as a result people don't live here
• Challenge is to overcome the perception that "all we are is carpet" and get message out
• Perception of the education systems created by Hispanic influx
• The perception of Dalton as a mill town, even though there are the assets of the hospital and Dalton State College
• Most of the negative image for Dalton is from Dalton itself
• Community perception is that there is not much to do for tourists in Dalton
• Dalton seen as the area between Atlanta and Chattanooga only
• Dalton is never thought of positively
• Lack of cooperative newspaper—doesn't get the word out
• Bad press from DCN

**Culture**

• Increased cultural barrier between populations—mainly language
• Now seeing result of diversity impacting in ways largely unanticipated. School systems, language and culture challenges. No easy solution to keep up. Younger kids not in school, go in without any preparation because at risk families assume they can get it all at school.
• Lack of communication with the Hispanic community and lack of comfort by the community—how do we bring people in?
• Non-acceptance of different cultures
• Isolation within the different cultural segments of the communities
• Social issues: east side of tracks, west side of tracks. No communication between segments (ethnic). Hispanic population involvement in downtown market.
• Boys and Girls Clubs and other nonprofits are also reaching out to the Hispanic community
• Community split between two languages and cultures
• Language barrier between Hispanic community and Dalton community
• Language barriers
• The language barriers for immigrant kids is not as high as it used to be
• Decreasing lack of parental involvement—often cultural barrier
• Decreasing lack of parental involvement in families—culturally based; supervision left to siblings rather than parents

**Funding**

• Philanthropic giving is down. Charitable organizations are losing $, but needs of community are increasing. As dollars are disappearing, perhaps see combinations of agencies.
Increasing need for exposure to the arts but there’s decreasing funding—problem!
Fewer sources to go to when looking for money, volunteers. Not mentoring entrepreneur wealth.
Decreasing trend in giving funds
Shrinking charitable base within the community.
Tax base declining, need for services going up
Declining tax digest; wealth of the community.
SPLOST will expire. Will ask for a renewal.
Ability to get state grants—lots of competition
Lots of competition for getting grants
Taxes are higher in Whitfield County, and people are moving out to surrounding counties
Community has thrived on charitable support—what will happen if charitable donations decrease? Concerned about federal legislation on deductions that may occur in a few years. Lots of generous donors over the years
Can we maintain funding to support the resources needed in the community/school/government

**Housing**

Increase in availability of affordable housing.
Also seeing more people consolidating homes, living with extended families, seeing more multi-families in a single dwelling
Housing and building will turn around
Trend sends young professionals out of city when they want to live downtown (overpriced)
Cost of housing is high in our community
Housing market—foreclosure rates are high—homeless numbers are high—200 families are homeless
Excess of residential rental properties—huge complexes that can only rent about 60 % of their properties—several bankruptcies
Available housing in the north side of county that is reasonably priced and not packed
Two more families in a home. more multiple family homes
Lots of crowding, double up and homeless mainly due to unemployment. Some are persistent issues driven by various issues, including abandonment of families
Perception and reality that housing options and "better" housing value in surrounding counties
Housing opportunities are too limited—too many apartments and not enough low income houses

**History**

Historical events increase—will impact in various ways
Historical society has started focusing on improving tourism aspect of Dalton's rich history
No carpet-based history places to see for visitors
Heritage in the area.
Lack of carpet tours where people can see it being made
Largest area of civil historic area, good area to develop and bring in people for tourism
Historic areas can help create a community spirit, build cohesion and bring in new people
Rich history available to attract tourists but no consensus on whether it's really a draw to bring dollars/people
- Lackadaisical attitude related to historic preservation.

**Social services**
- Demands on social services have gone up greatly
- Increase demand for government services: public safety, school resources
- Need for foster homes is increasing (group homes also)
- More hardship with children / neglect
- Fewer resources available for special needs populations
- Divorce is higher than usual

- A lack of adequate childcare
- After school care is an issue for immigrant children (specifically on the east side of town)
- Children at school discussing stresses at home as a result of the current environment or lack of food

**Crime**
- Young people turning to crime
- Increases in gang activity
- Increasing crime rates and juvenile problems due to decreasing economic conditions
- Increasing amounts of graffiti on buildings
- Teenage drinking seems to be on the rise
- Drug use among students
- Meth problem is causing people to drop out of society and resulting in intense community problems
- Drug and gang violence are a detractor for the community
- Juvenile justice issues—gangs

**Teen pregnancy**
- Births to unwed mothers are increasing—announcements in the paper were 16 unmarried, 12 married.
- Sustained high level of teen pregnancy
- Teen pregnancy
- Kids having kids
- Lots of grandparents are parenting

**Poverty**
- Ever-changing demographics, poverty levels increased, basic needs in homes not being met
- Increase in poverty level students in our community is rising much more quickly than others.
- Free and reduce lunch levels are increasing in school system
- Increase percentage of students on free lunch
- Increased impoverished families

**Marketing**
- Lack of marketing of the community...rely too heavily on being known for carpet
- The community is not doing a good job of selling itself
- Several different community marketing brands, but no common vision.
- We have a higher graduation rate and college attendance rate than so many other communities—we haven't let people know about our amenities—we should be using our
river—why aren’t we selling our city, county and great school system? Our schools offer half days in college
• Sports marketing—tournaments—positive impacts

Other trends and issues
• Trend that downtown is becoming more populated and active—remodeling etc.
• Downtown resurgence is a good trend
• Increasing events for downtown

• Elected officials in both city and county best seen in years
• Engaged leadership has changed, philanthropy. Society members decreasing, don’t buy in to community.
• Lack of City-County partnership over the last several years.

• Residential and commercial development—national
• Better use of land for development
• Development of unused areas for college expansion

• Green trend yet need more help from the community in recycle availabilities
• Increasing trend of carpet industry going "green" and focusing on recycling
• Carpet industry pollution is a long-term trend that has a negative impact on the community.

• School and churches have picked up the ball in this down economy
• Increase in faith organizations reaching out to the Hispanic population
• Growing lack of role models in the community—adults are taking less responsibility and increase need for organizations to pick up slack

• Cost of living is increasing with people not knowing how to adjust
• Changing technology, how to use and how to get parents to use
• Students want to live first work second. The trend for seeking a better quality of life
• Lessening of attractiveness of community.
• Decreasing trend of numbers of county policemen --> need to increase county police force
• What is happening in Chattanooga? It is moving this way.
• Movement getting underway to address branding

• The ability for students at Dalton State to live away from home
• Student housing at Dalton
• Dalton State added housing, which gives it more of a college town feel

• Concern about water quality and natural resources
• Alternative energy possibilities
• We are not building green!!

• The state is coming with a lot of immigration-related punitive measures that prevent the socioeconomic development of our community. There is a fear factor.
• Too much government—too many layers, bureaucracy—how to streamline within the county and going upward towards state level. things get fuzzy as you move away from local level
• Small town north GA politics.
Same voices at the table when we (Daltonians) try to work on community issues. Not enough engagement from the people we are trying to attract or keep in Dalton

Lack of areas for meetings, making it incredibly difficult to have group gatherings, this in turn hampers interest group progress

Population has been ever changing and leadership within population is not reflective of change

City and county do not always work together for the benefit of the community.

Building community—downtown

Ability to live and work in the same community

Not living and working here

Limited access from the town to the college

College so far away from downtown

The college is too isolated from the community—physically in particular

Developing sports teams at college and other levels

Athletic scholarships for athletes to live at Wood Valley

Trying to do more with less.

Slow reactions to education market and economy

Concerned about the mix of residential and commercial properties and their appearance

How do we become a "cool" community?

Lost families in town

What makes people come here?

How to integrate at all levels.

Have not figured out a niche market to offer younger people

CRI has carpet industry information and physical samples for education efforts

Dalton Whitfield

Higher end cultural items for children

Metroplitization of our culture—this impacts Dalton.

Natural community awareness and collaboration health services

A few of the PVC Farms, not too much though

Community pulling together during bad economic times

Lack of communication and education

Dalton is sitting on the sidelines and watching everyone else around them grow

Balanced growth will be important for us to maintain the things that make us unique—the green space, etc.

More needs less wants

Live first work second by Rebecca Ryann

Changing priorities families and community

The in program that highlights positive images for Dalton

Behind technology as a community—the basic use of integrate computers, lack of computer/technology skills in the general population

Dalton was a drawing card

Real estate development

Because we kept the labor force cheap we overlooked zoning and land use plans
Based on the trends, etc. that you identified, what are the specific things that need to be done in order to adapt to the change? (Start with a verb.)

**Develop the economy**

Diversify
- Capture auto parts suppliers
- Identify outsourcing opportunities with VW to be tapped by Dalton industries
- Have to capture some of the VW work
- Create jobs in the service sector—healthcare, IT, etc. to become regional center for others
- Need to engage the existing chemical and polymer industries for outside carpet
- Recruiting of industries: not tied to water usage. Chemical—good industry base. Distribution—good road networks. Understand industry in greater region and become a local service hub for those industries
- Increase technology research industry
- Make server-farms in abandoned buildings? Increases tech level of community and brings in tech workers.
- Focus on manufacturing toward high tech
- Want to bring in high tech industry
- Attract new green industry
- Need small family farms with fresh food, sustainable agriculture—economic development could come from agriculture
- Make things in Dalton—manufacturing town. The US economy is working away from manufacturing. The trend is away from manufacturing, but that is what our community does very well. Young professionals do not want to live in a small town that is big in manufacturing. National pressure away from manufacturing...
- Use the current downturn in the flooring industry to grow new industry
- Target industrial/and commercial growth that can take advantage of existing infrastructure
- An increase in Dalton State could help bring in new industry
- Carpet industry is mature and is reclustering in northwest Georgia, but not necessarily in Whitfield County. Losing about 1500 jobs each year due to mechanization of carpet industry. Create plan to redeploy infrastructure.
- Look at high paying technical industries to bring a higher tax base, attract an educated workforce. Multiplying effect in creating supporting jobs
- Spend more money for diversifying industries
- Need to diversify industry
- Remove carpet executives from economic development efforts
- Need to find new industries to support economic growth --> industrial diversification
- Econ development—need to diversify
- Diversification of industry
- Bring in other business/manufacturing opportunities
- Implement a plan for diversity—a plan to promote Dalton Whitfield to attract companies and firms to come here
- Need some diversity in the job market besides carpet industry. Worry that if carpet industry collapses, people will leave.
- Need more industry or situation to make people want to come here, need a good quality of life. The community needs diversification
- Very expensive to live in a community where all the industry is across the state line—need to have the industry mix.
• Make sure Dalton doesn't revert back to an old mill town. Need for attracting more businesses
• Need to diversify our industry
• The need for industry to diversify

Encourage tourism
• Need to develop civil war sites and create buzz about them
• Develop historic sites, we need to capitalize on our resources
• Develop a community-wide strategic plan for heritage tourism.
• Partner with USG to increase historical tourism. Combine with the local area.
• College should be part of historical tourism. Need dollars.
• Need to expand tourism, expand on our heritage.
• Celebrate history to attract tourists and potential residents
• Promote historical tourism.
• Capitalize on something other than carpet capital, like civil war history, mountains, trails, etc.
• Creative billboard for 1/2 way point to Cinderella's Castle... so stay here in DALTON
• Develop sporting events to bring revenue to the community—untapped resource
• Look at attracting the motorcycle tourist crowd
• Provide matching grants and training to ensure tourism attractions are operating, staffed and open for visitors
• People currently come for Christmas shopping from all over, but that's only one weekend out of the year, we need more offerings like this to bring money into the community
• Need to provide more big-city, cultural events to draw folks to Dalton
• Need small lures to bring in tourism, easy things
• Prepare activities here that could be major tourist attractions to be "tourist ready." You can't promote an activity that would support a lot of people.
• Improve assets, commit resources to put them into shape so people want to visit.
• Set aside money to make this town a destination attraction
• Create a unique destination for our community—e.g. Chattanooga with the aquarium
• Promote tourism

Support small business
• Dalton can support small businesses with utilities and infrastructure
• Create a business incubator specifically for service industry
• Business incubation center
• Develop and implement small business incubator system.
• Incorporate Dalton State activities and small business development center
• Develop a group that supports small business
• Allow business development to be an easier process—don't make everything so difficult for those who want to start small business ideas
• Educate community about how to start business
• Educate small business owners on how to improve, reach out to existing resources
• Understand what the businesses around us need and the business support systems that are needed locally.
• Publicize the small business advisors—add more advisors—in this area not Atlanta
• Possibly subsidize small businesses downtown to increase ownership
• Develop and build an industrial zone, an area with help for small businesses, and incentive
• Encourage new small businesses
• Small business development, need to increase
• Buy local
• Community needs to support local businesses
• Promote shopping Dalton for lower taxes
• Support new businesses
• If a new business opens—go there and buy something—shop local
• Promote local spending
• County and city entities: work being done should be within local industry...using local companies, firms that are local

Recruit
• Need to get an economic development professional empowered by all parties with some significant powers—right now we have too many strategic plans for this community—Dalton needs to be recruiting industry
• Capitalize on student housing for bringing new businesses
• Actively recruit other industries. Marketing plan with a consolidated message.
• Identify businesses that we want to locate here and actively recruit them
• Recruit new industry and diversify
• Recruit business people to Dalton
• Support existing entities (city, county, economic development) to work together and explore opportunities for business recruitment
• Expand business recruitment
• Recruit targeted industries.
• Recruiting other industries aside from the usual suspects to increase our tax base, and create job opportunities that will appeal to our youth.
• Attract new business
• We need to recruit more businesses

Expand consumer options
• Build a Target!
• Create more upscale shopping opportunities: boutiques, Target, etc
• Attract more grocery stores, movie theaters, etc. for people to stay and spend money in Dalton instead of in Chattanooga
• Develop the exits on I-75
• A sort of downtown walk area, with arts, music, and many other things to do. This would increase customers in the downtown small businesses.
• Revise the rules on alcohol to allow businesses to attract people
• Increase locally owned restaurants (currently mostly chains)—local flavor entices people to stay home to eat and attracts other communities
• Develop downtown area by expanding services, extending hours
• Create an Athens-type of downtown that is bustling with restaurants etc.
• Create trendy establishments to counter Chattanooga attractions.

Provide incentives
• Commit $ to a state of the art industrial park.
• Get rid of inventory tax
• Eliminate the freeport tax
Lower taxes for other industries to come to Dalton
Offer tax breaks and incentives for upper middle management to remain in the community
Remember Rochester, NY when Kodak died business flourished with incentives
Economic incentives to bring in industry and keep the ones we have (they’re getting offers to move elsewhere)
Attract new businesses by providing incentives, create housing choices, create environment
Increase incentives for new retail
Develop more incentives for other industries to come

Develop the workforce
Focus on high quality gains for the workforce
Hire DSC graduates
Must have skilled, trained labor.
Increase workforce development
Improve local talent base to supply for incoming jobs. Need a skilled and continually improved workforce.
Assess and certify our workforce.
Work ready programs would be a good addition to Dalton
Carpet mill workforce is still here and planning on staying here and need to bring business to fill the workforce
Must capture skilled employees, don't let skilled labor move to other areas. Provide them jobs.
Need for better educated workforce

Invest in carpet industry
Proactively keep carpet industry here.
Expand on interest in carpet industry
Encourage carpet industry to attract and retain the young professionals
Retain industry we have, carpet

Study
Look at successful towns and cites for tourism and see what is successful and bring it here
Look at other like-sized towns, Rome, Huntsville, Chattanooga to see how they developed and find lessons learned... however, we don't want to design ourselves to be in competition with them. Leverage Dalton local specialties (history, outdoors)
Perform case studies on industries that have left community—understand why and begin to address

Other
Be realistic about what businesses can be supported in Dalton by the population
Get big business with small town feel
Keep economic development leaders hard at work
Encourage quality performance in local small business
Change image to an "advanced" manufacturing community
Increase resources for economic development.
dd diversity to industry and small business availability
Joint development authority composed of ALL agencies
• Combine alphabet soup—CVB, DDDA, CRI, Chamber, GGD, JDA—need one stop, put them downtown
• Need more job opportunities for our young graduates
• Get local government bodies to get engaged to spur development
• Jobs for young professionals rather than just the young

Publicize

Specific Dalton assets
• Spend more money on advertising for tourism
• Advertising north and south of interstate for tourism and tours, shops, restaurants, etc. for economic growth
• Better marketing of the downtown area.
• Promote our recreational opportunities
• Dalton has 3% food tax verse 9% taxes in Hamilton County TN—promote this
• Promote civil war and historic sites. Develop natural resources and historical resources within the county.
• Hidden history needs to be discovered, e.g. Civil War history
• Improve public knowledge about public trails, nature opportunities
• Promote off road vehicle Houston Valley trail
• Promote outdoor recreation facilities and resources such as biking trails, recreational fields, other.
• Promote historical significance—Civil War sites
• Need to be apprised of the historical sites in our area
• Promote the link between art and industry
• Create more awareness for community Dalton Little Theatre
• Push the softball fields in Dalton
• Promote the trolley between Dalton State, hotels, and downtown Dalton
• Promote DSU more around the state—it's cooler up here
• Recognize and promote the resources we have—the closest hiking trails for example—mark things like the Pinhoti Trail
• Capitalize on our history. Tell our story about the carpet industry. Be proud of it, we are a manufacturing town.
• Promote concerts, plays, public speakers, arts
• Promote Dalton—Civil War sites—recreation
• Promote existence of civil war earthworks, etc. for heritage tourism
• Take advantage of the civil war heritage of Dalton
• Promote the Hamilton House for tourism
• Advertise what we do well in the community (health)

The education system
• Correct misconception about schools—school are great—look at test stores and misconception of cultural diversity
• Promote the positives in the school system—we have so many successes that no one celebrates—three Gates Millennium scholars—we could do podcasts, have two superintendents working together
• Publicize the fact that kids are going to premier college in country
• Need to get people inside the public schools so they can see the great things about the schools
• Get the word out—PR, press coverage about positive things done by city and county school systems.
• Marketing of local public education benefits. Get the community involved.
• Communicate just how good our schools are
• Highlight the accomplishments of Dalton High School students
• Communicate the positive things from inside education to the community
• Applaud our successes like education—we've embraced technology
• Promote the quality of K-12 education
• Market school systems
• We should be selling our public schools, they are superior to surrounding counties. There is a need to market this asset

Using different media
• Create a packet of information about communities within the county to share info with new professionals such as doctors. Packet to promote communities other than Dalton. Show people the diversity of landscape and communities here.
• Increase use of billboard advertising??
• Have a great web page for Dalton
• Form a group that pulls together all the historical interest groups together. Raise awareness of opportunity for historical tourism around Civil War. Booklet is a great start.
• Promote Dalton more through festivals using a number of themes such as the Civil War reenactment
• Common web portal for various amenities in the community—one shop shopping. Paid for by all. Talent coming from education and businesses.
• Promote and highlight the history of trains, native American population etc. through the creation of a festival that would attract people from around the state
• Create and embrace "community elevator speech" to help create positive message about community
• Need elevator speech for each success—healthcare, infrastructure, education, etc., for existing and when they occur
• Develop a comprehensive tool to market current tourist attractions
• Look at all local attractions and develop it with signage and promotion
• Talk about good things in community, put on the internet
• Advertise north and south of Dalton in I-75 TOURISM
• Be creative with electronic media to advertise events and places

To businesses
• Information campaign needed to counter negative information given by employers to employees (i.e. don't live here).
• Market the community as a place for business
• Promote community to VW suppliers and also attract the employees to live here!
• Promote identity as a business-improver, "small business quality institute"
• Marketing: combat the perception that Dalton is a closed community (not welcoming of industry), have a unified vision
• Technological advances of carpet industry, processes, etc. should be emphasized
To potential residents

- Use small town environment as a selling point to attract students to the community. Not all students want an urban downtown experience.
- Promote the attractions that we do have to attract young professionals and travelers.
- Build a plan to promote Dalton as a college town using Dalton State College
- Market Dalton as an alternative for Florida as a retirement destination

In general

- Find a way to show the good parts of the community
- Promote the community
- Promote, promote, promote
- Aggressively market this community regionally, statewide and worldwide for economic development
- Get information out about what is great about our community
- A medium to celebrate and show our progress and events within the community, this supports the downtown area, which in turn helps the small businesses and economy
- Increase awareness of what is available
- Create better awareness of Dalton and diversify our image to the local population as well as the outside population
- Find out what avenues are the most appropriate to advertise Dalton’s attractions and activities
- Need to market the community in a wide way—educate people who live/work here about what we have.
- Marketing efforts for the community events needs to increase to raise awareness of what is offered in Dalton
- Toot our own horn more
- Better promo of area events
- Develop an awareness of what we have going for us in Dalton
- Sell Dalton Whitfield using its assets and sharing the positive aspects of the community
- Create a marketing campaign that show the good things to come out of here
- Package Dalton as a tourist destination
- Establish better PR campaign to improve perceptions of the community
- Share stories of success in the community and minimize failures
- Image has to improve
- What is our next big thing, we have laid foundation now we need to have marketing campaigns
- Promote activities in the town
- Market the community
- Improve communication of community assets and resources
- Need a mascot or icon for Dalton—like a peacock
- Capture what it is about the community that has generated such a respectful and pleasant population.
- Need a "what's good about Dalton" in local paper to publicize our positives
- Communication! We have great things we just need to get the word out
- Promote Dalton/Whitfield as a nice place to live so people will live AND work here
- Never had to promote this area/town before but the need is now there but not sure how to go about it
• Tourism needs to be promoted, especially with all the Civil War sites, need to preserve our history
• Lack of image as a destination image; need to grow brand

**Educate**

A workforce

• Increase participation in the apprenticeship programs in local schools which integrate career-based experiences with the educational experience—internships with local businesses, service-learning projects, elevating the awareness in the younger population of opportunities that currently exist within our community which will encourage them to stay after graduation
• Career high school for basic skills for young people to be work ready—beauty, food service, horticulture, etc.
• Utilize the career academy—open it up to kids of several surrounding counties
• Transform career academy into hi tech hi, computer based learning
• Make the career academy a full service high school. They should have all the same access and requirements as the others.
• Promote applied sciences with youth—utilizing creative ways between DSC, industries
• Extension of Dalton State to Career Academy to train and teach students for the carpet and other industries.
• Explore opportunities for magnet school to promote diversity and competition
• Start apprenticeship program within manufacturing firms
• Grow an educated workforce for quality jobs that exist
• Need more technical programs in the community to actually prepare students for jobs that are available in the community --> increasing programs available at Dalton State?

With different curricula

• Involve the professional community with giving guidance on what should be taught in the schools rather than the federal government controlling curriculum
• Encourage a more technology-oriented curriculum
• Better connection between the current industry needs/degrees required and the gifted students in the schools
• More emphasis on information technology and sciences in education
• Need to teach kids in schools about the rich heritage of Dalton/Whitfield. Communicate with teachers who don't live here about history
• Ask the students how they want to learn ... and be open-minded to their suggestions. Will increase their learning abilities.
• Develop a comprehensive sex education program for our youth (too many teen pregnancies)
• Encourage increased sex education to prevent unwanted pregnancies
• Revisit time and structure of the typical school day
• Attract satellite private schools
• Support innovative changes within our school system...support monetarily, encourage/support change and trying something new
• 21st century learning skills needed vs. high stakes testing
With community involvement

- Dalton Reads program—Books for Barbers—give books that kids can read while they're at the barber shop—literacy community—any store they go into, there are books
- Create experiences and opportunities for young children and families in Dalton/Whitfield so they have exposure to activities—experiences help prepare children for school and learning.
- Early school readiness, etc. to improve rates to make people want to raise children here.
- Community-wide literacy initiative—programs
- Business can allow families time to attend school meetings
- Community should get involved supporting schools. Drop out is a community problem
- Support public education
- Need more community support for the value of education

Adults

- Develop a class for consumer ed.—cooking, canning classes
- Hmm. Twitter... We've heard of that, but how do you do it...
- Train realtors on the importance of promoting all areas of the community
- Offer more affordable community education classes (such as pottery classes, music classes) to provide value to the citizens
- Develop a technical college locally
- Develop Spanish teaching on local TV
- Local TV could offer Hispanic community service on how to teach English
- Local TV could teach how to take driver's test, set-up utilities, etc. for Hispanic communities—The English phrase of the day :) for both Hispanic and for the English communities too
- Local TV program helping Spanish speaking communities to learn English and vice versa........ The phrase of the day.... or word of the day. This would help with the language barrier and trust issues
- Develop opportunities to use schools to serve the needs of the community (offer classes—technology agriculture etc...)

Beyond high school

- Increased outreach to grade school children about opportunities in higher ed
- Parent and community education regarding the importance of quality education
- Develop a strategic plan on teaching Hispanic parents about necessity for education
- Encourage Hispanic children to go on to post secondary education
- Increase student guidance for college choices—parental involvement would be preferential, but in absence, create resources within the school system
- Technical education should be taken by companies—Shaw should have their own school.
- Teach children how to get into college

By creating partnerships

- City and county school systems need to meet at the career academy
- Partnership between schools and business
- Based stronger partnership between business and educational communities
- Combine school systems (city and county)
- Create partnerships between city and county schools
- Technology/innovation partnerships with parents, teachers, and students
With a better library
- Library needs to move beyond its doors—take the library to them—library mobile
- Library support is lowest in the state—need to work toward continued increases in resources to add to educational enhancements
- Need a better library
- Computer lab in library needs to expand to reach more people

With after school programs
- Create more after school opportunities for Hispanic kids
- Summer programs for students—academic enrichment
- Need for more after school programs—to eliminate latchkey and teen pregnancy issues

Spanish speakers
- Increase availability to English as a second language
- English as second language and Spanish language classes to facilitate communication
- Parents need more bilingual education

Generally
- Prepare students better to contribute to local issues
- Enhance the public school system in order to attract mgrs to the community.
- Actively search for and recruit highly educated graduate students and teachers, not just wait for those to come to us
- Education that reflects the need of the 21st century
- Supporting our youth to complete their education—at least high school education
- Educate, educate, educate
- Develop creative problem solving skills in the educational system
- Develop within the local school systems a higher education or bright young people to challenge them
- Develop a culture of lifetime learning.
- Education—providing guidance to students—students are getting engaged and we need to make sure that they continue to be engaged and get the advice that they need from appropriate teachers and counselors
- Educational capacities of families needs to match the educational force of the schools
- Decrease the drop-out rate

Communicate

About the schools
- Listen to our school points of pride. Say it and show up too!!
- Bring people up to speed that City and County schools are working together for better training—We do work together
- Forums to discuss school outside PTAs etc.
- People do not understand how successful the school system is and the programs being conducted. Education needs to sell itself to the community. There are many great programs about which the community is not aware.
- Encourage industry and educators to sit down and talk
- We are missing the voices of classroom teachers that cannot get out of the classroom during the day to go to Rotary, for example—how can we change this? We could recruit
volunteers in the community to go in and take their places for an hour or so and talk about what goes on in the community while the teachers are out of the school at Rotary, for ex.

- Communicate with school system about needs regarding educating the workforce
- Educate the community about being a work ready community—very few people know right now—not set up last year but now are testing—just learned at this table that Dalton High School is testing but others are not
- Develop speakers list to talk to schools

Events and activities
- Check out daltonbuzz on twitter
- Better publicize what’s going on at Dalton State so that the entire community is aware
- Create clear directory of community resources—non-profit, etc.
- Make known what is available for fitness-minded citizens (bike trails and clubs)
- Get local people involved in recreation opportunities. Things do go on but don’t hear about them
- Educate people about agricultural choices
- Develop a program that trains people who serve the public (waiters, hotel clerks, etc) about the advantages of the community—have a secret tester program to keep a check on effectiveness
- More awareness of loft living
- Raise the awareness of leadership opportunities—community accepts newcomers who wish to be involved
- Promote the importance of mag lev train
- Educate public on storm water regulating
- Communicate better about the community resources available! We have a farmer’s market, we have several online calendars, etc
- Bike paths, hiking trails etc. on a community board

With a Community Calendar
- Develop a community calendar
- Increase awareness of existing community calendar
- Where is the existing community calendar?
- Make the community calendar comprehensive!
- We need just one community calendar
- Merge community calendars
- Community Calendar is available on DaltonEvents.com
- Community calendar
- Coordinate community calendars—many exist—we need ONE
- Community Calendar
- Community calendar, there is a lot going on, and even people here do not know about it. Something like a calendar would help alleviate this problem. We need to educate the people to know about these things
- We need a community calendar

With other cultures
- Need input from Hispanic population into these questions
- Big D flea market and the soccer tournaments would be great places to engage our Hispanic population and get their input into these ideas—just put up a tent and talk/listen
- Reach out to Latino population to bridge language barriers
- Educate minority populations on resources available
- Generate an open dialogue between Caucasian and Hispanic population
- Breakdown the stereotypes among the populations
- Expand the personal contact between community and Hispanic groups to facilitate involvement
- Educate the community on the values and acceptance of different cultures
- Create activities to minimize the cultural gap. Hire a diversity coordinator who could bridge between communities and promote cultural and other programs.
- Inform general community about the Hispanic culture to break racial barriers and embrace each other

With everyone
- More opportunity with open forum but invite specific groups i.e. neighborhood groups
- Communicate with everyone, a way to talk to everyone to share info. Visioning process like tonight was done 15 years ago, we let it die because we didn’t keep it going, be honest about process and expectations, axes to grind.
- Provide forums for groups to provide input then create action plans around issues
- Develop more conversations among community leaders in a positive environment. Have real conversations that discuss real issues and solutions
- Improve communication—the community does not know what is happening
- Communication among all entities must be accomplished
- Improve communication of the good things that are taking place in Dalton-Whitfield
- Engage those who are not living in the community—ask what would our schools have to look like for you to bring your children here
- Develop methods to inform the community of needs and encourage wide spread participation on solving the issues. People don’t know what to do but are willing to work!
- Educate community on community statistics—perception is not currently based in reality

Other
- Need better ways to communicate
- Increase opportunities for conversations between the different groups in Dalton
- A lot of misconceptions about the community is because of lack of communication and incomplete media presentations
- We need to coordinate—key organizations are not talking to each other (i.e. development auth. event on a Friday night football game)
- Identify the leaders in diverse groups and bring them together
- People should be able to discuss issues without being tagged as negative or not supportive of the community
- Provide facts about the community to squash community myths
- Need to do a community assessment of resources available. A lot of comments about services needed but people are not aware of the services that are available
- Need understanding of what we have as well as what others would like to see happen
- Sell Dalton = bring people together of all generations to share what we have and what we need
- We need a common community portal for the various educational, historical, tourist and business opportunities.
- Communicate, work together, educate
• Educate the community
• Educate community as to what is available to them
• Need more town hall meetings like this—so that more people can come and reflect the needs.
• Archway should have more listening sessions. Target some of the youth; target DSC students; lower income levels should be targeted for this Archway program.
• Essential to define what is cool, good, etc. Need a common definition of what a cool downtown looks like, what is attractive to make people live here. Need ability to appeal to others, social network for people to interact.

Entertain

College students
• What kinds of downtown businesses do we need for college students so that they won't go to Chattanooga? As soon as they start, they'll never go back to downtown.
• Build attractions for college students downtown
• Look for events and activities to attract and keep college students
• We have to grow the college by creating a place for students to be entertained
• Keep downtown open later on nights, weekends, provide safe transportation for students
• Create destination place for younger audiences
• Create more trendy places
• Need to bring things that would be attractive to younger people—restaurants, hiking trails, parks, etc.
• Not enough things (nightlife) for young people to do here—link from Dalton State College—need to develop things for young people to do—developing and growing the college will grow businesses

Adults
• Increase diverse nightlife activities for things to do at night
• Promote/develop activities to entertain young adult/professional population and change their perception of "going out" in Dalton
• Create and promote an environment that attracts young professionals, including recreation options, nightlife and other quality of life activities.
• Need something to do after 9p.m.
• REAL restaurants not fast food, micro-brewery
• Quality of life is not as strong, so young people are not returning to the community—need better recreation, biking opportunities—no amenities—no Target no Publix—a town our size should have these—plans to do this have been severely impacted—has a lot to do with the management of industry not living here

Youth
• Build a youth center to help find an area for children
• Create entertainment opportunity that appeals to 13-17 group
• Develop things, activities for high school and college students to do
• Encourage recreational opportunities for young people where none exist
• Create more opportunities for transportation of students for after school activities
• What can the kids do after school? Activities for youth to keep them out of trouble
Tourists
- Move Rock City to Dalton
- Possibly do a Civil War reenactment
- Civil war reenactment could be expanded to reach more students and tourists
- Driving tour for civil war sites

Families
- Encourage more family activities
- Develop local entertainment and recreational activities for families
- Create more things for families to do on weekends
- Commerce parks, family parks, etc.

With events
- Have events like large car shows
- More ethnic festivals
- Work on major town events (pancakes, veterans day parade) make these major events and have more of them
- More events need to be offered in the community to stop citizens from going to Chattanooga for weekend events
- Expand community events downtown
- Change the hours that restaurants, etc., are open and available
- Go to Dalton ghost Tours Fridays and Sats in October!!!

With shops and restaurants
- Develop retail, tourism and restaurant offering in the community, offering more to people who would want to live in Dalton
- Diversify the local municipalities—increase service economy and gathering places.
- Utilize this center for more music events
- Thinking out of the box. Use Trade Center for additional purposes—recreation in the community.
- Increase activities and shopping for the lower and middle-class
- Need gathering spots, need parks with wifi, etc., coffee shops open longer hours so people can get together and explore interests
- Would like to see expanded quality of life opportunities to include nightlife as well as arts and theater

Outside
- Take advantage of the national forest in this community—no easy access—need entrance to the national forest
- Need tubing on the river and canoeing Conasauga
- More choices with recreation in the county, develop natural offerings allowed by our community, i.e. horseback riding areas, kayaking, etc.
- Increase recreational activities for young people, connectivity to mountains, trails, wilderness area, mountains. Hiking, biking...Already worked on this, have plans, need to use the plans. Implement.
- Organizing free skate park within one of the public parks.
- Bike trails are needed—website to show these opportunities, transportation to other areas. More initiatives for business to encourage folks to stay in DALTON
In general

- Attract more entertainment businesses to the area
- Create more activity opportunities for people
- Get more entertainment activities
- People should go and do the activities that are currently offered in the community—especially the arts—go to the shows that are not as popular
- Need more amenities in the town

**Build/maintain infrastructure**

Public transportation

- Need high speed rail
- An appealing aspect is to find rapid rail or rapid transportation to surrounding areas...need East/West ability to travel. Connectedness.
- Other communities have used their major rail service to implement a passenger service—we could do this here—there are historic trains such as the General, the Texas
- Create and improve public transportation—buses, bus stops, etc.
- Improve existing transit system
- Transport students from old campus to downtown via public transit
- Create fixed routes for public transportation to create access to critical sources of services.
- Public transportation between the College and the downtown and other areas of the community
- Develop a public transportation plan
- Promoting public transportation here in Dalton—trolleys buses, etc.
- Planning for urban transportation and infrastructure
- Provide public transportation
- Improve public transportation in Dalton
- Develop a public transportation...large portion of Hispanic pop lacking transport to health services, shopping, etc.
- Improve community transportation

Sewer

- Expand sewer throughout the county
- Need sewer service to the county
- Extend sewer. Stick to land use plan.
- Allow Dalton utilities to manage wastewater, storm water for the entire county
- Countywide sewerage system
- Need to expand the sewer to the county. Work is being done on this. It prevents development
- Expand infrastructure into unincorporated areas to increase residential development to attract more professionals who live elsewhere to live here
- As a region, we need to have an effective water management policy to industry

Sidewalks

- Develop sidewalks in town
- Build more bike—sidewalks
- Build sidewalks on the east side of town in the neighborhoods
- More sidewalks to increase walking opportunities—e.g. walking to hospital
• Require sidewalks in every sub-division

Technology
• WIFI in parks.
• Undo logon access to college wifi—invite people over.
• Turn Dalton into a WIFI community
• Capitalize on fiber optic infrastructure
• The infrastructure to support technology must be present

Streetscape
• Complete the streetscape—half way through they ran out of money—only half of downtown looks great
• Commit $ to downtown Dalton and other main thoroughfares and complete streetscape.
• Complete the downtown streetscape program
• Explore grant opportunities for streetscape programs, etc.

Real estate
• Encourage use of existing and vacant buildings
• Fill the existing structures rather than building new ones—saving money
• Conversion of empty carpet mills—could be a different capital
• A lot of property owned by the city that is 'just there'—city could get involved in developing the brownfields and other properties—get ready

Other
• Help from traffic engineering and take out excess traffic lights
• Access/road improvements to enter and exit mall/retail spaces
• More parking downtown and need for parking ordinances
• Create walkable community
• Need a walking area around college so students can walk, need short commutes.
• Get more retail outlets involved, improve downtown, parking, buildings... re-use plan, streetscape.

**Improve Dalton State College**

Build sports
• Allow DSC to play soccer at Harmon Field
• Develop sports at Dalton State
• Develop activities and create sports opportunities at Dalton State College
• Why not have basketball at the college.
• Find ways to fund sporting programs at DSC, especially collegiate sports programs
• College should have inter-college sports. Do the cheap ones first, then the expensive ones.
• Start sports at Dalton State—bring basketball back
• Bring in college sports—Dalton State needs a basketball or football team—this will bring in the young people
• Restart competitive athletics at Dalton State College
• We need the Roadrunners back
• We need the Roadrunners back
• We agree about the Roadrunners...
Expand

- Dalton State has tremendous opportunity to grow. Offer more 4-year programs
- Expand programs at the college. Have more 4-year degrees. Why isn't Psychology a degree? Human resources in big business hire psychology majors.
- Expand degree programs at Dalton State College.
- Don't eliminate continuing education at Dalton State
- Add masters degrees etc. to Dalton State and achieve university status
- Technical division at Dalton State needs to grow along with the four-year programs (certificate level and two year degrees)
- The loss of continuing ed. is an outrage. It will cost support for the college. It's a disgrace that we are not able to build the community through the college. The community is losing and will lose support for the college. Continuing Ed should be replace and expand programs to the downtown area.
- Continue to develop the college
- Not sure how but need to kick start growth at college
- College needs to reopen and expand the Continuing Education program and move things downtown.
- Get the community to support growth of DSU
- Make Dalton a college town—institution can and should grow.
- Dalton State needs to expand majors to include more fields that will keep students in the community
- As a four-year institution, Dalton State needs to develop more arts, cultural programs

Move it downtown

- Move some portion of Dalton State downtown
- Move DSC downtown
- Bridging the Dalton campus to the downtown area.
- Develop art disciplines at Dalton State delivered in the downtown area.
- Integrate college to town. College building facility next to high school
- Move Dalton State facilities towards downtown as the current campus is built out. This will help bring people downtown
- Would like to see a downtown campus associated with Dalton College; urban renewal of all sorts

Other

- Support DSC with your time talents and money
- Support college's growth to residential campus
- Support graduate level degrees at Dalton State
- Trade Center should be used by the college.
- Develop more partnerships between art community and college
- Use the school as a "bridge" for the populations
- Use the college as a resource... they are an opportunity.
- Attract the students to fill the housing at Dalton State
- Hospitality program at DSC
- Using Dalton State as springboard to growth in the community
- College involvement with econ dev, more ties with community, school system (early college). Need better college and business relations. Center for applied business studies, need to try again with this effort.
• We need to improve college counseling
• More communication needed with Dalton State, more opportunities for outreach

**Build**

An arts venue
• Develop an arts facility downtown
• Performing arts building and promotional program.
• Develop joint facility between Dalton System School, the College, and the community for the arts.
• Build the performing arts center—state of the arts—more than 500 seats and located downtown
• We have a thriving arts community but we need a large venue for the community to convene
• Need a fine arts auditorium at the college or somewhere in the community
• Keep the arts, need community theater to seat 8-10k
• Need for an 800 seat theater for this community
• Need larger theatre with larger seating and display capacity.
• Need for civic auditorium

Parks
• Build parks on the east side of town
• Create parks and trails (outdoor rec). Instead of Dalton as a stop off, we need to build our tourism and recreational facilities (also for residents)—example: Chattanooga—let's talk to them.
• Create greenways, soccer complex, climbing walls, skate parks
• Create a natural heritage center, environmental center
• Quality of life, if you build it they will come. Talking parks, great parks.
• Make available additional small parks, walking and biking paths, etc.
• Increase natural recreation areas for hiking and biking
• Floodlands developed into equestrian walking paths, bring in more tourism

Museums
• Build a museum
• Nice museum?
• Create carpet museum as drawing card for tourism and pride in heritage
• Develop a carpet history museum.
• Need a carpet mill tour, not a museum—take a tour, even if proprietary, they should be doing this

A hotel
• Build a hotel at the trade center
• Build a hotel connected to the trade center, to show hospitality
• Hotel part of the trade center
• Need for a downtown hotel
• Open the new Holiday Inn

Other
• Develop visitor areas around civil war historical sites
• Create mill town or village to attract tourists so they can experience our heritage
• Develop historic sites to attract historical tourism
• Repurpose the BASF building and turn it into an Atlantic Station-type development and offer $2 cab rides to college students
• Establish a farmer's market
• Need Target, Publix, Green Life groceries
• Need a YMCA
• More YMCA-style facilities
• Create self-contained new urbanism communities
• Federal district court building downtown—I'm tired of going to Rome!

**Attract new residents**

Young adults
• Need a community that will draw young adults
• Develop a program that keeps in touch with college students and set a priority for hiring local graduates back into the community
• Bringing our bright kids back home to work here
• 25—35 year old segment attraction needed.
• Recognize and plan for additional amenities that will attract and keep young professionals in the community
• Create a social integration strategy to retain young professionals
• Figure out what is perceived wrong with schools and arts as a bar to young professionals moving here
• Retention of youth in the area—students who go to Dalton State, need to maintain them here with job levels in community... job diversity
• Want to retain graduating students, create uniqueness to the community to attract and retain students and faculty
• Young professionals who move to this area to work are not living in Whitfield County. They don’t want to live here even if they work here. They live outside of Whitfield. Need to emphasize the assets of the community to these young professionals so they will live here.
• Young people would be entrepreneurial risk takers, have to attract them
• Need to get the word out to young professionals before they take jobs here that it is a good community to live in as well. Losing people to Ringgold or Chattanooga.
• Keeping students in the community
• A need for more green space. Leisure and recreation, health promotion. Livable communities to get our kids back.
• Make it more appealing for students to stay here and work after they graduate.

Retirees
• Investigate opportunities to be a retirement community. Plan ways to sell the community to retirees.
• Develop community as a retirement destination
• Create more retirement facilities that will attract people with money
• Explore barriers to attracting active retiree population

Others
• Need to use education to attract new people to community
• Increase the percentage of college educated individuals, which will increase quality of life who are interested in doing something about the arts, economic development, education, etc.
• Increased education level will increase demand for things that will attract other professionals
• Create incentives for teachers to live in our community
• Certain positions need to live in their community
• Need to attract upper classes to come back to Dalton
• Green community increase to attract a healthier population
• We need to attract more people to Dalton
• Need a way to draw in highly educated people.
• Need a way to keep our people here...or draw them back after college and first time jobs.
• Doesn’t feel like a college town for the number of college students. Would be good to have residential student
• Need a middle ground to attract all people from all walks of life—history, nightlife, art = quality of life

_Improve government_

• Create cooperation between cities and the county so they are all on the same page
• Stop the city versus county, it is leading nowhere
• Mandate cooperation among gov’t entities.
• Develop a unified approach to city and county
• Consolidation
• Take care of city thinking they’re better than the county
• Develop long-range plan for city and county govt. and consider metro govt.
• Need to continue city and county working together
• Cooperation between city and county, lots of development organizations, need to communicate and streamline projects
• Create partnerships within community between city and county.
• Need more cooperation between city and county government
• Increase communication between city and county governments
• Improve focus between county and city governments

• Encourage city, county and school boards to meet monthly and put away pettiness to work toward the interest of the community
• Reduce layers of bureaucracy by merging administration of county, city, schools, law enforcement
• Need for increased collaboration between school board, city, county, and others it will benefit the community
• Improve relationship between city and county on schools, and quality of education
• School systems need to collaborate
• Address the city versus county problems in school system and with citizens

• Strengthen public safety again, lost some jobs, trying to do more with less (fire dept, police to handle gangs, drug use, etc). Need to have a plan to effectively manage public safety with decreasing tax base.
• Have police do their job without "lurking" hovering in front of bars etc.

• Recruit capable candidates for elected office
• Elections offer opportunity for change, but fewer are willing to serve. Some need help to step up to service.
• Design think tank for local gov't
• Increase transparency in local gov't
• More transparency in local government needed
• Increase accountability on tax spending
• Encourage voting
• Need a city administrator with experience

Build Community
• Establish collaboratives to explore cultural opportunities; partner with Dalton State
• Neighborhood community building—have groceries, etc. so people feel a part of something
• Plan/organize networking/relationship-building between citizen groups to build a "sense of community"
• Encourage partnerships to promote cultural opportunities
• Participate among ourselves.
• We need to support events in town
• Once you get target audience to LIVE in Dalton, they will attend events
• Recognize each other’s diversity. When a group has an event showing their culture, others need to attend and learn.
• Create pride or buy-in by those who live here... can’t sell to others when we don’t even support our own.
• Keep young professionals and middle managers by involving them and insuring ownership in the community. Involve them in Archway. Identify and engage and retain—Leadership Dalton Whitfield can help with this. Also Emerging Leaders programs
• Neighborhood action; watch, social, school
• Organize small groups based on interests
• Rebuilding the community center (make it the place to be!)
• Increase activities between upper class kids and lower class kids
• Encourage professionals to live in the community. Find ways to involve in community, charitable organizations, etc. Need to develop pride in community so that people feel comfortable asking folks to stay here. Get residents to speak up about the things we think are good, rather than talking down about our schools and services.
• Utilize community theatre and artistic theatre to provide cultural events to promote community
• Hold a cultural awareness/exchange weekend
• Schools are the place where we have true communities, but they are isolated communities—a lot goes on during school times that
• Be candle lighters—we have to support our community
• Encourage neighborhoods to pull community together with block parties, and promote these activities
• Establish collaboratives for brain-storming ideas for community improvement
• Get the young people to attend events in the community
• Refocus target market and building relationships, of forums
• Build relationships, not gripe session, proactive participation
• Create one community rather than Dalton and Whitfield County
• Hispanic population needs to be educated, informed and integrated into the community
• Diverse group in community, need to be able to support.
• Create community partners (time and talent)
• Roadrunners-like team to create sense of community and enthusiasm
• Grow Greater Dalton can help us exploit "can do" attitude. We can increase closeness of our community again and improve attitude. Revitalize and rejuvenate!

**Improve health care**

• Get hospitals and doctors to accept multiple insurance companies
• Local hospital needs to accept major medical plans of local employers, have to go out of town for healthcare because insurance plans not taken here. Healthcare and money leaving town.
• Increase competitive availability of insurance plans for health care coverage.
• Correct healthcare/insurance problem
• Compile data on cancer rates in the community
• Facilitate fitness events for young people
• Increase competition among healthcare providers, seems like currently there is a monopoly
• Monopoly of medical care is a problem.
• Educate working population on healthcare options
• Increased access to affordable healthcare
• Health care: create a forum for the medical community to come to an understanding about access—increase communication between physicians and employers
• Must take action and diversify health care options
• Promote wonderful medical facilities
• We have to increase diversification of health dollars. Lots of people are taking their health dollars elsewhere.
• Develop strategies to help the hospital,
• Develop strategies to benefit the hospital and doctors that would also diversify coverage to indigents as well as national companies that have business in Dalton. Would require all parties to come together and reach a suitable and acceptable compromise.
• Start a grassroots conversation with healthcare providers
• The time they come to hospital because they can't get primary and preventative health care. Need to address this issue because it has other economic development impacts
• Competitive health care is a need

**Plan**

• Develop a region wide storm water plan
• Develop storm water management plan
• Downtown master plan; ex. Chattanooga
• Develop and implement a downtown master plan.
• Implement infrastructure improvements, community planning, communities developing on their own, planning needs to be more of an outreach, community required to participate. Maintain ability to interact with these issues.
• Make an urban development plan to better utilize locations and infrastructure
• Develop community bike path plan
• Create green plans like Comet Trail like Atlanta
• Engage in regional planning activities.
• Think and plan regionally—including Chattanooga area (determine how to work with them as opposed to competing with them).
• Need focus and action plans
• Need a 20-year projection
• Support improvement strategies that have worked in other places, why try to reinvent, look at other similar towns who have revitalized. Consider others and plan how to do this, use proven actions.
• Need to be honest of what we are going to work on... have a vision.
• Need to make focused choices about what to do to the community, and stay committed
• Need a strategy for redevelopment

House
• Use the excess housing available in Dalton to offer free housing for a year to police, fire, education professionals—increase the middle class in Dalton
• Improve the quality of low-income housing, making use of empty buildings
• Grants for purchasing in town houses so that they are affordable
• Establish more affordable housing
• Create incentives for teachers to buy homes in the community—specialty loans, etc.
• Recruit teachers to move to Dalton—build a subdivision for teachers
• Build more residential lofts downtown—on top of stores, have trolley run more frequently
• Create housing choices that will let us recruit young educated people
• Build more campus housing on DSC campus
• Student housing increase for Dalton State.
• Build student housing at Dalton State College
• Address the needs of the homeless in the community
• Community clean-up—make housing in town desirable
• Need of affordable housing
• Work to develop neighborhoods and communities with amenities.

Develop arts programs
• Implement public arts programs through the creative arts guild—bring back Peacock Alley
• Enhance and develop public art
• Expand the arts guild
• Centralize the arts community under the direction of / in partnership with Dalton State College.
• Public Arts Programs
• Partner with larger communities for symphonies, exhibits, art, cultural, music activities
• Develop the arts in the community
• Reinstate PALS (Performing Art Live Series)
• Encourage large business owners to support the arts community
• Explore potential for downtown arts center
• We need to expand the art community in Dalton
• Create an artist community, invite and get incentives to bring in artists

Involve youth
• Create a youth leadership program. Have a chapter out of leadership Dalton?
• Encourage and develop young leaders—they're there, we just have to develop them
• Bring young people into the planning process
• What is there to keep our youth coming back?
• Mentor young people in the community
• We need some kind of focus group to talk to our high school and college students—there aren't many youth here tonight, and we need that input
• Recruit young people to the table to find solutions and directions for our community. Go to where they are, Dalton College, seniors in HS, etc.
• Create an online forum much like what happened here tonight to involve the youth!
• Increased open-mindedness with older citizens are needed to draw in younger population
• We need more participation from the youth of the area—both for this project and for future projects in the community.
• Need to involve youth (especially college students) in marketing plans.

Diversify the community
• Diversity, elect more visible diverse leaders to the community
• Reduce the role of old white guys in planning for Dalton
• Diversity training for the realtors...the realtors tend to promote areas of town based on race...realtor would show a black family only black neighborhoods
• Increase Latino educators
• Recognize the value of diversity in the community—attract educated young people to live in the community recognizing how difficult it is for young single professionals—need to recognize the cliques exist
• Diversify the elected official base
• Lobby the state for changes in immigration laws in Georgia
• Celebrate diversity by uniting the populations
• Pressing need for diversification

Beautify
• Beautification of communities, take PRIDE
• Have city council and police enforce the laws to help clean up
• Beautification for the community, both personal areas, and businesses
• Do something about the ugliness in the community
• Clean up ugly industrial sites, junk cars, etc.
• Focus on downtown redevelopment—empty and blighted businesses won't attract new businesses
• Clean up blighted areas/parks
• Do something with eyesores to create green space
• The community needs to cleaner, less littering, landscaping—beautification

Improve the environment
• Need to develop business recycling program—too much in landfills; reduce paper use. Lack of communication about this, even though it is happening.
• Convince people that recycling and diverting waste is the "right thing" to do whether it is economically viable or not
• Educate to reduce, reuse, recycle
• Make recycling a way of life!
• Become a more sustainable and environmentally friendly community
• Develop code to promote environmental attractiveness
• Protect environment by having one county-wide plan to manage and protect our watershed will promote economic development
• Develop downtown green space
**Find funding**
- Explore the potential to capture stimulus funds
- One Georgia Grants for issues.
- Raise dollars by consolidating resources to do some things really well.
- Dalton is cutting taxes and eliminating services—how does this find funding sources to improve services?
- Find funding sources—there are only 4 counties in GA with a lower tax base
- The Trade Center needs the tax resources for a hotel to come in. The Governor needs to quit vetoing the tax bill that would allow a hotel to come.
- Money from outside the community (parents of students) BRING MONEY INTO THE COMMUNITY.
- Income tax on non-residents—can we do this to encourage people who work here to live here? With an abundance of housing, we could recruit teachers, police and fire to live here by giving them free housing for a year

**Change perception**
- Quit beating self up and in the process others will hear a more positive message
- Change the conversation to the positive
- Decrease the perception of "unfriendliness" in the community
- Reduce negative attitude as a community
- How do you change the image?
- How do you change the image?
- Improve community perception of carpet industry
- Push people to have a positive outlook on Dalton

**Improve newspapers**
- End the Daily Citizen forum page
- Get rid of the forum—terrible publicity for the community (Daily Citizen)
- Get the AJC back into Dalton
- Improve our local newspaper
- Get the AJC back in Dalton
- Change our newspaper's approach to having a positive spin vs. negative

**Expand social services**
- Make marriage and family counseling more available to the general public
- More Whitfield County school resource officers are needed to assist with juvenile problems
- Continue programs such as the Leadership Academy—has helped tensions between city-county schools
- Increase social services e.g. domestic violence
- Look at kids who are troubled—we're losing them and are concerned about the future of these kids
- 12-15 age group need major intervention and transportation to help combat rising drug problems

**Implement plans**
- Structured zoning and implementation of land use plan
- Enforcement of land use plan
• Address zoning issues—we built what we wanted where we wanted for so long with no concern for appearances
• Existing mayor's call to action has broad community support, action items, timelines, etc. and should be incorporated
• Need a future vision/plan, commitment to the community.

Other
• Provide support to the Bandy Heritage Center
• Preserve historic integrity—preserve, restore and promote what we have
• Preserve our historic, scenic resources
• Need to improve support of historical assets, many falling apart.
• Need to partner with Humane Society so that the county and Human Society can develop a "no-kill" shelter (animal control is a huge problem in the community)
• Create dog park to help prevent the animal control (lack there of) issues
• Remove obstacle to development to reduce the costs of housing and lower taxes to match other communities
• Continue to work to reduce taxes
• Find a way to make people feel safe at Walnut Square Mall to increase usage
• Determine how to address retail stores, safety, etc.
• Need to address areas of high crime.
• Gainesville City Schools partner with YMCA
• Create programs for parent involvement
• Address public schools and housing for recruitment
• Dalton can have small town cool but not have to hassle with the big city, get the word out
• Stay active to stay young
• Retain the small town community feel, while allowing for growth and expansion
• Get service industry in line with changing misconceptions
• Explore and develop the cool factor
• Support efforts to become a super-service town
• QUALITY OF LIFE, Must IMPROVE
• Focus on the things we can do something about, create a more positive atmosphere
• Increase positive human resource stories
• Focus on strong churches, good for community
• Conduct needs assessments to understand community myths
• Need a list/inventory of what we have.
• Embrace college town atmosphere
• Partnerships beyond financial e.g. education
• Expand ambassadors beyond students
• Weakness in reaching out to regional state partners
• Thousands of cars/day pass by Dalton—get them to stop
• Stop people here from I-75
• Watch tax base, need to do more
• Trade Center underutilized
• Schools are not training students to come back
• Exploit our historic and recreational opportunities
• DSC will drive part of the need—need a base of people to increase diversity of
• Need college town atmosphere, everything will feed off of it.
• Need more in-fill development in urban area
• We should take advantage of the facilities in our area that need to be used
• What are we doing to get ready for the upswing in the economy? Is there something we can do here that can be logistical or support for the larger economic development projects. Dalton has just hit the point where we are ready for economic development.
• Build resources downtown
• Find jobs that bring in groups of people
• Better planning from Education to the communities
• But, hours open are a problem.
• Make Money!
• Group action at community centers,
• Football town
• Need to create more options for infant
• Recruit teaching from community priority
• Develop strong commitments to the community in the gifted children that are currently in the school system
• People need to think differently about who their partners are or who their partners could be
• Visual softness
• Develop exposure to opportunity
• Volunteer the vast amount of time, resources that are represented
• Positive focal point
• Explore diversification of efforts
• Chief Vann Casino
• Community and education partnerships
• Atmosphere that people are listening
• Drive-in movie theater
• "Unprovincialize" our attitudes
• Shuttle is great. Will it go to the college?

What are the opportunities, assets, etc. that we need to be aware of that would assist our work in Dalton-Whitfield County?

Education

K-12 schools
• Hi-tech High is a positive for the community --> for example, all 9th graders have laptops and use Moodle as a learning tool.
• Moodle is being used in the elementary schools and very challenging
• School system is embracing technology. School is working to stay up with the kid’s ability to learn.
• School renovations and computers from E-SPLOST
• Technology available to students in Dalton public schools is quality
• Whitfield County career academy helping student get in college 77% go are going to college
• Career Academy is a huge asset for the community --> community has a wonderful education system.
• Career academy—tie to jobs to come
• C3 Center
• Charter academy is great asset
• Work Ready Community programs in the city and county schools
• Dalton College branch with local school system
• The school system understands that students need to be equipped to succeed in a business setting
• School system design team that works with community, parents, and companies to identify important skills that kids will need to succeed after school

• Wonderful programs for Hispanic students at school systems
• Services for Hispanic parents offered by the schools is good
• Dalton School system has a large non-English-speaking population, and school system provides excellent resources to support them... language is not a barrier in our schools... also school statistics in general are good
• Both school systems are progressive—good job adapting to new student population. New Hispanics move to city but later relocate to county, so systems work together to address needs.

• Whitfield County School System employs project-based learning to increase student experiences.
• School infrastructure has been changed so it provides more of a "learning platform" versus an "instructional" platform

• Our public schools give kids lots of opportunity for scholarships
• Schools have higher AYP than national average
• AP and IB programs are strong
• AP courses offered at high school
• Chinese (Mandarin) is taught at one of the high schools

• Teachers are really good, they are working with higher ratios and still doing a good job.
• Highly qualified teachers in the public schools
• Educators who care about their students
• Students will tell you that educators care
• Educators cross the TN line to teach here—this community accommodates change—e.g. Hi Tech High
• School system is full of innovative thinkers, schools hold a large tech-savvy population

• Dalton Public Schools and Whitfield County Schools have partnered together to form the Leadership Academy—positive for the community
• Schools have similar philosophies
• Unified vision of our school systems
• Mentality of the leadership of the school system—we’re thinking outside of ourselves, preparing our students for a global world
• School systems are collaborating with a common focus in designing work for our students, selecting students for leadership academy from both systems
• Leadership and environment that promotes innovation in k-12 education
• Building leadership in the school systems
• Schools are working toward a common goal. Should there be a merger.
• Superintendents are collaborating
The superintendents of the school systems are working closely together
School transformation—collaborative work ongoing between schools within the system
Two schools systems have a common direction
Schools systems are working together
Realize that our school systems really are good
Two strong school systems

High percentage of children of families in County attend public schools
Enrollment in schools is growing despite economic downturn
Even though pre-k opportunities can't meet all the current needs, the existing ones are excellent and growing
Pre-k services are great
Lots of improvement in public education pre-K through 16—facilities, graduation rates, etc.
Community support for school system
Education SPLOST is a great asset of community support of education for city and county
Progressive place for education—both city and county schools
Our school system is VERY technologically advanced—the community supports this actively
Good transformation in schools
"Active boards" in the schools
School system is award winning—schools that work, News and World Report
The quality of the teachers and the programs in the school system is amazing
Positive things happening in schools—scholars but folks aren't aware
Support for school, value education
Excellent public schools but could be better
Terrific public school system
Good school systems
K—12 systems are quality
GREAT school system
Great city and county school systems
Strong school systems
Good city and county school systems.
Great K-12 school system
Strong education systems compared to neighboring counties.

Dalton State College
Education Department at DSC
History degree at Dalton College
Nationally acclaimed School of Social Services at Dalton State
DSC has a great business and nursing program
Dalton State College has nice outreach to Hispanic community
DSU is starting to work with the public schools
Cooperation between DSC and community
College on campus housing
Housing developed at Dalton State
Dalton State College for training workforce
Dalton State is very important to our community—it has the potential for surrounding counties to think of it as their regional place of higher learning/education
DU is a huge asset for developing economic resources.
• Dalton state college is an asset! A 4-year college. It provides for potential growth.
• Growing higher education
• Growth of Dalton College
• Dalton College—growth for the future
• Dalton State College is a big asset... lots of opportunity for sports, activities
• Dalton State Roadrunners could be an asset
• Dalton State College
• DU
• Dalton State College
• Great, growing college in DSC—asset and opportunity
• Dalton College is a great asset
• Dalton state college is an outstanding school
• DSU!
• Dalton State College
• Dalton College
• Dalton State College
• First rate college in the community
• DSC is an asset
• Dynamite college
• The college
• College is a great asset
• High quality education at Dalton State College
• Additional options outside of state for students going to college
• Level of commitment to the college. Cap campaign to college has been very supported.

Other
• Quality education institutions
• Very good educational opportunities—you can find what you need—there are choices for your children from K-12 thru college

Infrastructure

Transportation

Access to I-75
• 75—we’re close to it—lot of daily traffic that we need to get to stop in Dalton
• I-75
• I-75 is the most heavily traveled in US; is a river of opportunity.
• I-75: lots of movement through the county
• Interstate access
• Interstate
• I-75
• I-75 is a huge bonus to the community
• I-75
• 2 railroads
• Trains—two lines that intersect
• Two major rail lines cross in Dalton
• Two major railroads come through this area
• High potential to be a distribution center—2 railroads
• Railroads, airport, I-75
• Extended runway on Jolly Field
• Roads, location, I-75
• Railroads and transportation infrastructure
• Transit system
• Good transportation system
• Very, very good road system—loop road around Whitfield
• Underdeveloped exits on interstate
• The exits on I-75 (all of them)
• 5 interstate exits
• We have 5 interstate exits, 2 railroads and an airport. We are not offering incentives to bring businesses in and not diversifying. The carpet industry has carried us and we've gotten complacent.

Utilities
• World class utility with exceptionally low rates
• Dalton Utilities and the assets of the organization (including fiber optics infrastructure)
• Great utility infrastructure—fiber optic, electricity
• Utility infrastructure, water, electrical great rates, great information technology
• Affordability of Dalton utility services and optics
• Dalton Utilities are a great advantage compared to other communities
• Dalton Utilities
• Dalton Utilities is excellent; a unique company in the south. Low power rates and phone systems. Communications' infrastructure is excellent
• Strong utility infrastructure
• Lowest rates and great availability of utilities
• Dalton Utilities providing infrastructure
• Ability to expand reservoir
• Great water treatment system
• Low cost water and water waste services
• Utilities have great access... sewer in the county
• Sewer service is expanding
• Low cost energy
• Optilink
• Optilink
• We're a connected community in terms of fiber optic
• Fiber optics are fabulous here
• Fully integrated fiber optic network
• Fiber optics is huge for the community—private/public—publicly owned, city participates in the profits
• Ability to host cloud computing centers
• High-speed tech infrastructure
• High-speed internet access
• ISP is fantastic
• Best technical infrastructure in the state
• High quality cable TV
Real estate
- Vacant buildings
- Empty building is an attraction for new businesses
- Available retail space
- Lot of empty, inexpensive warehouse space
- Many available buildings ready for a tenant! "Turn-key" ready
- Economic development infrastructure
- Unique resources due to the industry
- Freight depot rental opportunities
- We have land available for development.

Other
- Infrastructure—I-75, two rail lines, fiber-optic lines downtown
- Electric and gas rates are amazing and there are many buildings available
- World-class utility operation, excellent transportation infrastructure
- Lots of hotel space and convention center and general tourism infrastructure
- Dalton can support conventions
- In general Dalton is cooperatively competitive and great infrastructure except Cleveland Hwy
- Great infrastructure to attract B&I
- Existing infrastructure in envy of many communities
- Great infrastructure
- Infrastructure second to none

Community attitude
- Work ethic of community is great—people are willing to work;
- Work has a high sense of value; lots of willingness builds strength of community
- Pride in community—love for the community
- In spite of negatives, have a strong sense of community pride—this is something we can build on
- Sense of commitment to community
- Rich sense of history and pride in the community—look at this crowd
- Volunteerism is an asset to community
- Community philosophy toward equity
- High expectations for individuals and the community
- Attitude of cooperation in the community is outstanding.
- People are interested in discussing issues in our community
- Community-awareness is currently elevated—we need to improve, we want to improve
- Actively support community pride—Liberty Celebration, for example. Get more info. in newspaper.
- Diverse community and unified community to make Dalton better
- A tradition of community support and benevolence
- Caring community.
- Huge support for non-profit
- Philanthropic community and strong faith-based community
- Huge very active faith based community with passion and benevolence for people in need
- Strong faith based community
- Vibrant faith community
• Local people want this town to survive and grow
• Getting people involved
• Community pride, passion—tradition of supporting Dalton. Renewal of that heritage would be effective.
• Largest group participation for Archway
• Strong civic-minded population
• Industry involvement of community, promotes and supports
• Sense of community
• People are willing to work toward the betterment of the community
• Commitment to community, over 800 people at school open house
• Involved population
• Dalton has a can do spirit, it has always been a community that is willing to tackle its problems, they are willing to put in the effort and get things done to better the community
• Investment in community support
• Dalton is a friendly community, a great and generous community that really meets a lot of needs
• Fairly unified, can get most of community involved and behind projects
• People are passionate about the community
• We work together to get things done!
• Speak as one unified voice

Economic base
• Carpet industry
• Great resources and people knowledgeable in carpet industry
• Highest concentration of manufacturing in the state (carpet)
• Tremendous manufacturing base, carpet industry
• 80 percent of all carpet is made within 50 miles of Dalton
• Carpet industry is still an asset
• Carpet industry—infrastructure and mills are there—leading as green industries
• Carpet industry is leader in economic and green industries
• Great financial base with the carpet manufacturers—we would be a bedroom community without them
• Carpet industries
• Ideal location for logistics and transportation—we have two major railroad lines—this is huge, plus interstate, plus a train observation site—we should be a Thomas the train site
• Chemical industry
• Car door factory
• Excellent logistics systems
• Strong manufacturing base
• The industries
• Strong industrial base/economic engine
• VW suppliers will be looking for incentives. The Industrial Park is in progress. If our group doesn't know the status, there clearly needs to be more information made available about the industrial park.
• Have large hotel industry and large numbers of hotel rooms
• Largest non-Atlanta tax base. Largest provider of non-governmental employer... we need an inventory of this.
- Large industrial base—large employment base that has provided tax revenue for the community
- Workforce Ready program from the Chamber
- Professional, transparent economic development agency
- Strong business leadership
- Available workforce
- Diverse population is a big asset... we have a workforce that can be built upon, educated population
- Energetic workforce
- Trained 24/7 workforce that helps attract new business
- Diverse workforce
- Great entrepreneurial spirit and history
- Entrepreneurial spirit / heritage that built Dalton-Whitfield County.
- Dalton is ready for a change in the economic base—Dalton is now ready to do business, and that hasn't always been the case—consolidation of the industry and technology have caused this—and now they're owned by outside ownership—90% of our profits are leaving Dalton—DALTON IS READY TO DO BUSINESS
- Tremendous entrepreneurial spirit among the community—need revitalization though
- It is a good thing to have big companies in a small town
- We have industry without the negatives like traffic and crime
- Short stopping tourists in community
- Incubator for new business

**Landscape/environment**
- Beautiful mountains, beautiful river
- Surrounded by mountains
- Mountains
- Beautiful mountains
- River
- Waterfalls
- National forest
- Undeveloped green space
- Commercial property can be acquired for green space
- The weather—no hurricanes, rare snow/ice storms
- Climate, 4 seasons
- Great climate
- Have all four seasons
- We have 4 distinct seasons
- Good weather—12 months out of the year
- Good weather
- Weather is fantastic
- Beautiful area and climate
- Geography and climate, no gnats
- Scenic vistas
- Live in a beautiful environment
- Natural scenic beauty
- Rural beauty with most amenities right here.
- Beautiful natural landscape, and should be celebrated
• Rural beauty is a big factor, topography of the area.
• Beauty of the surrounding area
• Natural resources—great climate
• Rich in natural resources—it’s beautiful here
• We live in a beautiful place!!!
• Natural resources
• Physical surroundings, climate, natural beauty, ideal four seasons
• Nature areas
• Wilderness areas

Location
• Dalton is a strategic logistics place because product can go in a lot of different directions
• Close to Chattanooga
• Proximity to Chattanooga
• Proximity to Chattanooga will offer spillover opportunities
• Location, location, and location—including proximity Chattanooga
• Good pull to be a commuter community for Chattanooga
• Proximity to Atlanta and its opportunities
• Close to Atlanta
• Close enough to Atlanta and Chattanooga and still have the benefits of small town living
• Proximity to Chattanooga and Atlanta
• Proximity to Chattanooga and Atlanta is an asset
• Very close to major cities, (ATL and Chat)
• Close to two large cities on the interstate
• Close to ATL and TN
• Nashville shows could stop here on the way to Atlanta
• Location, location, location—half way from Chicago to Orlando
• Dalton is the halfway point between Chattanooga and FL for people to stop and shop
• Easy access to larger cities
• Location, I-75 great for manufacturers and tourism and shipping
• Location on I-75—1000s of people go by every day
• I-75 is heaviest traveled interstate in the US and half the US population is within a day’s drive from Dalton
• I-75 is big asset… Dalton is a half way point for many northern travelers going to FL… brings many other resources
• One day’s drive from one half the population of the entire country and half way between people coming from north to Florida
• Location close to I-75
• Location, location, location—we are strategically on I-75; close to mountains, not far from beach
• Great location—center of everything—close to the mountains, close to the beach, close to Chattanooga, close to Atlanta.
• Close to state parks
• Close to the mountains
• Location—everything is nearby!
• Geographic location
• On an interstate
• We’re strategically located
• Good location

Recreation
• Edwards Park
• First class recreation facilities—Heritage Point
• Heritage Point Park is a well-designed park that creates economic impact.
• GA Pinhoti Trail goes right through town
• Pinhoti Trail—Cherokee in origin—a huge plus for us
• Disney hiking trail, great view of city
• Walking trails
• Walking loop
• Hiking trails
• Great location for outdoor recreation biking, hiking etc.
• Bike trails
• Great area for mountain biking
• Cycling is a big opportunity
• Canoeing
• Free recreation dept
• Sports facilities.
• Recreation facilities are good
• Parks, trails, biking trails, outdoor recreation, etc.
• Beautiful mountain country with many outdoor activities
• World-class recreational facilities
• County is working to improve recreational facilities
• Excellent recreation facilities, softball, bball, soccer, futbol
• Sport complexes are big asset
• Outdoor recreation is good
• Awesome outdoor activities
• Access to outdoor activities
• Greater Dalton area is rich with places to see and things to do
• Opportunities for kids... soccer, basketball, sports
• Large potential for outdoor activities
• No one does high school football like us!

History
• Liberty Tree—from the Liberty Tree in Philadelphia—we have one of 13 seedlings in our community—we have the one from Georgia in our community
• Georgia’s one and only Liberty Tree and festival
• Whitfield has the Liberty Tree for the state of Georgia
• Prater's Mill
• Prater's Mill is an asset
• Prater's Mill—major tourist attraction
• Hamilton house and historic society
• Bandy Heritage Center, Freight Depot
• Tennessee Valley Railroad Museum—schedule a train ride to Dalton
• Dalton ghost tours
• Carpet industry history
• Indian history
- Indian and colonial historic resources
- Sesquicentennial opportunity
- Civil War Sesquicentennial celebration and abundance of historical assets
- Civil War history
- We have excellent tourism opportunities with the Civil War battlefields, etc
- Civil War and carpet history
- Civil War driving tour
- Rich in Civil War history
- Civil War and Cherokee heritage
- Civil War assets, take advantage of it
- Potential to capitalize on Civil War heritage
- Resaca will be gateway for all Civil War sites—three civil war battles
- Have historic sites that are tourist ready and attractive
- Dalton’s numerous historical sites and the sites in the region
- Historic assets
- History rich
- Historical places

**Diverse culture**

- Capacity of the Latino parents
- Latino culture
- Bilingual community members
- Schools celebrate diversity
- Diversity is an asset
- Cultural diversity
- International community
- Lot of the population is bilingual
- Multi-cultural community
- Bilingual children
- Bilingual material throughout the community
- Asset—diversity
- Ability to assimilate into community
- Diverse culture is a great asset
- Cultural diversity
- Kids grow up color blind in terms of race
- Cultural diversity
- Very large bilingual workforce
- Being bilingual is an asset
- Large Hispanic community that is a hidden asset to this area
- Diversity is a point of pride as we prepare children to live in the greater world
- Large number of Hispanic student attending Dalton State is an asset
- Diverse community
- Large international community beyond Hispanics—Asian-based groups, European, Middle Eastern, Russian, and more
- A diverse and accepting youth!
- Large bilingual population
- Latino population
- Best population to work with because Latinos are eager to try, very much an asset.
Cost of living

- Very low residential utility rates
- Lowest utilities rates in the country.
- Water and electric utilities are as inexpensive as anywhere in the nation—WE HAVE WATER
- Great utility rates
- The lowest residential electric rates in the country
- Inexpensive utilities rates
- Low utilities rates
- Low property taxes—one of the lowest millage rates in the state
- Low millage rates
- Significantly low millage rate. Exceptionally low—in the bottom 5 in the state
- Taxes are being reduced—inventory tax, etc.
- Low tax rate
- Low cost living
- Dalton Utilities—bought into nuclear facilities years ago so they can buy energy at a cheap cost—low utility costs
- Water bills are the cheapest in the state
- Cost of living is good
- Low taxes
- Very low taxes—at least for now
- Utilities have a very favorable rate structure
- County M & O lowest in region
- Low utility rates
- Low housing costs
- Utility rates are great.
- County has low property taxes, one of lowest in region
- Low tax rates and nobody is planning to increase them.
- Cost of living is low
- Cheap utilities

Organizations

- Leadership Dalton Whitfield
- Leadership Dalton
- Active Young Leaders Society and strong volunteerism
- Starting to have more leadership programs for youth and adults.
- Excellent community leadership Dalton and training for leaders
- Leadership development opportunities
- Leadership programs in community; schools have leadership academies
- Leadership programs, Chamber of Commerce—active and good
- Chamber does a fantastic job
- Chamber is doing a lot to help out the local community.
- Chamber of Commerce. A great resource to research industry opportunities aside from the traditional
- Chamber of Commerce
- Our proactive Chamber of Commerce
- Excellent Chamber of Commerce
• Strong community associations... Chamber, Downtown Development, etc., which are key to community development
• Downtown Development Authority is doing better. They are developing a higher profile and that should enhance the downtown area.
• CLILA and ACLA are assets
• Carpet Capital Running Club
• Oldest women's literary club in Georgia
• Visions of Hope
• Great professional organizations
• Our civic clubs are great, we need to keep attendance up
• Community organizations collaborating internationally
• Strong social service orgs
• Latino organizations, which support immigrants
• Many civic and community groups—over 100 community based non-profits

Arts
• Dalton Little Theatre
• Little Theatre
• Creative arts—our theatres—Dalton Little Theater is the oldest theatre group in Georgia
• The local production of the Nutcracker has become a destination event for the folks in Atlanta and Chattanooga—over 3000 people came in one weekend last year
• Dalton ACT
• Arts guild
• Arts Guild
• Creative Arts Guild
• First Friday
• Great civic theatre
• Several not-for-profit organizations in the community that promote arts
• Arts community
• Cultural and art agencies—need to diversify the attention
• History of people appreciating and supporting the Arts
• Arts community, lots of arts agencies
• Amazing talent for the arts in this community for it's size
• First class performances—sold out
• Amateur arts and theatre is here and alive
• History, art, theater
• Strong artistic community—creative arts guild—two local theaters
• Go to arts guild and talk to Terry Tomasello
• Good arts program
• Oldest arts organization, arts guild
• Dalton arts project

Partnerships
• Partnership between Chamber and economic development agencies
• Joint development—Chamber
• Whitfield County and City of Dalton schools are partnering on a lot of initiatives
• Collaboration between Dalton and Whitfield school systems
• Project 6-16, vertical map discussion
• City and county government are working together, and consolidation of services and departments, working together and talking more
• Increasing collaboration between city and county
• Cooperation exists between city and county
• The ability of city(s) and county to work together to accomplish mutually beneficial goals
• An asset in development, better cooperation between city and counties
• Opportunities for public-private collaborations due to large corporate presence that are willing to give back to the community
• Cooperation among corporations in hard economic times

Places
• Trade Center
• Trade Center
• Trade Center is a great resource, but is under utilized
• Trade Center is a big asset... it is an under tapped resource... opportunity for large events, sports, etc.
• Trade Center!
• Trade and convention center
• Trade Center
• Zack Norville's farm
• Norville Farm with exotic animals
• Senior center
• Senior Center
• Planet of Grapes attracting people downtown
• Planet of Grapes is great
• Dalton Public Library
• Emery Center
• Walnut Hill Event Center
• New freight depot opening in Sept.—train people will be able to watch the trains
• Have some cool things: Planet of the Grapes, the Depot, Oakwood Cafe, Irongate Pizzeria
• Civic buildings are beautiful
• Renovated movie theatre with 12 screens

Health care
• Promoting wellness—we're in our infancy on this, but we’re doing it well, and it presents a lot of opportunities
• High quality health care
• Good health care facilities
• Very nice hospital
• Department of public health that is excellent
• Improving reputation of Dalton Hospital
• First class medical facilities in the community
• Some of the best doctors in the nation
• Quality health care offerings once we figure out access
• People are comfortable with getting medical care in this community
• Hospital and healthcare infrastructure
• Excellent physicians
• Medical care is great and physicians are caring
• Hospital
• Centers of Excellence in many health service areas—offer many services here that are not commonly available
• Good opportunities for wellness training (even though it's all private)
• Compassionate medical care—doctors—nurses
• Regional hospital, lots of services available
• Good health care but insurance competition needed

People
• Outstanding elected leaders
• Great volunteer pool
• Passionate community members
• Student ambassadors and other talented students
• People here are engaged and have a can-do and want-to-do spirit!
• good honest earnest people
• Extremely nice people
• Human Resources—we've got 280+ people here on a Monday night!
• Great volunteers
• Creative, highly educated people are here
• Large quantity of "power" in community—bright, intelligent folks
• College students are an asset, we need to use that asset to promote the community.
• Students and children
• Various famous people are from Dalton!

Events
• We have a good amount of community events, but a lot are segmented
• Beer and wine festivals
• Marriage Bowl
• Lots of cool little events throughout the community
• Unique opportunity in growing annual bike race—350 from across 14 states and Canada
• Host of Tour de Georgia—great tourism opportunity
• Saturday market and festivals
• Liberty Tree Festival—annual festival through the CBV and DDA
• Creative arts festivals.
• Pancake breakfast!!
• Cross-promotion of cultural events & activities
• Arts festival, Prater's Mill fair
• Author series at library
• Potential to regain the Tour of Georgia

Small town
• Small-town, family atmosphere but close to big cities
• Safety of small town but close to a big city
• Family place, good place to raise children.
• Great place to raise children—not a hectic pace—small town feel
• Everything is so close. Don't have to drive so far as in a big city and can get to Kroger quickly, etc.
• Big small town
• Less hectic life style, less traffic, don't have to keep up with the Joneses
• Low traffic
• Small town feel
• Don't have to live 50 miles away from work here
• Slower pace of life, fewer big city headaches
• Commuting to work so much better than other places
• Wonderful small town feel

Public safety/services
• Fire department is great!
• Law enforcement community does a great job, working on national accreditation
• Public safety is well supported by city leaders, well-trained personnel.
• Fire department has an ISO rating of 2
• Good benefits for employment retention on public safety, which translates into lower crime, better insurance rates, etc.
• Police and fire system is quality. Drug court is a great program.
• Fire and law enforcement are excellent—both in city and county—helps insurance rates
• Great services—fire, police, etc.
• Talented and dedicated public service support
• Fantastic public services support throughout the community
• Great public service
• Great police/fire and other community support agencies

Downtown
• Downtown is really getting better—wonderful active railroad—Arts guild—Arts festival
• Attractive downtown streetscape
• Good development downtown, needs to be continued
• Downtown Dalton
• Downtown Dalton program for revitalization of downtown
• Downtown business district and ease of parking
• Downtown development improving
• Revitalization of downtown area is great—just underutilized.
• Nice looking downtown
• Downtown is beautiful, revitalized, but has potential for night activities
• As an outsider, we've got a great downtown.

Restaurants and food
• Unique restaurants
• Great Mexican restaurants
• Barbeque and sweet tea
• Lot of good ethnic restaurants
• Lots of local restaurants now to keep people in town rather than going to Atlanta or Chattanooga
• Great Mexican restaurants!
• Food sampler program
• Mustard or tomato based sauce
• Mustard or tomato based sauce?
• BBQ Sauces
• Great wine

**Funding**
- Community foundation and "old money" from carpet industry
- Philanthropic resources: generous community
- Can raise money
- Giving for the size of community that we are is significant—we raise money for United Way and needs
- Excellent financial capital—needs to be expanded
- Leadership Dalton/Whit program, community foundation—promotes charitable giving
- The community is very supportive financially—very charitable
- Grant money that we used to say no to
- Charitable giving is strong in this community—this supports many nonprofits in this community
- Giving community, lots of philanthropy

**Churches**
- Very active churches, a good place to plug into, very diverse as well and also very cooperative
- Churches and their interactions
- Strong churches in the communities
- Churches—Homeless Initiative
- Lots of worship facilities
- Great churches in the community of all denominations —> great music in the churches
- Wonderful faith-based institutions
- Churches and religious groups

**Local government**
- Mayor is genuinely concerned in making the city a better place
- Mayor is not a politician
- Leadership and elected officials and Chamber of Commerce
- Local gov’t employees and elected officials are committed and care
- Consolidation of services in local government
- Visionary new leadership
- Visionary attitude of leadership—let’s recreate ourselves to be the best we can be

**Other**
- Relatively safe community
- Crime is down
- Low serious crime rate here in our community
- Available housing
- Housing became available, unfortunately because of the economic downturn
- Promoting Dalton both within the community and in surrounding areas
- Places for young people to meet and fall in love
- There is great beauty here
- This area is a leader in the state, education, carpet capital of world
- Employees have educational initiatives—lots of resources
• Have different agencies that all deal with similar issues—bringing them together as a community and have common care plans is helpful—they won’t slide through the system.
• Regional assets (UT, UTC Erlanger)
• Local TV station
• Community garden sponsored by Cooperative Extension
• Grow Greater Dalton and Archway happening at same time offers great opportunity
• Great recycling programs—curbside pick-up in the city
• New adult day services program to open later this year—may help keep folks here or attract those looking to retire
• College town has some athletics, arts, plays
• Overall attractive community
• People have roots in community
• National Guard unit brings in enlisted from out of town
• Non-attainment status
• We’re an Archway Partner!
• Great job selling our recreation opportunities = parks, trails, etc.
• Town this size does have some cool stuff
• Dalton is a progressive community
• Access Volunteers
• Burial of the unknown—very nice scenery and climate also

Do you have any additional thoughts for the Archway Partners?

• From the large group we know we need help and look forward to change
• ONE VOICE, ONE MISSION, UNIFIED GOALS
Appendix B

Individual Written Responses
What are the trends, forces and factors that will impact the community, your organization, agency, etc. (increasing, decreasing, or cyclical)?

- Lack of economic risk as to industry
- Banks not lending to good businesses
- Lack of local workforce
- Declining employment levels in existing industries
- Lack of diversity in economic base
- Technology
- Changing demographics
- Government
- Very difficult to attract young professionals
- Infrastructure which supports industry
- Relatively undiversified economy
- Latino population and service/education needs
- Unemployment
- County versus city government structures and tax disparity
- Involvement of community members on volunteer activities
- School issues—dropout, crowding
- Not a “friendly” community for younger adults
- Need feel of college town
- Crime—gangs, drugs
- Unemployment
- Hispanic population growth
- Business infrastructure is shrinking
- Small business going out of business in critical areas of town
- Transition of population and influx of new Daltonians
- Key carpet business working through cyclical downturn of industry
- Decrease in carpet industry work decreasing utility needs decreasing money in community
- Decrease of middle class in Dalton—need more to attract folk to live here and not Chattanooga
- VW plant in Chattanooga—bring new growth/support business, residential growth
- Population shift—Hispanic
- Need consolidated art community—art, music, theatre and performing arts center for community—not just college
- Decreasing carpet demand
- Increasing population
- Increasing regulation of natural resource
- Increasing regulation of utility services
- Decreasing access to health care plans for small business employees
- Community support and commitment
- Qualification/education/training/attitude of workforce available
- Economic development—industry—grow current diversity and new
- National and state level changes/law/decisions that affect workforce—unemployment, insurance, etc.
- Education challenges—technology
- Business cycle
- Unemployment
- Limited employment opportunities
- Increasing—population, diversity,
- Need for outlets
- Decreasing jobs, opportunities, educated population (we need our young folks to stay)
- As the “world” moves into an era of technology we need to address this need
- More local college graduates are not returning home—also most young professionals being hired by local industry are choosing to live elsewhere i.e. Ringgold and Chattanooga—this is the group from where future leaders come
- Unemployment in carpet and related industries—tied to construction, renovation and auto industry
- Repeat county unemployment of 1974-1976 recession/oil embargo
- Immigration—too many apartments
- Health care
- Public transportation—we are taxi cab “capital,” must have transportation here.
- Job loss/loss of income
- Natural ecology—regional/horse town
- Strain on all existing resources and many unmet needs—health, housing, food
- Gaps in all available resources
- Economy
- Unemployment
- Housing market
- No community plans are prepared to match this growth
- Attracting young professionals to live and work in this area
- Aging workforce as it relates to truck drivers
- City and county schools are really separate
- High unemployment due to housing market doldrums. This affects local businesses and population as people move out of the area to find other employment. On the reverse as the jobs come back with a housing recovery we will be faced with a potential labor shortage
- 58) Not true—city and county have not partnered for career academy—must live in county to attend county academy
- Unemployment—increasing
- Single industry rather than multiple industry
- Rise and fall of the carpet industry
- Diversity increasing
- Development of Dalton State
- Increasing focus from several sectors and players
- Downtown improvement
- Increasing poverty
- Mobility of students
- “Enrollment” at schools is flat but not same students
- Teachers may/may not be part of community (many live in other communities)
- Many students speaking languages other than English or Spanish
- Unemployment increasing
- Education
- High cost of housing
- Traffic
- Dalton State—our most important resource
- Poverty
• Language
• Unemployment
• The separation of cultures
• Community involvement still limited—same people
• Becoming a college town
• Losing upper economic (management and professional) people to other communities
• Increasing unemployment
• Failure to attract small businesses to broaden our commercial and industrial base
• Teachers moving outside community
• Traffic problems
• Fun/exercise opportunities—trails, events, culture of health
• Sustainable energy efficiency sources/green initiatives
• Green space/recreation/leisure opportunities
• The concept of third place
• Local food sources/organic and sustainable
• Social network and information availability
• Increasing—costs, school resources, demand for services
• Deceasing—business, jobs, tax base
• Unemployment
• Increasing squeeze regulations etc. on immigrants
• Lack f transportation
• Number of students graduating and not able to access high education costs
• Need vital downtown at night
• Diversity of industry
• Increase volunteerism
• Unemployment
• Problems of youth—dropout rate, drug problems, teen pregnancy
• Demographics
• Economic situation
• Look at date on 25-30 year olds in community
• Many students not coming back home
• Changing demographics could alter service industry
• Funding to match programming expectations
• Immigration Law to protect students that have come to US as kids
• Better opportunities to return to Dalton after graduation
• Family activities
• Great resources for tourism—nothing open—need to open
• Tell our story—carpet, Indians, Civil War
• Fewer jobs —tourism would solve this!
• Sell the Latino story—food, religion, stories
• Diversify industry
• Educated young people choosing to live in Chattanooga or Cartersville or other
• Reliance on flooring as economic driven
• Lack of assets, emphasis on quality of life issues, arts, library, restaurants, etc.
• Increase structure of DSC
• Perception schools bad
• Commercial/residential property
• Mid-level housing
• Bring in a different industry other than carpet
• Young educational professionals not returning to community to live and work
• High unemployment—permanent loss of manufacturing jobs
• No new industries moving in—carpet (white collar) jobs decreasing
• Very few opportunities for young professionals
• Lack of opportunity for “new” leaders—same people making decisions for a long time—new ideas needed
• Loss of young educated people
• Unemployment
• Too much low income housing
• Hispanic population
• Past history of non-cooperation with other area close to us
• Not enough involvement with state government
• Poor planning in the development of neighborhood
• Expand Dalton utilities into a regional utility
• Too many of the same people involved in all projects
• Population
• Diversification growing
• Economic development growing
• Cost of living decreasing
• Infrastructure excellent—growing
• Elected leadership—best ever
• Young professional exodus
• Quality of life
• College
• Utilities, sewers, phone, internet—all through country
• Litter throughout city-county
• Hospital is a closed book
• Consolidation of industry—ownership of town
• Increasing parent involvement and volunteering in public schools
• New retail stores with staying power
• Fill empty buildings before new constructions
• Need to be more informed about your community
• Current economy—more people
• Staying close to home—taking shorter trips
• Dalton needs to market historical sites and other local attractions to communities within 150 miles
• Upcoming Civil War celebrations a real opportunity
• Travelers still love festivals
• Governmental agencies and other local organizations are working well together but we need more funds to develop and market local assets
• Increasing education, health, younger population
• Deceasing carpet industry dominance
• Population shifts—increasing number of multifamily dwellings
• Health care—increasing number of families without health insurance
• Jobs—retraining needed for industries that will come in as we re-diversify
• Economy
• Industry/business closing due to economy
- Multicultural community
- More informed public due to more people online
- Change in how we educate our students
- Decreasing young career people/couples attracted to this community to live
- More students wanting to go to college/vo-tech schools
- Community diversity
- Shifts in center of industry
- Available housing
- Growth of college
- Impact of VW in Chattanooga
- Educating the community
- Schools as support for family and connects education of children
- Healthcare and services for low income children and families
- Why do young people locate to a community? What is the draw to Dalton?
- Unemployment increasing
- Retail store space empty—due in part to single industry as main revenue producer in county/area
- Increase in Hispanic population related to supplying labor force
- Language barrier
- Making headway to improving
- Increasing global competition in soft/hard surfaces
- Decreasing number of youths coming back to our community after college graduation
- Young professionals not coming
- Too many blue collar jobs—cannot find basically trained technologically educated people
- Technical professional training—need more
- Not using our geographic advantage
- Improve job growth—diversity
- Desirable housing opportunities—low income
- Health care affordable
- Need for diversification
- Apathetic younger generation
- Lack of tourism sited
- Increased need for source industry. This must have tourism and Dalton State growth to support
- Current economic cycle
- Demographic change
- Competitive nature of attracting new business
- Increased use of technology in business
- Aging workforce
- HS graduation rate
- Mid-income
- Not leveraging location
- Lack of technical/trade labor pool
- I believe the increased dropout rate in general will lead to a less educated population which will lead to a lower standard of living for everyone
- Increasing unemployment
- Decreasing tax revenue
- Decreasing population due to jobs
• Decreasing philanthropic giving
• Increasing Civil War/history
• Increasing low tax rate
• Graduation rate?
• Lack of diversified industry
• Apathy toward local elected officials
• Lack of well balanced socio-economic diversity in community
• Health care issues
• Downtown Dalton desirable place to be
• Heavily reliant on floor covering industry puts us at risk when economy slows down
• Need economic development
• Increased pressure on healthcare providers will create an environment that is difficult to recruit new providers
• Lack of diversity—our economic base has been a benefit and a challenge for many years. With a maturing floor covering industry (and consolidation of the same) our community has become very vulnerable. This is highlighted by our 13.29% unemployment rate. If our local economy was more diverse, the effect of the recession would be mitigated. Because of community and its industry has generally been unwilling to embrace broad economic development, we are not a “player” on a statewide level. This is a trend/force/factor that should be addressed.
• Changing demographics of population
• Funding of school system operational costs due to declining property values
• Investing in children who do not wish to live their lives here
• Ability to attract diversified industry
• Decreasing of our major industries
• Decreasing employment
• Decreasing size
• Aging population and need for services
• Very limited public transportation
• Unemployment
• Carpet industry changes
• Healthcare availability, access, assistance for needs
• Shortage of primary care physicians
• Taxes to fund what we need
• Historic preservation
• Tourism
• Appeal to young families
• Retraction of carpet industry
• Aging population
• Best and brightest not being retained in community
• Accountability of aging
• Concern of one major industry
• Lack of support of government after carpet industry went down
• We need to do more to save our history instead of tearing it down—we are looking at the possible loss of Prater’s Mill and scenic highway
• Increasing unemployment—cyclical hopefully
• Decreasing home values—cyclical
• Increasing population—challenge for infrastructure
• Aging population—increasing
• Increasing costs leading to decreased disposable income for residents
• Challenge to provide affordable healthcare for all
• Decrease of individuals covered by insurance
• Dependence on single industry—need for diversification
• Carpet industry—increased unemployment, decrease population
• Commitment of 21st century learning skills
• Housing industry decline
• New/different industry needed
• Land use/planning
• Unemployment rising
• Shrinking manufacturing base in US
• Racial diversity and pressures
• Education sometimes weak toward more educated workforce
• Need more community support for the value of education
• Dynamic energy industry
• Realistic development
• Unemployment
• Increase number of children in care
• Budget cut to offer services
• Increase number of children (especially teens) no youth counselor available
• Immigration increase
• Decreasing tax revenue
• Lack of diversification on industrial front
• School dropouts
• High teenage pregnancy rate
• High delinquent rate
• Government bureaucracy
• Loss of jobs
• Diversification of industry issues
• Obesity/health fitness
• Reduced incomes/short time not just unemployment
• Gangs/youth
• Attractive living for people who want to retire in place
• Economy
• Diversity of industries within Dalton
• General population makeup of our community
• Unemployment
• Economic development
• Housing
• Economic downturn
• Keeping college graduates in the community
• Community events
• Unemployment
• Illegal population
• No diversity of health insurance
• High dropout rate
• Declining housing market
• City and county government—not enough conservation
• No public transportation
• Growth in industry
• Unemployment
• Population growth
• Rehabilitate parolees/probation individuals
• Financial growth for small service agencies/churches/businesses
• Follow youth to succeed the educational success (high non-graduate rate)
• Major travel corridor
• Education through DSC into local industries
• Investment in utilities
• Renewed interest/priority in economic diversification land-use planning
• Emigration
• Rising unemployment
• Limited types of jobs/professions in area
• Community split between two cultures and languages
• Non-acceptance of different cultures
• Continued rising cost of health care
• Sustained high level of teen pregnancy
• Increasing unemployment
• Increasing growth at DSC
• Decrease in population
• Increasing demand for social services, health care
• Increasing commuters to area for work, less people living in Dalton
• Education—availability, teacher quality, library system
• Healthcare—senior health and facilities, hospital, doctors, RNs
• Underemployment and unemployment
• Continued education
• Increasing unemployment
• Increasing enrollment at Dalton State with decreasing funding
• Decreasing local tax revenue
• Decrease in local industry
• Lack of diversity in infrastructure
• Industry consolidation has reduced the spirit of entrepreneurship
• Unemployment—primarily due to downturn in housing market—related to general economic slump
• Not enough economic diversity—too dependent on carpet industry
• Not strong in the arts
• Increasing service sector
• Young people leaving
• Increasing out-migration of young professionals, entrepreneurs, managers, etc. They do not want to live here even if they work here
• Continuing consolidation/reduction in workforce of floor covering industry. Need for broader array of job—especially at middle-upper management level
• Continuing move of education out of our community—too many believe they cannot get a good education here
• Loss of entrepreneurial spirit/interest. Need to revitalize
• Cyclical—economic downturn overemphasized due to focus of carpet industry here
• Lack of competitive housing for the workforce we are trying to attract—lower cost/greater options perceived in adjacent counties
• Through 2010-2014 the increased opportunity for economic impact through tourism during the Civil War sesquicentennial—heritage tourism is huge here
• Preservation and development of potential tourism assets to positively impact our quality of life and increase our ability to increase economic impact for our area guests
• Increase appropriate development of our outdoor recreation assets to continue and increase sports marketing opportunities
• The Call to Action for tourism development—indicates broad support in community—incorporate into the bigger picture focus of Archway
• Education
• Churches
• Employment
• Specified health care
• Unemployment
• Local economy
• Where do we go from here?
• How do we keep or be more sensitive to the problem before it gets out of hand
• Recreation
• Transportation
• Unemployment/not enough jobs
• Increase—cultural diversity
• Unemployment rate continues to increase
• Economic development—need more diversity in manufacturing
• Increase in size from Dalton State as they continue to expand their programs
• Education
• Preparing students to compete on a global market
• Meeting the needs of a growing Hispanic community
• Unemployment increasing
• Shrinking economic base
• Decreasing industry diversification from carpet industry
• Exiting workforce
• Decreasing water sources
• Decreasing natural resources
• Increasing environmental legislation
• Increasing globalization—manufacturing moving overseas
• Unemployment
• Community awareness of needs
• Faith based initiatives
• Manufacturing industry—working together to upgrade
• A growing number of retired people in Dalton/Whitfield county
• An increase in the area of retired educators in the area
• A decreasing amount of money that families have to spend on “extras.” Money is spent on the needed items
• Young people from Dalton go away to college and do not return to Dalton
• This community is a single engine economy directly affected by construction industry and the general economy as a whole. The carpet industry has attempted to diversity into additional products that are directly impacted by construction cycles
• Decreasing commercial opportunities, why are there no book stores, electronic stores
• We need to capitalize on the surrounding area, mountains, rivers, physical activities, biking, golf, etc.
• The trends that impact the organization that I am in are the increasing visitors to our community. This not only impacts my organization, but impacts the community as a whole—all in a positive way. Through our visitors, the community receives people in the hotels, restaurants, shops, attractions, etc. By the visitors spending their money in our community, it creates a better quality of life for all who reside and run businesses in the Dalton area.
• The decrease in the demand for carpet is an increasing trend that is, in effect, increasing unemployment in Dalton.
• There is also a lack of tourism in Dalton is directly connected to the overlooked need to preserve and develop our historical assets. Such projects could help increase jobs both temporarily (through construction, etc.) as well as long term staffing of such attractions.

Unemployment
• Amount people can give to non-profits and other groups
• Collaboration/partnership
• Increasing college population
• Increasing tourism
• Decreasing reliance on carpet industry
• Decreasing budget
• Cyclical age of population
• Increasing community activities
• Need more jobs/community
• Education/need to help at risk children in all grades
• More police force
• Growing DSC attendance
• Unemployment rate rising
• Carpet industry depleting
• From public safety perspective: causes rising crime rate, juvenile problems also seem to be increasing
• Aging population versus young population—not accountable
• Unwilling leaders within community
• Solid waste authority—pollution
• Dropouts to work—can’t find jobs but can’t afford school
• Partnerships between Whitfield county and Dalton public schools
• Students at DSC—housing for those students
• Increase in unemployment
• Partnership between Career Academy and DSC
• Change in format (way students are learning)
• Sixth grade academy—Whitfield City Schools
• 9th grade academy a Career Academy
• Housing and commercial building
• Hispanic population
• Unemployment
• Education
• Personal development
• We have a State University and inadequate area to bring students in to stay
• Dropout—no interest in their future
- Students have nothing to look forward to. They either give up or move away.
- Increasing of job opportunities
- Decreasing pollution from carpet mills that causes medical problems
- Unemployment
- Hiring freezes
- Uncertainty fear
- Population decreasing due to job losses
- Foreclosures
- Money
- Lack of a reliable public transportation system
- Current lack of entry level jobs in this community other than fast food
- High rate of unemployment, forcing individuals to relocate
- Decline of carpet industry
- Lack of diversity economically
- Decreasing dropout rate
- Increasing community support of public schools
- Education that includes work ready skills
- English as second language and Spanish language classes to facilitate communication
- Economy outlook and it’s effects on viable growth
- Quality work force that is easily integrated
- Available housing in north side of county that is reasonably priced and not penalty packed
- Availability of infrastructure to support growth
- Increasing unemployment
- Increasing Hispanic population
- Housing prices decreasing
- Economy decreasing
- Growth along I-75
- Middle/upper level employment decreasing
- Employment in general decreasing
- Part-time employment increasing
- Education/students leaving community at early age to attend private schools
- Industry diversity
- Small business development
- Competitive health care
- Unemployment
- Increasing cost of living
- Empty buildings
- Need to diversify economy—leverage auto possibly
- Stress on infrastructure due to population growth
- Maintaining desirability of community as place to live
- Environmental quality of life
- Unemployment increasing
- Regulations increasing
- Increasing empty housing
- Increasing healthcare cost
- Increase cost of living
- Decreasing jobs and revenue
- Decreasing graduation rate
• Environment and health regulations
• Storm water management
• Unemployment
• Unemployment on increase
• Health care growing need
• Economy on the decrease due to downsizing
• Education needs growing
• Deceasing housing needs
• Need to diversify industry
• Increased diagnosed cancer in our community
• Decrease pay for educators, para-pros
• Decreased job opportunities due to economy
• Opportunities for growth in education and related sports opportunities
• Too many students, not enough teachers
• Too much to teach, too little time
• Not enough funds for rigid resources and technology needed by teachers to help students learn
• Not enough awareness of students circumstances
• More cyclists on the roads
• Not enough foster homes, safe group homes for girls and boys
• Equipment to develop social skills
• Decreasing educational budgets for art/performing art programs
• Lack of equity among our community leaders to recognize all the non for profit art organizations in this community
• Increase unemployment has impacted our workforce, especially our migrant workforce
• Increasing need for a community theatre that will support all the performing arts
• Need for services asking for assistance—food, healthcare, bills
• Demand on social services
• Changing family structures
• Unemployment
• Monopoly in healthcare
• Diverse business environment needed
• Tax base is declining
• Need for services increasing
• Demand for resources increasing
• Need to keep people in community after education
• Unemployment
• Education
• Community is seeing more increase in cancer
• Community role models
• Increase in gangs
• Quality of life through food/agriculture—small local family farms, niche marketing, access to local sustainable agriculture, CSA
• Employment/unemployment
• Youth involvement/after school activities
• Jobs/diversity from carpet only
• Health-obesity/food production
• Recycle/reduce/reuse
• Tourist maximize assets
• Increasing—student population, interest in quality of life, desire for amenities
• Decreasing—funding from state government, industry/corporations, individual
• Tourism—150th Civil War, grow tourism
• Economy—unemployment
• Arts—less money support for the arts—currently
• Quality of life—a must
• People moving in creates buying new houses, which impacts loans at banks, impacts the carpet business, and after businesses, and begins the recovery in all areas
• Unemployment increase
• Declining real estate values—decreasing
• Lack of capital in banks
• Weak carpet sales
• More on campus housing DSC
• County wide sewer and water
• Expand arts guild outdoors display to get professionals to study in Walton
• Increased unemployment
• Decrease in manufacturing leads to decrease in need for service businesses
• Rise of DSC—important factor
• Declining real estate sale/value
• Quality of life—do people want to live here?
• A need for the arts
• Gangs increasing
• Increasing industries—new type industries
• Retaining carpet manufacturing and distribution
• Manufacturers locally to other countries—national trend
• Increasing population
• Lessening view of the region
• Not attracting young college educated professionals
• Diversifying populations
• Lack of new young leaders
• Currently the downturn in the general economy is negatively impacting our major industry. This is more cyclical. However, efficiency gains
• Unemployment is up and will stay high until we see more growth in the US housing market
• Healthcare costs are up
• Graduation rates are up
• Retention of young educated professionals is down
• We are losing middle income and upper income professionals
• Increasing—parts suppliers, jobs, pressure on government services. All are driven by VW in Chattanooga
• Decreasing startup funds
• Cyclical—recession of 08-09 will pass, but employees may move to VW if parts suppliers are not captured
• We have an upcoming opportunity to increase economic impact through tourism during the 150th anniversary celebrations for the Civil War (2010-2014). Dalton will be a stop and should be leverage the opportunity
• The current economic eliminate means travelers are staying closer to home—but Dalton could be overlooked without preservation and development of local tourism
• The community has already gone through a “Call to Action” plan which has broad support—that should be included in vision documents
• I-75 is a “river of opportunity”—but if our tourism assets are not further developed we could lose economic opportunities
• We’ve seen an increase in attracting sports events, and with additional support we could increase economic impact to the community
• Building capacity
• Information technology increasing
• Attract talent
• Quality of life
• Capacity of community to be consumer of info
• 88% of teachers live outside Dalton
• Crime: address areas of high crime
• Education: graduation rates/dropout
• Ethnicity
• Workforce/population
• Housing foreclosures
• Jobs: retention and recruitment
• Declining tax digest
• Intergovernmental cooperation
• Lack of interest in Historical Preservation
• Number of students increasing
• Increasing unemployment
• Decreasing number of new business for the outlet malls
• Decreasing number of new and young business
• Cyclical tourism
• Education—graduation rates, truancy, dropout rates, level attained
• Economy—unemployment
• Well being/health—teen pregnancy
• Unemployment
• Density of tax base—concentration
• Demographic change
• Declining tax base
• Declining wealth
• Increasing education scores—graduation rate, SAT scores
• High percentage of Title 1 students
• Status quo of intergovernmental cooperation/collaboration
• Population growth is projected to continue at a modest rate
• The carpet and floor industry has matured and will not grow in the future as it has in the past
• The education level of the community will likely not grow appreciably unless steps are taken to impact highly educated professionals
• Increasing business/economic developed will create additional job
• Expansion of DSC—programs/housing
• Preservation of historical structures, attract more tourists
• Health insurance/cost of health care
• Unemployment
• Sluggish economy
• Foreclosures
• Lack of economic diversity
• Lack of consumer confidence
• Decreasing middle class
• Diversified business growth and expansion
• Increasing diversification of industry
• Decreasing intolerance of population diversification
• Expanded 4 year status of Dalton State including post-B opportunities
• Expanded connectivity options
• Expanded recreational opportunities
• Increasing interest in our use of resources for tourism
• Decreasing jobs and opportunities for our workers
• Cyclical interest in our community
• Potential of carpet industry leaving
• Diversifying industry
• Outdoor recreation
• Entertainment
• Wifi outlet for community
• Positive attractions for younger generations
• Diverse industry
• Downtown retail—increasing
• Capitalize on VW plant with supporting industry
• Increase the desirability for college graduates
• Increasing diversity of population
• Increasing single parent/teenage pregnancy
• Increasing unemployment
• Increasing expansion of Dalton State 4 yr. programs
• Decreasing tax base
• Decreasing number of students who return to live in Dalton as adults
• Increase tourism opportunities
• Diversification
• Continue to develop downtown
• Helping small business—retail, shopping for women, mall needs to be redone
• Limited industry diversity. A culture of we only want flooring
• Increase recruitment of diverse industry and create the atmosphere to attract industry targets
• Dalton/Whitfield needs more product in terms of industrial parks for 21 century industries
• Dalton/Whitfield must increase marketing efforts. Tell the world about Dalton
• Downturn in carpet industry—fewer jobs, less revenue generated, more unemployment, more need for social services
• “Management” doesn’t want to live here
• Can’t recruit young leaders to live and work here
• Shrinking charitable base
• Experienced community leaders are tired—where are their successors?
• As childhood obesity is at all time high it would be a great to enhance the Quality of Life programs and facilities not only for children but adults as well
• Make pre-k available for all students
• Promote Quality of Life, schools and economic development
• Children/students have increasing random access to information without help from parents, church, or school audience
• Increasing demands for 21st century skills
• Decreasing hierarchy qualified educators (teachers and administrators) when baby boomers retire
• Decreasing capacity of parents to educate/care for children
• Increasing need for creativity, add problems solving, and critical thinking skills
• Increasing need to develop all talents of all students
• Decreasing young professional population
• Decreasing retention rates of graduates in community
• People have less money to spend on leisure activities, more picking where they spend their disposable income
• Without cohesiveness among arts groups, one performing arts center (i.e.—theater that seats more than 500) we are losing money to Chattanooga and Atlanta
• No real leisure activities to keep people downtown unless shopping and eating
• How do we bring young people/couples back to Dalton without anything to offer them? I had parents here, without that I don't think I would have moved back
• Nothing to do at night if you're under 45! Must go to Chattanooga
• Resources to help high school students go on to college
• Decline of carpet needs in residential housing
• Decline in housing sales
• Decline in new home construction
• Sewer needs in county/ lack of sewer
• Energy increases through federal government activities
• Water supply
• Low overall education base of workforce
• Attractiveness of Chattanooga for living
• Growth in student base DSC
• Access to hospital through multiple insurance options
• Declining private owned businesses
• Increasing graduation test scores
• Increase in staycations
• Tourists interested in doing
• GA state surveys show increase in cultural/historical travel
• Sports and outdoor travel rising
• Increase cost of transportation leading to more hub and spoke logistics
• Increase in need for Spanish marketing and consumer assistance
• Growth of student base at DSC
• Decline of carpet needs
• Decline in disposable income
• Increase staycations
• Middle class—fleeing north and south of us
• Increase affordable housing
• Young leaders want to work here—not live
• Perception of education
• Decline in local owned companies
• Challenged in limited industry base
• Childhood obesity no sewer in county
• Branding—no single vision
• Work ready process
• Increase in diversity
• Because of increase in Hispanic population we have a “fleeing” to communities north and south of us—causing our middle class/middle management to decrease in size
• We have more of an international community which is a good/positive for our community.
• Sharing culture—learning from others
• Cyclical—economic trend—downturn in economy—downturn in housing/business/business going out of business—growth
• Employment
• Crime rate
• Population
• Diversify industry
• Lots of events coming up with piggy-back potential
• Combined efforts and formed partnerships increase promotion, the more promotion we get, the more visitors we get from out of the area—spending dollars—good for our hotels, restaurants, shops
• Increase unemployment
• Health insurance cost increase
• Increase in college student population
• Increase diversity or diverse workforce
• Community involvement
• Health awareness and initiative
• Decrease teen pregnancy
• Decreasing carpet industry
• Quality of life—easy movement around the town—buses, sidewalks, bike paths
• Open public event—concerts, shows, symphony, speakers
• Increased teen pregnancy/single parent issues
• Increase use and manufacturing of methamphetamines
• Small business closures increase
• Industry/carpet slow down—decrease (too focused on one industry)
• The college DSC enrollment increasing people seeking higher education
• Tour groups
• Economic—carpet industry increasing, unemployment increasing
• College—increase of student population
• “Green” community—some progressive thoughts toward eco-friendly ideas, coupled with many natural attractions—bike trails, mountains, etc
• A good next step would be an increase in multi-use development
• Agriculture—still a large part of economy
• Unemployment—the longer we go without new jobs, the more we will see our affordable labor force move away
• An increase in jobs, increase spending, will help the small business owners
• More great opportunities needed
• More resources for at risk population families needed
• Community transportation available for low income families needed
• Economic downturn impacting funding for non-profits while increasing need for services to low-income families
• Growing disconnect between families and local government increased sense of futility
• Unemployment
• Dropout rate has remained high—resulting in a lower educated workforce
• We need to capitalize on the beauty of our area to attract visitors and tourists during the Civil War anniversary celebrations
• Inclusion of Hispanic community into mainstream
• Increasing prominence of Dalton State College
• Shrinking of de Toriqueville members
• Need to keep downtown Dalton alive
• More industrial growth
• Decreasing population—we need more young professionals and families
• Growth of DSC
• Improved medical care
• Wealth de-massification increasing
• De-localization of industry increasing
• Increased industrial efficiency
• Growth of surrounding counties in facilities and crime, education resources
• Transition of leadership from entrepreneurial leaders (founders of carpet industry, banking, etc)
• New faces around the table—there aren't many
• Increasing unemployment
• Decreasing youth opportunities
• Decreasing infrastructure
• Increasing healthcare costs
• Limited higher education opportunities diversifying education community
• Limited downtown attractions
• Dalton State College—enrollment growth, changing mission, away from community college model, space limitations
• Dalton/Whitfield community—diversifying economic base, demographic diversification
• Community—increasing cost of healthcare
• Loss of employment due to consolidation and improvements in efficiency
• Shift from soft surface to hard surface in market
• Loss of young professionals to other communities
• Marketing at carpet industry
• Industry contracting
• Decreasing population
• Decreasing government economic support for information
• Industry wages less competitive than new industry in TN
• Technical education less than needed for future technology
• Increasing unemployment
• Increasing Latino population
• Increasing taxes
• Increasing home prices
• Increasing need for medical care
• Increasing cost of medical care
• Increasing need for adult education
• Increasing need for workforce ready employees
• Increasing college population
• Decreasing county services
- Decreasing quality education
- Decreasing communication between city and county
- Decreasing income/cash flow/jobs
- Decreasing access to natural resources
- Cyclical economy
- Cyclical industry
- Increasing leadership capacity within both school systems to lead and transform them into learning organizations and teaching platforms
- Working with parents and the community to enlist their support and help as we transform our schools
- Teaching parents how to help their children succeed at school
- Unemployment decreasing
- Housing decreasing
- Health insurance—no insurance carriers
- Crime cyclical
- Taxes
- Entertainment
- Dining
- Education
- Linking communities i.e. Hispanic
- New industry
- Better involvement in schools from the community
- Healthcare
- Unemployment increasing
- Students at Dalton State
- Assistance based programs
- Foreclosure
- Decreasing—economic development, state budget, city/cash budget
- Cyclical—current recession
- Unemployment
- Library services
- Dalton State College—student population increasing
- City-county government services
- Healthcare—insurance issues
- Change in attitude—lack of motivation
- Industrial growth
- Student population increasing at DSC
- County population increasing
- Employment decreasing
- Young professionals—not moving into community
- Home sales cyclical
- Stores/businesses decreasing
- Opportunities for student activities stagnant
- Land locked at DSC although opportunities for purchase increasing
- Traffic increasing
- Increase in 4 year degrees at DSC
- Attraction of industries outside of carpet
- Increased regulations that increase costs
• Increased poverty level
• Competition from Chattanooga/North GA area for business location
• Increased poor service quality small businesses
• High school graduation rates
• Increased Dalton College enrollment
• Decreasing young college educated people staying in community
• Decreasing carpet industry employment
• Decreasing home/property sales
• Decreasing older, wealthier citizens moving to Chattanooga
• Decreasing number of quality small businesses
• Increased attention to health and healthy lifestyle. People in the community need places to exercise. We need to promote outdoor opportunities in Dalton
• Economic downturn in carpet sales
• Increase technical knowledge
• Education level of workforce
• Importance of carpet industry—economic engine
• Available water/water treatment/utilities
• DSC—existence
• Decreasing number of young professionals
• Protect our carpet industry
• Grow an educated workforce
• Grow DSC—parking, classrooms
• Diversity of industry/maturing industry
• More attractive housing for families starting out
• Vibrant downtown
• City and county working together
• Things to do to attract more young people to area
• More options in healthcare
• Dalton college achieving university status
• Arts program/facility
• More shopping
• More choices for secondary education/magnet?
• Financial downturn—nationwide, state-wide, regionally, locally
• Unemployment
• Low graduation rate
• Bilingual population
• One-industry community
• Local economy situation—increased production
• Lack of diversified industry
• Housing crisis—increasing number of foreclosures
• Unemployment rate—increasing
• Dropout rate increased
• High pregnancy
• Need of more opportunity for youth
• Workforce
• Lack of young families or adults in 18-25 year old age group moving to community
• Economic downturn
• Single industry town—carpet—need diversification
• People need a place to play where they live and work
• Quality of education offered in local schools
• Amenities for young families and educated consumers are needed. Need arts and culture programs
• Population increasing
• Development increasing
• Land decreasing
• Infrastructure network increasing
• Visitor bureau along interstate exit
• Changing in the carpet industry—declining employment
• A large percentage of the population highly regards education at some level
• Dalton College—huge bonus for community—is poised to increase
• Historic assets—Civil War
• Community support—“can do” attitude
• Need better communication
• We don’t get the good news out
• Don’t collaborate our successes when we have them
• Increasing unemployment
• Decreasing new business startups
• Growing economic gap—middle class is shrinking as a percentage of population
• Growing education gap—fewer jobs available to the uneducated
• Increasing number of children in poverty
• Lack of economic diversity—huge
• Lack of industry support for education and completing education
• Unfocused development
• Slow recognition of changing economy
• Slow reaction to changing educational marketplace
• Continued cuts in healthcare from the government
• Increasing taxes—healthcare reform
• Decrease of the housing market
• Decreasing in educational funding
• Decrease in jobs
• Increasing diversity
• Diversifying the economy
• Retaining our educated youth
• Decreasing the double-digit divorce rate in WC
• Population increase—Hispanic
• Diversifying the employers and workforce
• Education—continue to improve
• Losing management to other communities
• Little to no middle and upper management really live in Dalton. For growth that will prosper, those who run our businesses work here, they need to live here
• Increasing number of unwed parents
• Increasing number of students completing high/attending college
• Increasing unemployment
• Increasing obesity rate among students/adults
• Increase in DFACS referrals
• Increase in referrals to mental health agencies
• Increase in rental properties
• Increasing vacation homes
• Economic downturn
• Cultural changes
• Diversity
• Employment opportunities
• Vacancy in residential rental market
• Unification of county/city government
• Economy—people coming and going because economy, business/industry changes, diversify industry
• Education of the workers in the community language barriers
• Learning styles of students are changing
• Technology
• Financial rebound
• Population changes
• New technologies for communication, etc.
• Increased accountability
• Increase in SES—poverty index for school age children
• Change in population
• Changing to a 21st century learning platform
• Aging population accessing healthcare—increasing
• Decreasing number affluent inhabitants because they are choosing to live in communities where there are more amenities
• Ability to keep people living here—choosing to commute
• Long waits at emergency room
• Economy—cyclical, will Dalton, Whitfield be ready for the next upturn
• Homeless families—increasing more families are being evicted and moving about what resources are available
• VW—increasing our public schools are better than Hamilton County schools. How can we get those folks to live here?
• HC reform
• Whitfield EMS
• Number of uninsured
• Job growth
• Increased growth—increased ability to recruit physicians
• State grants, business development
• Business (industry that provides life insurance)
• Negative perception of our community
• High unemployment
• High foreclosure rates—lots of empty houses
• Diversity of our industry
• Switch in diversity
• Healthcare reform
• Live here, work here (trend of people moving to Ringgold)
• Streamline government
• Less taxes—incentives for res/community developments
• Residential and commercial development—national and cyclical
• Population growth—specific to northeast and northwest GA and I-75 corridor
• Metropolitan press of population i.e. movement of population to larger metropolitan areas
• “De-manufacturing” of US economy
• Healthcare issues—delivery of healthcare
• Maintaining jobs or creating jobs by keeping as much as possible in county
• Retention of youth, learning to pursue other opportunities outside county
• More diversified industry
• Unemployment
• Lower sales tax effects service county government
• Economic development could improve unemployment
• Population decreasing and future increasing
• Business decreasing and future increasing
• Governments
• Hospital—growth and success
• The population’s shift in diversity
• The transformation or stagnation in education
• A job market that is more geared to white collar occupations
• Graduation rate is improving. How are we keeping people here? Diversify the industries…
• Education
• We need more jobs
• More recreational centers
• People aren’t able to communicate because of different languages
• Transient students
• Bridging the population—community involvement
• Educational opportunities for
• Resources
• Disparity of 2 populations
• Immigration
• Unemployment
• Tax base—impact on schools
• Cultural opportunities on east side of town
• Education—increasing
• Population—increasing
• Jobs—decreasing
• Pollution—increasing
• Unemployment increasing
• Pollution increasing
• Jobs decreasing
• Population
• Carpet mills moving out of the area
• Diversifying industry
• Decreasing restaurants
• Decreasing population
• Carpet mills closing
• Increasing of empty office spaces/warehouses
• Decreasing new homes
• Due to economic times travelers are looking at “staycations” and shorter trips. Dalton may be overlooked without preservation and development of its tourism assets
• I-75 river of opportunity with dully developed tourism development
The skills our children will need in order to be successful in a competitive economy

Diversity

Changing economy

Change in population

VW in Chattanooga

Unemployment

Development of tourism assets

Additional economic impact through marketing of the community

Decrease in industry—unemployment diversify industry

Housing

Education—Hispanic population, lack of US educational system, increasing

Healthcare/housing

Obesity

Stop treating Latinos as second class citizens. Treat as a valuable addition that can add richness and diversity to our community

Healthcare

Housing market

Increasing population

Increasing pressure on services with population—schools and college, transportation

Decreasing amounts of natural areas as development increases—decrease in water quality, losses of animal population

Decrease in professional jobs

Increase in those living outside the county/only working within county

Decrease in shopping/markets/etc which causes those living within to spend money outside

Teen pregnancy

Unemployment increasing

Increasing students at Dalton

Decreasing emigration of labor?

Plant closing

Healthcare

Housing market

Obesity rate elementary kids 50%

Unemployment

Economy

Lack of jobs

Planning

Transportation

Education maintaining public education

Healthcare

Unemployment

Teen pregnancy

Dropout rates

Meth usage

Population change/Hispanic growth

Housing/desirable neighborhoods

Expanded recreation and shopping

Obesity rates

Availability of increased technology
• Diversify industries
• Community calendar
• Decreasing industry
• Increasing worldwide competition
• Increasing competition in the SE
• Decreasing water use—have excess
• Increasing need to utilize and integrate technology
• Avoid using existing industry
• Increase marketing of great things here
• Lack of new industry
• Technology improvement
• Illegal immigration lowers the image quality and respectability of Dalton and Whitfield County. Although a national rather than a local issue, some form of “worker visa” program must be established to assure both the worker and industry of benefits which do not adversely affect the community and which hopefully benefits Dalton and Whitfield County.

Based on the trends, etc. that you identified, what are the specific things that need to be done in order to adapt to the change? (Start with a verb.)

• Determine what groups/demographics we want to attract.
• Develop a bike path plan that would enable biking to work.
• Develop a marketing plan to communicate & encourage biking as a transaction mode.
• Expand/build dormitories for DSC.
• Market DSC to broader NW GA.
• Publish demographics of DSC to Dalton/Whitfield County residents
• Create a workforce development plan to enable a base labor pool for future industry.
• Create a marketing campaign to publicize people who are area HS alums & have returned/stayed in community.
• Build dormitories and invest in DSC infrastructure.
• Promote “branding” efforts on activities that will attract people to the community-outdoors, etc.
• Invest in education of a more technologically capable population.
• Provide incentives to bring business to the community.
• Develop a more vibrant downtown that will attract young professionals.
• Recruit younger professionals.
• Professional community needs to be involved with schools in designing learning activities that can positively impact business and professional growth, spark entrepreneurs and that meet the demands of the 21st century. What is important for our students to learn? All stakeholders should have a voice in this.
• Improve education through partnership with business.
• Create green space community wide.
• Innovative education ideas are needed.
• Promote our utilities, technology & low cost.
• Promote the natural beauty in North Georgia and Dalton/Whitfield County to attract tourists, residents, retirees, etc.
• Add hiking, biking trails and improve connectivity.
• Create more “green spaces”.
• Have programs that create the desire for education at all levels.
• Define programs that capitalize on our Civil War heritage.
• Bring more diverse and high tech industry into our community.
• Implement home based education for young families. Reach out to them in their environment. (home & work)
• Create opportunities for young people in community. (social & economic)
• Support proven strategies in all areas of development. (education, social, & economic)
• Implement school readiness programs to address kindergarten entry and future success in school.
• Market Dalton community as a place to raise young families. Focus on issues such as safety, school success. Engage young people—"MW Young Leaders".
• Get more retail stores.
• Improve downtown, etc.—parking, problem buildings, complete streetscape.
• Persuade hospital to take major insurance company coverage.
• Make more green space areas for public usage.
• Create pride or “buy in” of the good things in the community by those who live here. Can’t sell to outsiders if we don’t believe in ourselves!
• Support “local” events, restaurants, causes, etc.
• Be honest about our strengths/weaknesses.
• Develop a “definition of cool”.
• Maintain a commitment to an “incentivizing” process.
• Develop a sustained ability to communicate with the residents of this area regarding our challenges and assets.
• Develop a commitment to allocating the resources necessary to move our (needles) metrics.
• Infrastructure improvements.
• Community planning and development
• Cultural outreach programs.
• Fully utilize current community assets.
• Sell the city’s pluses.
• Develop closer, more extensive ties between DSC and community—e.g. early college, teacher development, college/business relations.
• Exploit tourism potential, hardly touched up to now.
• Aggressively recruit new industry, especially green industry.
• Focus on quality of life, especially in arts.
• Develop a community literacy initiative.
• Build community theatre. (800 seat)
• Expand library services beyond main building.
• Broaden our view of who provides “the arts” to our community. Currently our Chamber only recognizes the Creative Arts Guild but we have Dalton Arts Project, Dalton Little Theatre, Artistic Civic Theatre, choral groups, bands, local art galleries, etc. The Arts Guild is not the only art agency in our community.
• Start a conversation with health care providers
• Develop a marketing plan to increase DSC housing opportunities.
• Create opportunities for youth in community.
• Develop arts for college.
• Incentivise people to return to community after education.
• Expand First Friday for Arts.
• Provide a place for artists to create art.
• Insure all the various groups focused on economic development are totally coordinated and take initiative to seek out companies/businesses to locate here. Don’t just identify types of businesses we would like or are well prepared to support.
• Infuse some financial promotion to shore up the types of downtown businesses we must have to keep and attract educated citizens.
• Set up a “small business quality institute” to teach existing business owners and employees simple statistical tools to improve their products and services. Goal—Dalton has a reputation as a first class service town.
• Develop a plan to expand the arts.
• Develop plans to improve appearance of key intersections in Dalton, i.e.: Walnut and Thornton.
• Provide technology related curriculum at Dalton State to produce work force for auto industry developing in our surrounding area.
• Promote the National Forest surrounding Dalton. There are great recreational opportunities around our area that even our local citizens don’t know.
• Promote Raisinwoods Mountain Bike Park. Expand other half of landfill (100 acres) into other type of park (baseball, soccer, etc.)
• Battlefield Park on Dug Gap needs to be refurbished.
• Allow Dalton to utilize waste and ground water programs in our county.
• Grow an educated work force
• Increase the well paying jobs that exist here.
• Our community leaders need to speak with one voice.
• Grow Dalton State College; parking, classrooms.
• Develop jobs in chemical industry.
• DSC—university status.
• More choices in health insurance.
• Arts facility downtown
• Cooperation between city and school.
• Keep “football” mentality from keeping city and county from working together.
• Moderately priced housing communities and higher with pools, clubhouses, etc.
• Finish streetscape downtown.
• Better communication about positive initiatives.
• Support of changes at DSC.
• Collaborative group to study fine art development in area and/or parks/trails.
• Establish collaboratives to brainstorm.
• Re-examine priorities for tax funding of public services.
• Increase workforce development
• Aggressively seek stimulus funding to stem unemployment.
• Encourage tourism to take advantage of our natural resources.
• To offer graduate level degrees at DSC.
• To explore options for other type of industry or to complement the carpet industry.
• To promote the positive aspects of our community, including the high academic level in Dalton and Whitfield public schools.
• To develop local entertainment and recreational activities for families and young people.
• Diversify health insurance options.
• More parks and walking trails.
• To support and fund the coalition of Latino leaders (CLILA) programs: English classes, homework club, helping families to better assimilate to the U.S., etc.
• Tourism/historic event awareness. (Wink Theatre) Events, support, Dalton businesses, Twitter.
• Green—How to create/increase the awareness/need. Provide more accessible locations even for the outside communities—Rocky Face, Cohutta, Varnell, Tunnel Hill (outside Dalton city limits).
• Lack of the younger individuals live and work quality of life. Community clean up.
• Business
• Real restaurants.
• Need for trade schools.
• Position Dalton State as the Hope Elizabeth College for outdoor people.
• Housing in the city.
• Mixed use development
• Green increases.
• Ten in Dalton
• Make/require/bribe hospitals to cover more health care providers.
• Charity coordination
• Support economic development—Five points
• Recreational trail directory.
• Ocoee rafting.
• Diverse employment.
• Increase city housing.
• Better communication to get others involved.
• Tourism, green, diversification.
• Keep downtown businesses open nights/weekends.
• Less harassment from Dalton Police Dept.
• Improve community’s perception of flooring industry
• Better promotion of local events.
• More affordable housing to retain young professionals in city limits.
• More “third places”—not home and not work—other places to go and things to do.
• Bringing people in. Piggy backing/partnering
• Supporting the events we do have here.
• Bike selling/renting.
• More community activities.
• Establish tax initiatives to build downtown
• Prepare master plan for downtown. (e.g. Chattanooga)
• Establish tax incentives to start and bring in new business.
• Develop more joint county/city plans.
• Search for more industry.
• Stop sending industry overseas.
• Middle class needs to be made stronger.
• Community needs to work closer with education system.
• Create public trails and parks.
• Develop attractions to keep overnight visitors for more than an overnight.
• Take stock in all the Civil War and other history of NW GA.
• Find ways to engage the medical community into the larger community. Develop a forum for communication.
• Hone our outreach program to attract new business and industry.
• Build on Dalton’s history/assets.
• Master plan for downtown.
• Integrate the college into the town.
• Incentive for small business/support local.
• Be a model community for integrating Hispanic/American population (educationally and culturally)
• Create schools that prepare students for high tech jobs.
• Recruit industries other than floor covering to our community.
• Establish health care providers that work with employers to make sure that insurance plans are accepted.
• Communicate information from all levels.
• Acceptance of H.C. insurance by hospitals/doctors.
• Opportunity for small business to flourish (incentives, tax breaks, health care)
• FUN
• Encourage restaurants.
• Develop tourism plan between: CVB, DDA, Chamber, JDA, to work together.
• Dismantle convention center and re-construct near town.
• Understand, catalogue and market strengths of Whitfield County to industry and service groups looking to relocate. (i.e.: Volkswagen suppliers, Harley Davidson moving from York, PA, etc.)
• Increase jobs available to maintain tax base to support depreciation of infrastructure and grow social programs. (i.e.: education, healthcare)
• Parent and family support systems for education, childcare, nutrition. “Quality Parenting Skills” is part of quality of life/place.
• Early childhood support/education/prenatal/birth through pre-K.
• Transform schools to learning platform from teach platform.
• THINK/DESIGN REGIONALLY—YES, WITH CHATTANOOGA!
• Get clear about what students should know and be able to do. (All 21st century skill and not just what is on state test) And what will community accept as evidence of quality school/education.
• Community website portal
• Study/review/connect. Dr. Richard Florida’s Rise of the Creative Class, criteria for cool community.
• Increase amenities—shopping, restaurants, arts and culture, entertainment, recreation.
• Community PR. Coordinated effort to provide the positive things.
• Recruit new industry/jobs that require higher education level. No more low-education, low-skills job creation.
• More housing for middle management that is affordable. Shouldn’t have to pay $500,000 to have swim/tennis neighborhood with sidewalks. If Atlanta could do it, why can’t we?
• Need “cool factors” to attract younger employees 25-40 to live and work here.
• Develop more community partnerships.
• Sewer expansion.
• Make pre-K available for all children not just a select few.
• Strategy a must. Plan to attract young professionals.
• Actively recruit new employees relocating to area, especially in carpet industry, to one community. We often lose these employees to other communities because the employees working here tell them not to live here.
• Embrace and enjoy the cultural diversity in our community.
• Get involved in community activities.
• Student.
• Promoting our great recreation programs/Civil War tourism. We don’t brag enough about historic tourism. Have a marketing plan. Need consolidated message.
• Team Dalton—show up.
• Construct/build cultural and arts areas to attract tourists and provide nightlife. (theatre, museum, children’s place)
• Allot funding to develop downtown. (Wider sidewalks, etc.)
• Join groups with similar goals and aims. Nonprofits should work together so charitable base isn’t tapped out.
• Survey young people in other areas to see what would attract them to Dalton.
• Make mayor full time paid position.
• Countywide sewer.
• Student housing growth.
• Creation of special tax districts for development of downtown.
• Enhance outdoor/sports activities for overall community and economic development.
• Promotion of public school success inside/outside community.
• Development public/private healthcare co-op or insurance exchange.
• Strict zoning for exteriors of business locations.
• Recognize that there are several partners vested in economic development and future growth of Dalton including public, private and nonprofit entities with a stake in the game.
• Develop a cooperative effort to retain and grow or improve our resources including infrastructure and human capital.
• Encourage new businesses.
• Determine single community vision everyone can support and that represents all aspects of community.
• Education support for community and family.
• Encourage the younger generation to come to Dalton.
• Support diversity of community. Build on it.
• Market our success/best points.
• Environment push—recycle.
• Public transportation.
• Target diverse industries for location to Dalton/Whitfield.
• Increase marketing efforts to attract people, business and industry.
• Create/improve industrial areas for 21st century type business.
• Review and change as needed development policies.
• Create an environment for private investment.
• Kick start growth at DSC.
• Cooperation between city and county for focused, planned development.
• Subsidize downtown development, enable young businesses to get a good start.
• Cooperation between arts agencies, schools and DSC to create “arts plan” for community.
• Rec department focus on outdoor activities rather than just sports leagues.
• Develop region wide initiative to emphasize and reward high school graduation.
• Look at using empty buildings for “server storage”. Public/private partnership.
• Develop strategic focus (i.e.: Grow Greater Dalton) to attract new/small business including incentives.
• Develop a healthcare task force.
• Hold more downtown cultural events.
• Enhance the shopping experience. Need Target!
• Develop strategies to benefit the hospital and doctors that would also diversify coverage to indigents as well as national companies having business in Dalton and the region. It would require all parties to come together and reach a suitable and acceptable compromise.
• Develop historic sites. Capitalize on these assets.
• Build a performing and fine arts center with both intimate and larger acoustically sound spaces as well as visual art/historical exhibit space.
• Recruit quality teachers to move to our community from the best colleges of education. Tell them we want the best in Dalton and we want them to live here.
• Develop relationships with the colleges of education. Promote our community to others.
• Create incentives for small business and unique cultural assets to locate downtown in our community.
• Continue developing partnerships between college, historical society, arts organizations and businesses to create “cool spaces” and events for the community.
• To increase professional community (i.e.: doctors, lawyers, management). We should develop retail, tourism, restaurant offerings.
• Capitalize on being a progressive small town—celebrate us!
• Create opportunities (such as tonight) for open forums. Specifically invite members from those community groups, which may not always be heard and may not respond to a public announcement or invitation.
• Hold these meetings/forums at a variety.
• Build relationships across dividing lines. From industry to school to church to area businesses. Also across age.
• Have meaningful thoughtful conversations with people outside your area of experience. Don’t just talk at each other. Engage in productive exchange of ideas.
• Ask questions!
• Technology
• Going green
• Initiative for young people.
• Health initiative.
• Community forums to discuss education.
• Educate our community about various opportunities for aid/support if needed and Hispanic population to help families integrate.
• Community—band together to help find solutions/issues etc.
• Take advantage of national forests for hiking, biking, camping, trails.
• Develop partnership between schools and businesses.
• Make Dalton more pedestrian and bike friendly.
• Develop civil war sites.
• Stop the forum
• Encourage voting.
• Support local business.
• Educate community jobs in industry.
• Get Michael Thurmond to come speak to community.
• Get churches to work together with youth activities.
• More school age childcare opportunities—affordable.
• Get child support enforcement to work.
• Follow through with Mayor’s call to action.
• Stop graduation test—let end of course test stand.
• Require sidewalks in every development to encourage walking.
• More bike lanes, trails.
• Build permanent arts center.
• More public art.
• Introduce/ establish other industries to our area.
• Support youth to complete their education.
• Support small businesses/ agencies/ churches.
• Employee felons.
• Train the incarcerated before their release.
• Community entertainment.
• Actions to grow small churches.
• Increasing cultural events, family activities and lowering the cost of living in Dalton would definitely encourage young families and “yuppies” to Dalton. This would upgrade the community to a new level.
• Cooperation of university system and local industries.
• Engage youth with applied sciences and mission orientation.
• Develop a mission for industrial growth.
• Invest in diversification of industries through technology innovation.
• Cooperate with UGA, DSC and local school system in areas of textile sciences, chemical.
• Promote maglev route as opportunity for local economic benefit.
• Develop additional recreational and cultural opportunities.
• Support local owned businesses.
• Increase number of high school and college graduates.
• Volunteer our vast time and talent in this community.
• Educate community on different cultures and values of them.
• Develop individual rec. activities (sidewalks for walking, biking, etc)
• Make effort (through chamber) to bring in diversified industries.
• Partnership with other communities to bring more art/ cultural/ music activities, i.e. Chattanooga, Rome, Atlanta.
• Attracting and keeping professionals—teaching at all educational levels, not just college but also technical/ skilled labor and educate students as to career skills needed.
• Senior activities to encourage retirees to stay
• Do away with free port tax—now.
• Be more pro business.
• Groups for revitalization of our historical areas/ buildings etc.
• Beautification.
• Leadership volunteers.
• Community theatre.
• Have a “terrific” internet description of Dalton!
• Rush everyone to have a positive outlook instead of negative.
• Organize small groups in different areas to work on their interest.
• Water and sewer county wide.
• Incentives for high tech ind.
• On campus housing
• Better library.
• Continue to develop the college.
• Support the arts—community/ schools
• Beautification
• Public art—enhance/ develop.
- Sewer to county.
- Explore/ develop the “cool” factor.
- Educate public about how their choices at the grocery/ dinner table have an impact on health and environment.
- Expand on success of community garden.
- Establish a legitimate farmer’s market.
- Upgrade library.
- Build and communicate all activities available.
- Utilize captive audience in schools (students) to educate on recycle programs/ activities.
- Study construction of an aquatic center for county/ swimming instruction/ SCUBA/ etc.
- Recruit—1. business, 2. people, 3. tourists
- Educate: don’t eliminate continuing education at DSC.
- Devote tax money to infrastructure for destination attractions.
- Build a museum.
- Promote, promote, promote.
- Develop community things that are wanted by DSC students.
- Encourage more support for the CAG to provide arts to our area.
- Buy local, shop local, eat local.
- Promote supplies for VN plant in Chattanooga to setup their business in Whitfield County.
- Communicate with school systems the options that are available for family with special needs. Create a partnership between social services and schools.
- Incorporate into DSC curriculum program that support technology and new industry.
- Include cancer research and treatment center at HMC.
- Add graduate programs to DSC.
- Add sports opportunities at DSC.
- Add parking to DSC for increased number students.
- Add bicycle lanes/ routes around college and tour areas.
- Add soccer and tennis to Whitfield County Recreation Department.
- How do we get more funds for resources and technology?
- Decrease size of classes: lower student per teacher ratio.
- North Star needs a playground and decent basketball court. Great for children to learn social skills. 95% of students are on free lunch program.
- Employ jobless.
- Train unemployed.
- Diversify industry.
- Volunteer where needed.
- Work with families.
- Advertise what are do well.
- Continue to build community/ relationships between elementary/ middle/ high schools to promote education and pride (ex: raider nation partnership).
- Diverse training opportunities for students/ adults outside of carpet.
- Continuing education in area of language English/ Spanish.
- Community parks added to areas of Dalton that do not currently have resources.
- Resources to assist single parents with skills needed to obtain jobs of higher paying jobs.
- Add greater awareness to family needs through churches.
- Setting community areas for helping schools with after care for parents work schedule.
- Community awareness/ education and community health classes on cancer.
- Recruitment of white-collar employment models to tax base.
• Advertising of what we do well—healthcare, education.
• Relevant business and industry other than carpet that is relevant to this area and can thrive in this area.
• Create cultural situations that allow and encourage crossing cultural lines of all population (upper and lower class)
• Increased understanding of public education in our community and what it is doing for the community.
• Advance services/ access to help families.
• Develop more buddy programs (latch key help).
• Pull in our faith base organizations to help provide services.
• Develop more conversations among community leaders—collaboration
• Look at ways to bring in different retail, recreation activities, venues—restaurants.
• Develop and recruit other health care insurance providers.
• Market capabilities of Dalton facilitating of diverse businesses
• Communicate the needs to stay in school.
• Communicate the risks of dropouts to include unemployment, teen pregnancy, etc.
• Compile data on cancer.
• Alcohol by the drink in the county.
• Develop more community events and communication through a community calendar
• Develop events (sporting) tolling revenues to the community.
• Implement more opportunities for volunteer activities.
• Work with local education facilities for volunteer work (reading etc).
• Involve more people in the arts.
• Develop more nighttime activities for college students.
• Communicate stories of success regarding progress in education showcasing achievement and the work.
• Developing stronger partnerships between business community and the educational community.
• Museum for the floor covering.
• Develop a world-class parks and recreation with outdoor arena, natatorium (focus on parks).
• Develop building codes that create an attractive environment.
• Design “greenways” that take advantage of the beautiful surroundings.
• Continue to promote and develop recycling programs.
• Off college class downtown.
• Build community capacity to interpret and evaluate information (education)
• Educate public about quality of education—(like in Dalton—get the good news out!)
• Develop clean vision of Dalton’s future based on shared community beliefs.
• Shift focus of business (schools) to serving community, rather than vice versa.
• Applaud our numbers, its ok to brag.
• Over communicate everything!
• Education success (all levels).
• Attract new business and people to community.
• Create a more attractive and active downtown area.
• Combine local arts agencies—CAG, Dalton, little theatre, artistic civic theatre—into one large and comprehensive arts agency with performing arts center.
• More college kids downtown with additional housing to jump start night life.
• Create housing developments with amenities in N. Whitfield county—groceries, shopping
• Create civil war museum to capitalize on (like Tellus or Booth).
• Civil war tourism highlights.
• Open career academy to all students in Dalton public, Whit and Murray schools to teach trades electrician, plumber, welding, etc and technologies fields.
• Create new locally owned businesses.
• Recruit young educated residents.
• Develop new more attractive housing choices.
• Increase resident student population DSC.
• Diversify/ downtown—more restaurants, shopping, apartments.
• Expand/ grow enrollment at DSC.
• Continue to expand utility sources where appropriate.
• Require more accountability on healthcare choices by individual.
• Create more small businesses and other business.
• Develop sports at Dalton State—other developments.
• Develop visitor attractions primarily around historical sites.
• Develop an industrial zone targeting the start up and sustaining small business.
• Increase mentoring programs.
• Increase competition among healthcare providers to improve access and more willingness to accept competing health networks.
• Increase participation in social organizations as a way to give back to the community.
• Build an art museum downtown that is connected by greenways and transmit from high density nodal points within and around Whitfield county/ Dalton.
• Decrease technology and research industries by leveraging the hospital and Dalton State.
• Develop community calendar.
• Communicate good news and success.
• Celebrate our good things/ achievements.
• Attend community events of all kinds.
• Support downtown.
• Shop local.
• Encourage small businesses—verbally and with local money.
• Eat local.
• Support Dalton college—attend, give money, give talent.
• Work together.
• Stop the city versus county thing.
• Volunteer where you passion is.
• Develop tourism further—civil war, railroad.
• Encourage beautification (neighborhoods, businesses, etc).
• Promote our mountains.
• Connect venues with green space.
• Need a transit plan
• Elect or appoint more visible diversity to city and county leadership.
• More to multi-language formats—brochures, signage, welcome sites.
• Build a hotel connected to the trade center.
• Develop a youth center with adequate parking.
• Make positive focal point for Dalton, i.e. Chattanooga—Coolidge park.
• Dalton propaganda—i.e. news, magazines, flyers.
• Positive imaging for Dalton pictures stories success.
• Capitalize on history and public safety.
• Clean up image of Dalton.
• Attract green industry.
• Develop and publicize technology based café and businesses. Internet café in downtown.
• Capitalize on natural resources and outdoor opportunity.
• Focus on high quality gave to our work force and jobs for them.
• Bring our bright kids back home to work here. To help us grow Dalton.
• Improve our rep. find ways to show the good parts of our community, support our county.
• Develop a museum to document the history of our area—that is the chenille—carpet industry development.
• Develop green technologies that will collaborate with flooring industry.
• Increase connectivity between health care and schools to address teen pregnancy.
• Provide incentives/ supports to promote development of downtown Dalton.
• Increase connectivity between schools and flooring industry.
• Town is not user attractive to young adults/ families.
• Build resources downtown—develop a plan to bring more diversity with the business.
• Change image!
• Print positive stories in the newspaper.
• Streetscape “flowers”.
• Losing socio-economic income; go to Chattanooga or Atlanta.
• Need more people to shop at stores “support stores”
• Need a bookstore (major)
• Spend more money on advertising for tourism.
• Increase incentives for our small business.
• Identify leaders in various pop and bring them together (diversity).
• Provide housing supplement or incentives to teachers to live in Whitfield Co.
• Provide some type of nutrition education.
• Bring the young people to meeting/ get them in the game/ planning.
• Teachers/ instructors.
• Attend/ join study of Rebecca Ryan book, learn how Dalton can become a “cool” community.
• Bring more young people into every aspect of planning.
• Work hard to keep back young people to community.
• Allocate more money for drug cause.
• Sustainable initiatives re: carpet waste.
• Activities (play off of our assets—biking, hiking, houses, etc).
• Restaurants.
• Areas to run, bike, etc.
• Shops
• Better marketing.
• Give our community talking points
• Encourage support of local businesses
• Create jobs in service sector (healthcare/IT)
• Communicate the positive opportunities in our community
• Develop and stick to land use plan
• Attract new business/industry to Dalton/Whitfield through aggressive economic development plan
• Joint development authority that is composed of all local agencies (city, county, Dalton Utilities, Chamber of Commerce)
• Remove carpet executives from economic development efforts
• Education—math & science training significantly amped up; technology partnership with business
• Capital for business starts is here. Incentives may not be. Fed/State/Local → Rochester, NY: Kodak died but city leads country in patents per capita Business start ups flourish with incentives
• Focus on manufacturing toward high tech industry where we still can hold intellectual capital over interaction producers
• Explore diversification efforts to see which ones can stick (capacity)
• Create community and education partnerships (time & talent)
• Technology/innovation partnership with parents, teachers, students in training
• Merging partnerships beyond financial support
• Support and encouragement from local businesses to attend school functions
• Partnerships between schools and businesses to invite students to shadow and become familiar with opportunities available in Dalton
• Design team for local govt.
• Partnership schools and businesses
• Bus → allow parents to come to school meetings
• More emphasis on information technology and computer science in education
• Develop a land use plan that will utilize existing facilities that are vacant and foster a systematical or controlled development of residential and commercial/industrial areas
• Target industrial/commercial growth that can take advantage of existing infrastructure
• Reduce layers of bureaucracy by merging administration of county/city, schools, law enforcement
• Establish start-up facilities for new small business
• Develop speakers list throughout area of people to talk in churches
• Develop a region-wide storm water plan
• Keep chamber economic development leaders hard at work
• Encourage increased sex education to prevent unwanted pregnancies
• Make and urban development plan to better utilize locations of infrastructure
• Support local public school system
• Mentor young people in community
• Share stories of success in the community and minimize failures
• Communicate with school system about needs regarding educating the workforce
• Communicate the positive things from inside education to the community
• Create entertainment opportunities that appeal to 13-17 group
• Support public education
• Develop opportunities to use schools to serve the needs of the community (offer classes—technology, agriculture, etc.)
• Advertise north and south of Dalton on I-75—tourism
• Increase availability of English as a Second Language
• Add diversity to industry and small business availability
• Make available additional small parks, walking and biking paths, etc.
• Provide public transportation
• Attract satellite private schools
• Develop storm water management plans
• Educate public on stream water regulation
• Develop Spanish/English teaching on local TV
• Recruit teachers form community (priority)
• Urban planning—industry south, residential north, storm water, transportation
• Merge city and county schools
• Recruit new industries—diversity
• Promote Dalton
• Stop ½ way between FL and North/Midwest (promote online, billboard in Mich., OH, OK)
• Civil War sites/recreation (hiking/ biking)
• Shopping—lower taxes form Tennessee
• Develop local TV program to learn English/Spanish—run on special dedicated program (could be sold to other communities for profit)—great place to advertise
• Aggressive marketing of community
• Focused economic development in partnership with the state of Georgia
• Focus on quality of life concerns regarding loss of young professionals/middle mgmt.
• Assess healthcare concerns and implement dialogue with key players in healthcare and local business
• Increase efforts to meet challenges of cultural diversity—encourage all culturally diverse groups in diversion and problem solving
• Commitment of think tank to solve issues and meet challenges
• Engage young professionals in community problem solving so they will develop ownership in the community
• Educate residents/visitors of what D-W has to offer
• Develop business recycling program (small and large)
• Capitalize on community positives—DSC, location (I-75—tri-state connections)
• Make young leaders the problem solvers—engage then and create ownership in the area
• Bring service jobs to this area
• Find ways to bring county/city governments together—on focus
• Consolidate governmental and educational entities
• Promote middle class growth
• The college is a key—must become a full 4 year institution
• Protect and develop Civil War and historic tourism in area—we have more CW earth works than any other area of the country. Historic tourism between Chickamauga and Resaca is an ideal spot
• Collaborate and communicate
• Deliver ideas to elected officials for changes to begin to occur
• Willingness to become a stakeholder
• Vote for change to make ideas happen
• Have more accountability from those that have control of tax money
• Make DSC a 4 year college
• Elder care
• Loss of continuing ed. is wrong! It should be a growing school.
• Encourage economic development through coordination, cooperation, consolidation of services
• Expand degree offerings at DSC
• Recognize healthcare challenges and make needed changes
• Develop community calendar
• Bring all historic presentation groups together for planning, partnerships, etc. (Crown Gardens has not been involved)
• Develop and “package” the materials to present the community favorably
• Encourage residents to speak up about the good things in Dalton
• Have music/outdoor community concerts every two weeks—free block parties
• Go to schools and try to encourage students about Archway Project—get students involved
• Community involvement—Roadrunners Basketball (DSC Basketball Team)
• Leaders become more involved in community
• No kill shelter/adoption center to help the increasing stray population
• School resources officers—more involved with the children (DPS—great job!)
• Awareness for Hispanic community—reach out—get over differences and adapt
• Solid waste authority—they have great programs and resources—utilize
• Business owners need to work on adapting—keep in mind you may lose $1 the first 6 months, but you may earn $10 the next
• Do what it takes to bring people in!
• Strong upper-class in Dalton—need to pull them in so they want to help
• Tourism—highlight Dalton’s attractions
• *make everything affordable*
• Need to bring in new industry
• Leadership has to be help accountable for their choices and not ignored
• Teaching the youth the importance of being held accountable for their actions
• Need new marketing strategy—maintain
• Need public events
• We need to bring the shopping industry back into Dalton
• Develop college training programs for more “real” jobs—jobs that are actually available
• Attract diversified business—retail?—businesses that will feed community
• Figure out a way to include all citizens of Dalton in this process
• Address needs of homeless in community
• Develop comprehensive community transportation system
• Examine the infrastructure to see what needs to be changed to build capacity for change in industry and education
• Survey students and find out how they want to learn
• Partner with insurance companies to get better rates for healthcare
• Provide more “big city” events and restaurants to encourage people to live in Dalton
• More cultural events
• Figure out what Dalton can do better than any other town
• Wi-Fi community
• Invite CEOs of various organizations to roundtable discussions re: what would it take to bring manufacturing back to the US, specifically Dalton, Ga.
• Research green fuels production and start producing fuel/equipment (windmills, etc.)
• Initiate in depth research from this area on number of cancer patients and acknowledge various cancers found—is there a trend toward a specific cancer and causes of the cancer—without being intimidated by the carpet industry
• Money!
• Recruiting other industry to relocate into this community
• Develop reasons for individuals to remain here rather than moving to Chattanooga or elsewhere, such as increasing middle management or other jobs that are inviting
• Bring in possible industry to occupy the many empty warehouses, shopping strip malls that have already been constricted
• Advertise the closeness to mountains and other recreational sites that would make this area attractive for others to move to Dalton
• Market our attributes to the region, state, country
• Promote our many community calendar—beef up newspaper coverage of local events
• Promote a buy local campaign
• Use the IN campaign
• Tell everyone you know about our positive community
• Increase awareness and promote the attraction that exist
• Find out what it is that people want or would like to see/have in Dalton
• See how organization and businesses can work together to promote attractions
• Prepare students for success in college, career tech schools, or the job market—high stakes tests do not help
• Look at High Tech High and how students are prepared to compete
• Look for ways to draw students back to Dalton after college
• Develop curriculum that supports development of small business
• Establish a resource team to inform local retired educator of what needs may require their help
• Develop a class for nutrition/ consumer ed./ parenting for the community (canning, freezing, shopping wisely)
• Diversify carpet industry into the chemical industry; you have the expertise to develop and supply whole new products and bases of worldwide supply
• Action—put activity and physical fitness open and available out on every corner.
• Need connections to the mountains and rivers. Commercial activity can be oriented to physical activity.
• Assist in the strengthening of quality ethnic development
• To have a better quality of life we need to really amp up tourism. By preserving our heritage and creating new attractions we can capitalize on tourism.
• Development of a carpet history based museum (how it’s done, history)
• Better funding for marketing of Dalton’s assets
• Better development of Dalton’s historical assets (Civil War, railroad, etc.)
• Development of public transportation
• Support DSC with time, talents and money
• Hire DSC graduates
• Recruit service industries
• Establish one or more attractions in Dalton
• Diversify tax base
• Attract service business (high-tech, professional)
• Develop historic area as a tourist destination
• Develop recreation areas in conjunction with college and other areas—Greenways Rock Climbing
• How we can fund these programs that cost too much
• Sport Event Coast
• Trying to diversify
• Attract new graduates
• Need carpet museum
• Identify business sectors that we want to locate here and actively pursue them with proper incentives
• Expand infrastructure into unincorporated areas of county to encourage more residential development
• Correct misimpressions about lack of quality education—encouraging excelling students to stay here
• Increase awareness of existing community calendars
• Prepare specific unique tourism assets—hottest product being developed in SE region: mill villages and we have one just wasting
• Develop Civil War heritage sites
• Develop a public arts program through CAG
• Attract a convention hotel developer
• Implement action items for tourism development outlined in the community-wide committee “Mayor’s Call to Action”
• Develop a “walkable” community to improve access
• Develop public transportation
• Closer coordination between education and business needs
• Continued focus on workforce readiness
• Regional partnerships
• Raise visibility of community
• Reverse pull from economic development of other areas
• Non-profit sector rationalization of services
• Web portal for Dalton
• Need a common web portal for greater Dalton that schools, Chamber, govt., etc. could branch out from—one stop shopping for “consumer” and a common marketing effort we all embrace (people make up their minds about us on the web—whether vacation destination, relocation, schools, etc.)
• Have a great place where people of all ages etc. can hang out together—create community “think coffee-house approach”
• Keep continuing education dept. of DSC—it is the university’s most visible outreach into the community
• Shifts in K-12 education
• Grow Dalton College
• Increase tourism to support service industries
• Open Hamilton Healthcare to competition
• Enhance current sties and trails so they attract tourist from all over SE USA
• Make use of I-75 and Dalton Utilities to attract new businesses
• Develop a carpet institution to reveal our history to others
• Market
• Diversify local economic base beyond floor covering
• Diversify insurance taken by Dalton area medical community to avoid transfer of medical $ to other communities
• Reinforce value of education (HS diploma as min.) through community outreach of business community and local industry
• Improve local historical sites/encourage historical tourism
• Develop diversified communities/business in Tunnel Hill and Varnell
• Education (Technical): responsibility taken by all companies, following example of big corporations
• Geography (strength): analyze possibility of park and ride. Start being different:
• Green carpet
• Green nature
• Green thinking and acting
• Green parks→ promote them
• Outreach to uneducated arts of community in the form of alternative education (GED programs, accelerated programs catering to Hispanic population)
• Better exploitation of downtown area through competition with Chattanooga and even Atlanta
• Community calendar available and readily communicated
• Diversity/diversified opportunities for industrial sector—incentives for industries other than flooring
• Partnerships with industries and education to better establish what training and skills need to be provided
• Long range plan/short range plan for recreation/family life opportunities within the community
• Development of downtown → promotion of downtown
• Encourage historical tourism
• Diversify healthcare opportunities
• Social life
• More community activity
• The use of the trade center
• Dalton College—Athletic program
• Mall
• Have a cultural diversity program coordinator publicly serving
• Provide more student housing
• Develop senior adult activities, housing, services to make Dalton a place for baby-boomers
• Tap into VW ripple industry
• Continue to bridge home/school relationships—bridging cultures together in the community outside the school
• Strengthen?? Public safety
• Attract more industry—provide incentives for business to relocate
• Restaurant expansion in downtown
• Diversify industry = increasing tax base; interest to young adults
• Build green space—quality recreation/relaxation etc.
• Challenge local hospital on insurance issues—Blue Cross Blue Shield
• Allow sidewalk dining
• Offer incentives for green building
• Provide public transportation for larger hours
• Allow comprehensive sex education on our public schools
• Encourage recycling, biking, walking (sidewalks) → more trails for walking and biking)
• Open I-75 or 7H for more development to area
• Recruit more major retail, dining (ex. Target, Sam’s, Olive Garden)
• Develop some interesting areas over near DSC to attract students living there
• Don’t dismantle DSC Continuing Ed. Center
• Develop more green space
• Develop groups, organizations (business leaders, govt. people, community leaders) to find ways to bring diverse industry to town
• Develop methods to inform community of needs. Inform people of what can be done and encourage participation (volunteerism)
• Encourage our governmental offices to help legislate law to help youngsters to become citizens of the US because of immigration issues
• Promote more diversified industry in order to bring talent back to Dalton after graduation from college
• Create activities to bring close the incision of communities
• Invite recruit young people to the table to help determine direction for our community
• Build pedestrian infrastructure
• Promote gardening/ local food production
• Create an online opportunity that mirror’s tonight’s efforts and promote it at Dalton Sate and the area high schools
• Open top-notch restaurants downtown and we need to go to them
• Make the library decent
• Promote concerts, plays, speakers, arts
• Figure out what is perceived wrong with schools and act as a bar to young professionals moving here
• We need to support those making good efforts
• A study to be completed—youth and elderly—quality of life
• Diversify industry
• Develop/encourage young leaders
• Clean up blighted areas/parks
• Communicate
• Work together
• Educate
• Stay active, stay young
• Exercise—stay lean, stay healthy
• Development of a downtown Dalton College campus
• Understanding what we have here
• Attract young educated people
• Sell Dalton!
• Develop more trendy places for young adults
• The practice in seeing change to enhance community
• Open historic resources—Hamilton House, Blunt House, Depot, carpet industry
• Sell Dalton—historic, hiking, biking, ball fields, canoeing, Indian, carpet, scenic
• Preserve historic and scenic resources
• Continue working to reduce taxes
• Support college’s growth to residential campus
• Correct healthcare/insurance problem
• Better ways to communicate within community
• Get UGA’s assistance in further developing and marketing tourism assets
• Implement plans for 150th anniversary of Civil War celebration and other tourism plans that have been developed
• Secure funds from any sources for additional billboards and other advertising
• Try to secure matching funds for the operation of tourism attractions
• Study and implement things done successfully by other similar towns (i.e.: Winston-Salem, NC—tobacco; Kannapolis, NC—textiles)—“Lets go where the puck will be” Wayne Gretzky
• Implement “Dalton Green”—recycle, litter problem
• Clean up litter
• “Unprovincial” our attitudes
• Attract other industry (non-carpet/flooring related)—transportation related industry?
• Tourism/transportation—assets
• Implement vigorous marketing campaign tourism industry
• Local assets—natural beauty, good climate, changing seasons
• Increase social services to families (healthcare, educational; support, housing)
• Encourage career exploration at middle school level, make mandatory at high school level—apprenticeships/internships
• Involve senior citizens in mentoring opportunities at high school level
• Establish more housing that’s affordable
• Create “quality” attraction—restaurants, etc.—events that all ages want to attend
• Construct upscale, trendy shops and stores to support our customers
• City/county work together collaboratively to make progress
• Heath fairs, information made accessible and understandable for all
• Diversify business and industry to embrace a more educated population
• Develop attractions that will “hook” the tourist trade in the community (historical, entertainment, cultural, etc.)
• Embrace the education system as a support for community and family learning
• Utilize our dual language opportunities to involve the entire community in future growth and development
• Everyone needs to educate themselves on the facts so that we can get on the same page
• Parents need to step up to the plate when it comes to education. Take advantage of the help available to get their students enrolled in college. They have no problem with supporting sports events.
• Plan events that would develop cultural education
• Create a unified plan-specific plan to accelerate job growth for existing and new business. Campaign hard dollars or in-kind (ex. 40 acres off S. bypass) to diversify our economy. City, county and Chamber of commerce (represent 800 businesses)
• Suppressed better ways to utilize technology
• Create motivational programs for our students
• Expand higher ed. Opportunities for the Dalton College communities
• Recruit targeted industries
• Assess and certify our workforce
• Diversity our tax base
• Develop and implement a downtown master plan
• Increase resources fro economic development
• Demand intergovernmental collaboration/cooperation
• Recruit capable candidates for elected offices
• Build student housing at Dalton State College
• Development of sport recreation to attract young people and travelers and make tourism become less cyclical
• Transportation and rail advancements to make it affordable for young professionals
• Yoga studio
• Bring new services into community
• Keep existing business here and expand those
• Expand DSC programs/degrees
• Increase housing/facilities for DSC students
• Write grants, etc. to preserve historical structures
• Diversify industry
• Commit $ to downtown Dalton and other main thoroughfares around town
• Commit $ to build a state-of-the-art industrial park
- Complete streetscape
- Establish parking ordinance
- Focus on downtown redevelopment
- Move Dalton State downtown
- Downtown hotel
- Federal government building
- Get help on traffic engineering—take out stoplights and coordinate
- Hospital and local doctors open to accept multiple insurance companies
- Add Master’s degree at DSC—university status
- Remove bureaucratic obstacles to development to reduce cost of housing
- Lower taxes to match other communities
- Develop activities to entice upper income people to stay here and live here
- Reading program
- Cooperation between government
- Housing
- Tourism
- Develop a community calendar
- Create opportunities for diversity—downtown cultural expo
- Advertise housing opportunities
- Comprehensive Literacy Initiative
- Bookmobile
- Create a program where parent involvement can fuel success
- Draw additional businesses—true diversification
- Increase shopping opportunities: Target, better outlet stores
- Public transportation
- Access to computer literacy and better efforts to teach adults to read
- Recognize and plan for amenities that will keep young professionals in community to live and shop
- Strength outreach efforts to all communities and specifically African-American and Latino
- Educate for global economy
- Develop stricter, stronger recycling and green initiatives
- Preserve our historic integrity
- Control and balance growth to meet the needs of the community while keeping Dalton
- Coordinate efforts for community initiative—no just willy-nilly
- Create avenues for consecutiveness between diverse groups—not just race but age groups, education groups, interest groups
- Develop a program to train individuals who work in service industries in the benefits of living in Dalton
- Develop a program to educate Dalton State students on the benefits of our community
- Find funding sources—enable to do more!
- Increased efforts to improve communication between various demographic groups
- Identify unmet community needs and determine ways to fill those gaps
- Identify career trends at the college level and build business recruitment accordingly
- Create jobs
- Attract educated young people to live here
- Educate our young people to be community leaders and give them a community the want to live in and lead in
• Develop Hispanic leaders in the community
• Develop more planned communities for young professionals
• Bring county and public schools together
• Capitalize on our location to sell the community
• Tailor technical programs to prepare students for the high tech jobs that will be available in the near future with the automotive industry being created next door. This includes high schools (join county and city for career academy), technical programs for local college, engineering degrees, math, science (esp. chemistry/physics emphasis)
• Promote what we have
• Correct misconceptions about our schools
• Build a community theatre
• Build a countywide recycling center, not just in the city but countywide.
• Keep the continuing education center at the college. Dalton needs more high-tech classes. So many industries and other type of businesses use computers for everything.
• Capture auto-parts suppliers
• Anticipate that capture will occur and model a 3200 job expansion on all govt. services
• Create a museum that capitalizes on Dalton’s carpet history to draw visitors off I-75 to spend money in the area
• Prepare specific tourism assets to be ready for 150th anniversary celebrations—Hamilton House, Crown Mill Village, Prater’s Mill, Bandy Heritage Museum
• Implement the actions plans outlined in the mayor’s “Call to Action”, which already has broad community support
• Create a signage program that tells the unique stores of Dalton and Whitfield County
• Get existing tourism assets up and running, through preservation, staff training, etc.
• Develop Civil War heritage related tourism products in time for 10th celebrations
• Promote the positives of diversity, education quality. Tie to the IN campaign
• Create community controlled business park to attract new business investment
• Diversify the healthcare insurance access. Competition is needed
• Recruit new doctors and other healthcare professionals
• Redevelop areas of downtown to new retail and entertainment district
• Incentivize carpet industry to stay here—proactively.
• Long term commitments between city/county/industry/community
• Increase our bond with carpet industry
• Market our assets as a community
• Attract young educated professionals
• Further develop Dalton State
• Develop quality of life and capitalize on our natural beauty
• Make a prettier community—we have a lot of ugly buildings and concrete medians, telephone wires, bi signs
• Tell or story as a community, history, who we serve
• Maintain and further our sense of community and “can-do” attitude
• Build a performing arts auditorium
• Diversify healthcare insurance
• Communicate stories of success regarding progress in education showcasing student achievements and the work
• Developing stronger partnerships between community and the education community
• Museum for floor covering
• Develop a world-class park and recreation with outdoor arena and natatorium (focus on parks)
• Develop building codes that create an attractive environment
• Design greenways that take advantage of the beautiful surroundings
• Continuing to promote and develop recycling programs
• Improve/expand community recreation
• Improve/expand community events
• Focused campaigns
• Teen pregnancy (cost opp)
• Meth/drugs
• Value of education
• Address low income housing
• Package/market Dalton destinations for tourists
• Reach out/attract retiree population
• Develop and implement a strategic plan to teach Latino and other minorities/lower class about education in the US, college opportunities for their children
• Provide after school opportunities for lower class teens to develop leadership skills; open their minds to opportunities they will have through and education
• Opportunity for communication between upper white middle class and lower minority families
• Desegregate this town
• Market to the population we have
• Invest in people (i.e. leaders who can led from where they are)
• Support local businesses
• Instill acceptance/tolerance for ignorance or accidental intolerance
• Grassroots kindness initiative
• Have regular comm. meetings where attendees really represent our population
• Support kids of those incarcerated with mentor time
• Encourage educators in their plight to get kids learning at profound levels
• Public announcements about what’s going on
• Gentrification efforts
• Build a hotel at trade center!
• Have more events downtown!
• Crate a PR plan to highlight own school system success stories
• Work together as a city-county instead of working against each other
• Develop all exits not just Cenlareet
• We should be the welcome center for the South
• Create a Natural Heritage Center (aka Environmental Education Center)
• LEED certified
• Focus on remarkable diversity and species (particularly in Canasauga River and tributaries) and beautiful natural areas
• Attraction for people of all ages—both from the community and beyond
• Private/public partnership
• Significant assets for both K-12 and DSC
• Increase purchases of green spaces, particularly our bridges and street side areas and increase conservation easements
• Increase natural reservation areas for hiking and biking, as well as parks for walking, running, ball games, etc. (ex Civitan Park could be expanded on the west side of property)
• Create incentives to encourage businesses to use the many vacant buildings in our community rather than clearing undeveloped land
• Establish higher living condition (self sustaining community)
• Create
• Produce
• Expand technology education at schools and Dalton State
• Renew our image—advanced manufacturing center of the world
• Market what we have: education, infrastructure, quality of life
• Recruit new industry
• Start businesses geared to young professionals
• Expand sewer infrastructure to support restaurants, bars, nightlife
• Community calendar
• Go green—new industry
• Entertainment for young people
• New industry
• Expand Boys and Girls Club
• Unify county/city governments
• Develop/support economic development “FINANCIALLY”—(incentive)
• Advertise/expose the area as a great place to work/live/play
• Employ outstanding director/manager for organizing/mtg. economic development
• ID desires/characteristics that would attract/keep young and middle mgmt.
• Create podcast or TV show to talk about correct information for school systems
• Design community development to bring back middle class
• Healthcare task force
• Communication, communication, communication
• SPLOST
• Find ways to ensure accurate data is communicated—not just old numbers and data elements that are now inaccurate
• Increase and diversify the numbers and types of recreational activities available for all age groups and interests
• Make downtown a destination for nightlife-on weekends
• Other public transportation to various regions throughout the country
• Create one stop shop subdivision with shopping, living and schools all together
• Sell our community to the ones who are NOT LIVING here and to the ones who are seeking employment here
• Create a place for college students to be entertained
• Create a destination for visitors
• Development or redevelopment of a destination for residents—ex.: rebirth of downtown Chattanooga and the north shore. Look at all of the business now in downtown Chattanooga because of the aquarium.
• Develop a public relations campaign to let people know about their community/schools
• Develop PR to let others know about Dalton area
• Find creative ways to use current infrastructure
• Develop housing options that could be attractive to middle level
• Build shopping centers
• Repurpose the old BASF building to have high-end shops/movie theaters/bars
• Need a Target, Publix, Greenlife Grocery
• Build bike trails
• Canoe or tube on Canasauga river
• Promote learning community → develop Dalton Reads
• Accent positives in school districts
• Create marketing campaign
• Listen to minorities
• Destination point
• Public transportation
• Promote Georgia Work Ready Community
• Make Dalton equipped with free Wi-Fi
• Make the “forum” positive comments only
• Develop rec. opportunities—Mountains, river
• Build a place for college students to relax within walking distance to campus housing
• Encourage the performing arts
• Moratorium on tile pawn and check cashing stores
• Education
• Create word of mouth
• Talk to others about what is going on
• Prepare specific tourism assets such as Hamilton House, Crown Mill Village, Prater’s Mill, Blunt House, Bandy Heritage Center, Cohutta Museum and others to be “tourist ready”
• Implement action items outlined in Mayor’s “Call to Action”
• Provide matching grants and training to ensure tourism attractions are operating, staffed, open and ready for visitors
• Support changing innovations within our school systems
• Change our newspaper approach to being a positive supporter of the community rather than a divider!
• Keep revitalizing downtown/places
• Work on the outlet malls
• Inform the community about Hispanic culture to try to break barriers/ignorance
• Recreation
• Use the trade center
• Provide facts and squash untrue perceptions (i.e. grad rates, the needs of ethnic groups, needs of young adults, reasons why people do not live in Dalton)
• Create awareness of Dalton both inside and out
• Market the assets available in Dalton
• Create better image of Dalton
• Create economic incentives for businesses in Dalton
• Spend lodging taxes on tourism industry
• Develop all tourism assets—Civil War history, train history, hiking, biking, sports
• Fund marketing programs to bring awareness to Dalton
• Create a carpet museum or other unique experience to tell story of Dalton’s history
• More affordable entertainment
• More Pre-Ks in the public schools
• Need new industries to come here
• Public transportation
• Diversity training with the realtors
• Lower taxes for other industries to come to Dalton
• Outlet for our young adults
• Embrace diversity by uniting the populations—ethnic celebrations
• Counseling for teen pregnancy, divorce
• Attract tourism by promoting local historic sites
• Develop a safe public transportation system
• Promote the trade center
• Recruit new industry and diversify
• Promote shopping Dalton for lower taxes
• Need a 20 year projection
• We need the Roadrunners back
• Need to develop Civil War historic sites and need to spread the word
• Need to continue to have the city and county working together
• Establish cultural opportunities on the east side of town
• Build parks on the east side of town
• Offer tax breaks or incentives for middle/upper management to remain in the community
• Market our excellent school systems
• Develop historic sites to increase tourism
• Communication
• Jobs
• Diversify business
• Cheaper health services
• More places for families
• Improve overall
• Building—should make more parks and/or entertainment places
• Create more variety of jobs
• Build more entertainment places! (Ex. Fun places like museums, parks, malls, water parks, etc.)
• Create a better environment for the community—set water limits, fluorescent light bulbs
• Plan/organize opportunity for community/relationship building among the citizens of Whitfield County
• Provide forums for all groups to provide input and have action plans that are followed
• Establish better PR campaign→ tell what is great about this community→ people and small town feel, even though it’s not a small town (get away from the traffic)
• Establish better restaurants
• Establish better entertainment opp.
• Establish more grocery stores in Whitfield county
• Encourage our Hispanic students to go on to higher education and stay in the community to exemplify what is possible
• Ensure that learning “soft skills” is part of the educational process
• Listen to younger members of our community. They have learned to incorporate technology into their lives in ways that help them learn.
• Promote Dalton and what it has to offer
• Recruit businesses to area (more factories). Determine what type of business and go after them.
• Joint public relations blitz of educational opportunities of Dalton City/Whitfield County. Make sure people know the facts about our school systems
• Encourage new employees to live I our area
• Give tax incentives for commercial/residential developments
• Incentives for operating downtown businesses
• Promote Dalton Utilities (Optilink, Fiber Optic lines)
• Plan, plan, plan for growth we want—eliminate impediments
• Accept who we are and build on what we can do that others can’t do as efficiently
• Accept that carpet industry is mature and productivity gains will cost our community 1500 job/year.
• Start looking for how our infrastructure can be redeployed
• Housing mid-upper—land use/sewer/schools
• Aging population retirement community—half-backers
• Implement plans for diversity—more jobs, promote Whitfield County
• Start buying local campaign—and mean it.
• Local manufacturing
• Develop natural resources and historic sites
• Dalton vs. county vs. other areas
• Closed action groups/more grassroots
• More cooperation between small cities/county
• Tax rates—differences/two school systems
• Advertise areas to live (Varnell, Tunnel Hill, Dug Gap, Pleasant Grove)—not just Dalton
• Booklets and strong pamphlets to hand out to real estate agents and companies to deliver to people who may be looking to move to Whitfield County
• There are more places to live than just the city of Dalton. Whitfield County has more and lots to offer—lots of land.
• Live near a river, stream, mountain bluff, on a farm, in valley, near a park
• Aggressively recruit a more diverse manufacturing and service related economy
• Develop a community wide strategic plan for heritage tourism
• Provide incentives for young people to stay in or come to Dalton
• Build a dog park
• Revitalize downtown—fix up dilapidated buildings and make it look pretty and attractive
• Add more bars/restaurants (locally owned, not fast-food)
• Market to young professionals
• Promote walking/biking, hiking trails
• Increase graduation rates
• The education system needs to be the best in order to attract management staffers
• Need some kind of “hook” to increase tourism
• Need a long range plan and vision from county and city governments
• Community calendar—develop and publish
• Healthcare—negotiate plan coverage to meet broadest coverage needed; competitive insurance plan coverage
• Diversify industry
• Expand degree programs
• Attention to state and national issues
• Funding vehicles and incentives for small business development
• Develop lifetime learning character, skills and dealing with life issues
• Create opportunity for uninsured to be insured
• Find family practice physician to work in area
• Create opportunities for diversified industry to locate/relocate to Dalton
• Provide amenities that encourage young professionals/ middle management to move to/live in Dalton
• Promote tourism
• Expand Dalton State College
• Project positive spin in Dalton/Whitfield
• Increase high school graduation rates
• Educating the community on things that are available
• Use of the health department to provide medical help to the uninsured
• Diversify the economy—change the economy to seek new business—manufacturing focus
• Provide incentives for new businesses
• Have college more involved with the community
• Support local businesses
• Develop tourism—history of Whitfield County, walking and biking trails
• Diversification of business
• Recycling program at all levels through educating the community
• Engage existing chemical/polymer industry outside carpet applications
• Market benefits of living, working and playing in Dalton
• Invest in industrial parks/areas ready for businesses to move in
• Upgrade empty mills
• Monorail
• Invite people to help and become involved to solve the needs of today.

What are the opportunities, assets, etc. that we need to be aware of that would assist our work in Dalton-Whitfield County?

• Collaboration with Dalton/Whitfield School Systems
• Downtown development
• DSC
• Arts
• History/Art
• Low cost of living (people of other states)
• Fitness—great place to exercise. Lots of parks and family places
• Close-knit toes (family atmosphere)
• Education—uniting of Dalton/Whitfield
• Trade/Convention Center
• Education System
  o Church Collaborations
  o Support for schools by community
• Help resources (United Way, BBBS, etc.)
  o Leadership Dalton
  o Leadership academy
  o Collaboration with county/city
  o Location (I-75, mountains, close to Chattanooga/Atlanta)
  o Arts
  o Dalton Utilities
• Mountain Views
• Rural Character
• Quality Public Education
• College
• Quick access to bustling communities and quick return to quite home
• Creative arts Guild
• Theater Community/Dance
• Trains
• Trails
• Civil War Sites
• Affordable Labor Force
• Silence of Community
• No traffic
• Interstate Access
• Carpet
• College
• Culture of Charity
• Strong Chamber
• Arts Guild
• Downtown is nice
• Parkam Breakfast
• Mountain/running/Trails
• Ability to still have 4 seasons!
• Love the small town feel
• Ability to volunteer
• Safety of the streets
• Community that’s rowing
• Chamber of Commerce
• LDW and Emerging Leaders
• Great non-profit contributions from community
• Supportive Chamber—new programs and emerging leaders
• Easy access to volunteer
• It is a GOOD THING that we have big companies in our small town. We have industry subsidization of our infrastructure but no traffic; we have low crime, etc.
• Chamber of commerce
  o Emerging leaders/LDW
• Take advantage of large businesses we do have in community
• Railroad watchers
• Tunnel hill Heritage Court
• Festivals downtown (and outside downtown)
  o Liberty Tree
  o Prater’s Mill
  o Car shows
  o Chili on the Corner
  o Others!
• Bike trails, hiking – beautiful scenery
• Revamped downtown Dalton
• Location
  o Proximity to Chattanooga
  o Interstate
• Dalton State
• Downtown—proof investment
• Carpet—technology
  o Brain trust
• Emerging Chamber
Leadership Programs
- Fiber infrastructure and utility infrastructure
- Arts Agencies—Creative Arts guild, Dalton Little Theatre, Artistic Civic Theatre, Nutcracker
- Civil War History
- Planet of the Grapes, Oakwood, Depot—“cool” Dalton thing we can build on—also, Iron Gate Pizzeria downtown
- Natural Beauty of area
- Proximity to Chattanooga, I-75 and Atlanta
- String civic-minded population
- Great Mexican restaurants
- The people, local leaders
- Expansion of utility services/infrastructure
- Career academy, farmers’ market, etc.—need to capitalize on these
- Local education system
- Non-profit organizations—do we need to consolidate any?
- Involved community
- Willingness to devote money to projects
- Low cost utility (IT)
- I-75
- Poll recently relocated professionals and understand why they picked Dalton/Whitfield County
- Affordability of Dalton Utilities Services—Cable, Electric, Water
- Disney Hiking Trail
- The “Loop” Running Path
- Carpet Capital Running Club
- Churches and their community alliances
- AP level courses offered at Dalton and Whitfield County High Schools
- Arts Guild
- Downtown Business District and easy parking
- The parking industry provides a large tax base that provides amenities
- This is a community with an exceptionally large number of philanthropic and giving people
- Natural beauty and attraction of the area—hills, attractiveness of outdoor activities, civil war sites
- Unpublicized but superior education opportunity at Dalton HS with AP courses, IB program, etc.
- We have amenities of a community 2-3x our size: arts guild, Arts Project, etc.
- Advantage of infrastructure—Dalton Utilities
- Strong faith community
- Both Whitfield County and Dalton city schools are collaborating to build capacity within our schools sharing a common vision of designing engaging work for our students so that we “pull” students toward the learning as opposed to pushing the learning towards our students. This collaboration is called the Leadership Academy.

Public Safety
- Well supported by city leaders
- Well trained personnel
- Good benefits—employee retention
- Low crime rates
- Low insurance rates
• Excellent school system
• College
• Excellent Utility
  o Low Power Rates
  o Excellent Water System
  o Phone/Cable
• Recreation Facilities
• Natural Beauty
• Central Location—Atlanta, Chattanooga, I-75
• Available Housing
• Quality Regional Park – Heritage Point (Disc golf, pavilion seating 500, 10 soft/baseball fields, amphitheatre style stage)
• 4 year college in community
• Carpet/Textile industry strong base to add industry
• City and county government & schools are working better together (still have a long way to go)
• We have a diverse and accepting youth
• Much of our population is bilingual
• Dalton State
• Educational system (Dalton and Whitfield)
• Churches
• Historical societies and organizations
• Dalton State College
• Chamber of Commerce
• Civil War historical area
• Great public parks—Heritage Point, Edwards Park
• Great public schools—DPS, WCHS, DSC
• “Can-do” attitude of the people to get things done
• People willing to work together
• Beautiful downtown revitalizations—especially in daytime (need more at night)
• Cultural diversity
• We have family connections and collaborations to work with agencies/organizations that deal with children and families
• Work regionally
• I-75 access
• Know our “whs”—focus on the strengths of all as individuals and use these to push our goals
• Schools serve as community focus points and bridge community cultures
• DSC
• Latino organization
• Kiwanis Club
• Bilingual
• ESPLOST to support education and technology
• Education system of WCS
• Our schools (city and county) are working together in leadership areas…showing that we can work together!
• We have many, many wonderful churches.
• We are hungry to improve our community.
• We have numerous great tourism assets in Dalton and Whitfield County
  o Numerous historical sites
  o Many excellent hotels
  o A number of great restaurants
  o The trade center
  o An improving downtown area
  o A real commitment by the local governments, CVB, DBDA, Chamber, etc. to promote travel and tourism
• Great Schools
• Churches of various faiths
• Community support to improve education, transportation—SPLOST
• Infrastructure within county/city
• Entrepreneurial spirit = lower taxes, revolutionize education
• Become a national story of revamping education from existing model
  o “creative gale of destruction”
  o Start from scratch
  o Education vouchers
• Civil war, Cherokee nation history, natural beauty
• Transportation—I-75 runs through Dalton with intersecting I24 just 20 minutes away
• Local airport
• Waterways—lakes, rivers close by
• Entrepreneurial spirit
• Arts community
• Diversity of population
• Passion for community
• Pride of place
• Connected to historical events (Cherokee Indians, Civil War, early carpet industry)
• Creativity of people
• Openness (in spite of factors that might make us afraid)
• School systems (both) are on same page—working hard to meet needs of all learners
• School districts have begun training teachers together
• Embrace our community’s diversity and tap into how we can work and live together
• Use the power of our community’s individuals who have the intelligence and vision to begin making changes.
• Multiculturalism
• STRONG school systems
• Medical services available in the community
• Historic sites
• Small town location with access to Atlanta and Chattanooga
• Interstate system
• Dalton State
• Recreation access
• Promote the quality of K-12 education
• Infrastructure—water technology, low cost electricity/utilities
• Recreational opportunities/parks
• Community pride
• An industry that supports 40,000 people
• Growth of Dalton College
• Cooperation between city and county government
• Realization of what we have here
• Working on economic development now for the first time
• Combine alphabet soup—KVB, DDDA, CRI, Chamber, GGD, JDA → one stop, put them downtown
• Diversity of people
• Good leadership
• Affordable housing
• Good recreational facilities
• Bike trails
• Hiking trails
• Canoeing Conasauga River
• Carpet industry history
• Indian history
• Scenic vistas—mountains, rivers and streams
• Civil war historic sites—Sesquicentennial
• Historic sites:
  o Peacock Alley
  o Carpet Industry
  o Open civil War sites
  o Cemeteries
  o Tunnel at Tunnel Hill
• Trade Center
• Recreation—ball fields, etc.
• Opportunities! Market all the above assets!
• Great infrastructure
• Outstanding elected leaders
• Strong manufacturing base
• Historical Assets:
  o Tunnel Hill Battlefield
  o County's historical Property
  o Prater’s Mill
  o Kevin McCullit (sp) at RDC
  o Liberty Tree
• Strong Entrepreneurial Spirit—built local industry
• Community support for DSC—$ for capital campaign
• Cooperation between local government: city (s), county, regional
• Strong philanthropy history in community
• Dalton Utilities is a huge asset
• Trolley running from the hotels and college to downtown
• Chamber devoted to economic diversity
• Entrepreneurial spirit
• Lots of historic site potential
• Un- and under-developed industrial and residential areas—opportunity for development
• School systems working towards common goals and casting a similar vision—less us vs. them
• I-75—5 exits serve Whitfield County—accessible
• History
- Downtown area
- Proximity to I-75
- Dalton State
- Natural Resources
- Land usage for industry
- More town hall meetings
- Work ready programs
- Wilderness areas
- Dalton State College
- Location on I-75 corridor
- Proximity to Atlanta and Chattanooga
- Strong public school systems
- Outdoor recreation activities
- Arts guild
- Churches
- Weather
- Hamilton House
- Optilink
- Strong business leadership
- High speed internet access
- High quality cable TV
- Low cost water and wastewater services
- Availability of low cost energy
- Low utility rates
- High speed tech infrastructure
- Increased utility infrastructure
- Good transportation location (N.S. and just NE and W)
- Mostly good weather year round
- Compassionate medical care—doctors, nurses
- Leadership Dalton
- Good school systems
- Volunteerism is a great asset of the community
- Empty building available for new industry/business
- Beautiful environment in which to live
- Great education: K-12 and college
- Involved population
- Lots of worship facilities
- Close to city of Atlanta
- Opportunity for quality amateur arts
- Diverse community
- Excellent community already
  - Schools
  - Healthcare
  - Infrastructure/Technology
  - Dalton State
- Ideal location for industry and tourism
  - I-75
  - Civil War location
Mountains
- Far enough from Chattanooga and Atlanta to be distinct, but close enough for easy access
- Fairly unified, can get most of community involved and behind projects
- Partnership with DSC and Career Academy
- Saturday downtown market
- Development of downtown area
- Taste of town
- Career Academy—middles schools are creating schools within schools with more project based learning
- Infrastructure in schools provides capacity for a learning platform instead of a teaching platform
- Plenty of manufacturing space available
- Several excellent Mexican restaurants
- Very good K-12 system
- HTH emulation
- Great education program with both school systems
- Recreational facilities in the area are tops
- Technology in WCS—"state of the art"
- Civil War history
- Specifics related to Whitfield/Walton
- Natural assets and location: mountains, creeks, woodlands
- Mexican restaurants: Garcia’s
- I-75
- School system
- How can we buy into the Civil War reenactments, historical event celebrations that already occur in Resaca, Chickamauga, etc?
- Sell/market what we do in this area already, such as the wealth of information at the Historical Society, the large arts community, the good Mexican food you can find here?
- Wellness Center
- Utilize events available to create programs and events
- Dalton State: great school—great business and nursing programs
- Rich history—battlegrounds, etc.
- Location, location, location!
- Dalton Police and Fire Department—one of the top in the state/recognized state-wide. VERY involved on community (county and city). DPD and DFD are modeled as well statewide.
- Location—beautiful mountains—can attract families to parks.
- Great schools
- Great churches
- Caring people
- Attractive community
- Excellent chamber
- Dalton State College
- SBD
- Small business development
- Classes and council
- Chamber
• Energetic work force
• Lots of youth
• College—4 year degrees offered in community
• Dedicated teachers in our county/city schools—high schools committed to success of graduates willing to embrace new ideas
• Available buildings for retail/restaurants
• Dalton State College to leverage community as educational center
• Citizenry has history of “can-do” attitude...exploit it!
• Existing industry leadership supportive of the economic development
• Grow Greater Dalton/Archway partnership is a lifetime opportunity that must not be squandered! This is for our grandchildren.
• Liberty Bell Day
• Be a more actively supportive town of American history and American pride—“One Nation Under God”
• Work on savoring the “Old Small Town” TLC.
• Newspapers can be more supportive.
• Rich in natural recreation resources—hiking, biking, rivers, fishing. BEAUTIFUL.
• Local grown, fresh from our community
• Small town feel
• Very loyal citizens
• Great professional organizations( local bar, Carpet and Rug Institute, Chamber, Cherokee Estate Planning Council)
• I-75
• Civic clans: Kiwanis, Rotary, NONS, etc.
• Great arts
• Great chamber
• Local media—newspaper, radio, television network
• University System of Georgia
• Small business institute at college
• Far less gangs!
• Communicate:
  o School system—AP, IP Scholars
  o Chamber Leadership programs: LD-W, Emerging Leaders Institute
  o Healthcare—HMC Centers of Excellence, Bariatric Surgery, Cancer, Chest Pain Center
• Dalton State College
• Floor Covering Industry and Heritage
• Excellent Healthcare System/Physicians
• Dalton Utilities/Optilink (to attract new industry)
• Natural Resources—climate
• I-75 corridor between Chattanooga and Atlanta
• Dalton State College—our glittering fuzzball
• Untapped historical tourism
• Leadership-Dalton/Emerging Leaders/LDW Alumni Assn.
• Location, Location, Location!
• Community Generosity/willingness to work when given direction
• Diversity
• Quality public schools
• Good people, high moral values, willingness to work
• Work ethic of community
• Proximity of location to points of interest that can be reached in a day
• Growth of Dalton State college
• Our history—capitalize on it
• New Ross Woods Adult Day Services will open toward end of year. Provides safe place for older adults. Potential to offer programs for families, too. Only medical model in NW GA.
• Top 10 things to do in Dalton
• Advertise points of pride/tell our story → Prater’s Mill, historical places
• Use resources in the carpet industry to develop Carpet History Museum
• Outdoor activities
• Rich history
• Location on I-75
• Culturally diverse community
• Dalton State
• Hamilton Medical Center
• Trade & Convention Center
• Bradley Fitness Center
• Local TV station-tells of happenings
• Local newspaper
• Retired educators
• DAR
• Daughters of the Confederacy
• Liberty Tree Festival
• Downtown area
• Prater’s Mill
• Schools
• Dalton State
• Location: interstate, mountains, surrounding activities, history, best Mexican restaurants
• Environment: Dalton has been on the blunt end of the EPA/EPD stick. In response they have developed abilities to meet air and water quality that required sellable expertise (industry of D.U.)
• We need to be aware that Dalton is a community that could potentially have something for everyone if we continue to build on our assets. A few assets we have:
  o Tunnel Hill Heritage Center
  o Trade & Convention Center
  o Downtown Dalton
  o Unique restaurants
  o Events
• Great Civil War History
• Growing downtown area—great effort by the Downtown Dalton Development Auth. To make downtown a fun place to be-need greater community participation
• Opportunity to tap into college students now living on campus
• Great convention center largely unused
• Downtown walking trails
• Pinhoti trail
• Collaboration between school systems, businesses and provider of services for people with disabilities (special needs) to transition into employment
• Project SEARCH
• We have festivals, farmers’ markets, walking trails (downtown)
• We have great schools. AYP higher than national average.
• Transit system
• Walking trails
• Outstanding recreation
• Good location
• DSC
• The mountains and beauty of this area and great climate
• DSC
• Low cost of living versus bigger cities
• Small-town feel
• Active chamber and leadership training
• Community leaders are generous
• Fiber optics
• Hospital
• We have fiber optic cable throughout community
• We have world class utility operation
• We have first class recreation facilities
• We have an excellent transportation infrastructure
• We have very talented HS students
• We have Georgia’s one and only Liberty Tree and the Liberty Tree Festival
• Fiber optics network—great opportunity for business
• Still have "old money”—and a community foundation-to help charitable giving/distribution
• Elected officials willing to do things differently—consolidation of services
• Leadership program
• Our strong superior public safety
• Our proximity to ½ the US population
• Our utilities
• Our natural resources
• Go to the Creative Arts Guild and talk with Terry Torasello
• Possibility for expanded fine arts center/auditorium on campus at Creative Arts Guild
• Commercial property that can be acquired and used for green space—is a benefit because it would decrease unsightly decaying buildings
• Need to hire a city administrator with experience!
• Tourism—Civil War sites
• Utilize and build collaboration between Dalton City and Whitfield County schools
• Build on chamber efforts w/leadership programs—LDW, Emerging Leaders, etc.
• Trade center? Asset or liability?
• Great volunteers
• Growing college
• Great school systems
• Beautiful historic community/historic assets
• Dalton College
• City and county school system
• Arts Guild
• Downtown—but need to expand restaurants and nightlife
• Mild weather—4 seasons
• Locations—close to Chattanooga and Atlanta, mountains
• Civil War history rich
• Unified vision for our school systems—we are finally working together!
• Dalton College—asset and opportunity
• Beautiful mountain country with many recreational opportunities (fishing, hiking, hunting, picnic areas, biking)
• Small town family atmosphere close to Atlanta and Chattanooga
• Beauty of geography of Whitfield county—Yarborough Farm
• Low tax rate
• Low utility cost
• College
• Guild (Arts)
• Dalton Little Theater/Artistic Civic Theater
• Streetscape/revitalization of Downtown—continue to develop downtown
• History/Civil War/Carpet
• I-75 → take advantage of traffic
• Mayor’s call to action
• 150th anniversary of Civil War
• New freight depot
• DSC
• Historical Sites—Civil War, Black History, Indian
• Mountains and landscapes—natural beauty
• Rock Bridge Church
• Aging population—leadership/volunteerism
• I-75 corridor
• Pocket parks
• Heritage Museum
• Ga. Pinhoti Trail comes right through Dalton connecting Alabama to the Appalachian Trail
• National Forest comes right up to Dalton
• First mountain travelers get close to traveling north on I-75
• Creative Arts Guild
• Talent pool the carpet industry attracts
• Downtown development
• College
• Volunteers
• Educational facilities
• Location/climate
• Trade center/hotels
• Historical venues
• Bible belt
• Parks and trees
• Multi-cultured
• Location—mountains, valleys, historic
• Quality educational institutions
• Industry (capital of the world)
• Trans. Access—I-75, rail, bus
• Communication of activities
• Civil War needs to be advertised
• Parks need to be advertised
- Local—close to larger cities
- Dalton Public Schools—Affluent families need to support DPS by not sending their children to Chattanooga to private schools
- Volunteer opportunities
- Use more senior citizens and their impact, encourage seniors to remain in community
- Increased collaboration with city/county govt./education
- Great location
- Cheap utilities
- Increased updates with renovation (?)
- Excellent financial capital available for investment behind the right ideas, industries, fields of study
- Good healthcare available, insurance competition is needed
- I-75 huge resource on transportation
- Education funding in fairly good
- Government consolidation/improvement
- Water/utility is a major challenge to any more expansion of carpet industry. Another need for other diversification
- We have a robust utility infrastructure to support many different industries, including rail and highway access
- We have multiple nature areas like parks and trails
- Convenient commute
- Ample land for development
- One opportunity is to reinvest financial capital that is here in town
- Non-attainment status
- People will volunteer if we can build consensus
- Financial resources
- Technology/fiber optics
- DSC
- I-75
- 2 railroads
- Good community organizations that already collaborate
- DSC has different programs to educate a workforce (Techunion, etc)
- School systems that are willing to help in projects or partnerships
- Dalton/Whitfield leadership programs with several alumni willing to help or step up to that plate
- Large bilingual population
- Dalton College is right here
- Dalton city and Whitfield county superintendents have a strong relationship
- School systems share similar philosophies
- ESPLOST is helping renovate much needed schools and advance technology
- Natural resources and recreation opportunities
- Chamber of commerce initiation (e.g. workforce readiness)
- People in the community are involved
- There is an attitude of cooperation
- Need input from various socio-economic groups
- Transportation assets and accessibility
- Dalton/Whitfield schools collaboration to build leadership within school systems
- Successful schools
• Historical community
• Establish volunteer’s bureau
• ESPLOST
• Dalton State College
• Arts Guild
• Development authority
• What’s available at health level
• Career advising
• Need to promote awareness of the opportunities here in Dalton. Advertise, advertise, Market, Market!
• Nurses
• Students struggling
• Time to teach curriculum
• ESOL
• First class medical facilities (ambulatory center) that are rated top 5 in the nation
• Charter high school that can be better supported by industry
• Lack of county recycling program
• Proximity to interstate and tow large cities (Atlanta and Chattanooga)
• We need a 800-1000 person community theatre to help support the growing ARTS programs
• Dalton ARTs project: first class arts organization that supports underprivileged children and promotes arts throughout the community
• Nutcracker hosted by Dalton arts project!
• Education
• Schooling
• Healthcare
• Philanthropy
• Community pride
• Civil arts facilities
• Dalton College and potential for a new UGA at Dalton?
• As we rebuild our community and manufacturing—make sure we diversify
• The people of the community/persistence
• College—projects for change (student projects)
• Excellent water and power system
• Large population to tap for employment
• Excellent road and rail systems for industry transports
• Public education with increasing SAT scores
• Chemical capabilities for business
• Creative Arts Guild, ACT
• Excellent Humane Society that Atlanta and others travel to for adoptions
• Scenic communities at the foothill of the mountains—bike trails, hiking, biking
• Dalton and Whitfield County are collaborating by supporting the Leadership academy
• Poverty has increased (# of school wide Title 1 compared to targeted assisted schools)
• Promote our physicians who are innovative, aggressive and successful in their treatment of diseases (cancer).
• Need to pull in convention, concerts to the trade center
• Proximity to Chattanooga, Atlanta. Small town—easy access
• Get the youth involved in conversation with Leadership Dalton
• Enhance our knowledge on the Civil War
• City college—close to home
• Location
• Beautiful mountains
• Close to state parks
• TVRR museum to ride (train) to or through Dalton
• School systems than embrace change to provide students with skills for the 21st century
• Location! Location! Location!
• Dalton utilities
• The people of Dalton love their city
• Literacy collaborative
• The superintendents are beginning to work together
• The college
• Varied arts
• A community full of pride
• Literacy collaborative in Dalton Public schools
• Many cultural and art agencies (Dalton Arts project, Artistic Civic Theater, Dalton Little Theatre)
• Great place to raise children
• Rich history
• High expectations
• Annual performance of The Nutcracker—3000 people attended last year
• Dalton state college
• Location – great for tourism
• Rich history
• Giving to charity
• DSC
• Beauty of countryside
• Large industrial base
• Great educational facilities
• Wonderful history—train, Civil War
• I-75
• Good healthcare facilities
• Dalton utilities
• Location
• Strong industrial base
• Dalton utilities
• Location, location, location
• Hamilton Medical Center—Regional Hospital
• Low crime rates
• People—we can pull together and create community. There area lot of very talented people on this town with a lot of creative minds.
• Dalton arts Project’s Nutcracker performance each December draws in over 3000 and could more but there is no room. Bring in money for local businesses—we need a larger theatre.
• Geography—mountains, creeks, rivers
• Trained workforce
• History—Civil War, Industry
• Climate
• Manufacturing assets—culture, trained workforces
• Infrastructure—utilities (rates and availability) and fiber optics
• I-75; proximity to Chattanooga and Atlanta. 5 exits—need to better capitalize on them
• 2 major railroads
• Diversity of population—is an asset if promoted
• ½ of US population w/in a day’s drive
• Proximity to national parks, forests, nature
• Civil War assets
• Diverse cultural community
• Geographic location
• Workforce that knows manufacturing and green manufacturers
• Good public schools with good community support
• Families that have roots in the community
• Sense of community
• Two major railroads
• Infrastructure
• Giving community that rallies to the call
• Interstate/railroad/Dalton utilities
• Diverse population
• Leadership and environment that promotes innovation in K12 education
• Trained workforce
• Low property taxed—education millage rates 14.756—one of the lowest in region
• Pancake Day—Kiwanis
• Expanding sewer service
• Existing mayor’s community call to action already has broad community support and outlines specific action items and timelines of budgets
• Existing plan in plan to prepare for Civil War 150th Anniversary celebration (available from the CVB) with timelines, budget, product developments, etc.
• Committed staff at many non-profit and marketing organizations who sincerely want to help.
• I-75—half the US population lives within a day’s drive of Dalton major “rivers of opportunity” for tourism, logistics, distribution, etc.
• 2 major railroads
• Schools’ focus on continuous improvement (excellence, technology)
• Diverse workforce
• Strong infrastructure (I-75, railroad)
• Tour de Georgia
• I-75 is the most heavily traveled interstate in the US system
• Dalton is the door to the forest
• As a community, Dalton/Whitfield when presented with a need/opportunity/problem tends to rally around the topic→find a solution and also the funds to implement
• Committed local government staff and officials
• More than 100 non-profit/service/faith-based groups that provide services to the community
• Compassion, benevolence
• Faith-based community
• Industrious→ingenuitive
• Location—I-75 corridor with millions of opportunities for people to see community
• Giving community, very large United Way presence for such a small community
• Career academy
• Downtown rest.
• Pinhoti Trail
• Hamilton Medical Center
• Dalton State College
• Strong core community—may be a bit dormant but it’s there
• Excellent education—both county, city and private
• Tradition of community pride
• Strong artistic community
• Low utility rates and strong availability
• Education programs for advanced/gifted students
• Location—on I-75 between Chattanooga and Atlanta
• Weather
• Lowe tax base
• Lower cost of living
• Great law enforcement
• Great public school systems—continue collaboration efforts
• Community garden sponsored by Whitfield County Extension
• College here is first arte
• Some of the best doctors in the nation
• Emery Street School—first African-American public school in GA (we think in nation). It is now an African American heritage Museum showcasing Dalton and Whitfield County history
• That we have a local college and value education is an asset
• The beauty of the surrounding landscape
• The area has been traditionally leaders in the state
• Strong community spirit on part of industry
• Benevolent community
• Sense of commitment to community
• We have great potential volunteers in the area
• We have incredible natural beauty on O/W that need to be promoted and made more accessible
• Importance of Dalton State College
• Positive good city and county schools
• Good family atmosphere area
• Close to Chattanooga and Atlanta but can live in a great small town
• Increasing influence of Dalton State College
• Great talent in local leadership
• Beautiful topography of area
• Access to outdoor activities
• We have a community foundation
• Leadership Dalton/Whitfield program
• College—develop community around it
• Climate, friendships, caring people (just raised a considerate amount of money for a women’s shelter—truly a community effort)
• Dalton utilities
• We need a “true” community scorecard to counter misinformation
• We need a community vision and a commitment to pursue it (a 20 year development plan!)
• An inventory of assets—what FACTS do we have—how can we counter the misinformation
• Develop radio and TV locally
• Provide education for media arts at DSC
• Tie the city and college together through dialogue
• Great local facilities are under utilized
• Rural beauty with most amenities necessary for ease of living
• Location on I-75—close but not too close to Atlanta and Chattanooga
• DSC
• Diversity
• Growing population
• Relatively low taxes
• Low utility rates
• Concentration of capital resources
• Sense of community—civic commitment
• Aggressive, can-do attitude
• Support of DSC
• Dalton State College
• Creative arts Guild
• Dalton Little Theatre
• ACT (community theatre)
• Schools—city and county
• People in Dalton/Whitfield County
• Collaboration
• Downtown developing
• A great, super smart mayor who is not a politician—his goal is to improve Dalton and he has addressed our major traditional dev. Roadblocks (i.e. inventory taxes)
• City and county govs. Beginning to consolidate some depts., services
• I-75
• Creative Arts Guild
• Dalton Utilities—Low cost (!) infrastructure
• Dalton State College
• Downtown “streetscape”
• Liberty Tree Festival (last year was first year) —big potential for tourism!
• For the past 5 years NW Georgia SORBA has been hosting a mountain bike race called Snake Creek Gap 6 Mountain Time Trials. In the first year we had 50 riders. This year we attracted over 300 riders to the town of Dalton from 14 states.
• Varnell Springs
• Raisin Woods Mountain Bike Park. Located on 100 acres of inert landfill just north of bypass
• Dalton utilities
• Hamilton Medical Center
• Dalton State College
• Dalton City and Whitfield County schools
• Creative arts Guild
• ACT and DLT
• Hamilton Historical Association
• Dalton-Whitfield Chamber
• World class recreational facilities
• Dalton Utilities(1+20, EBCT, wastewater)
• Dalton State College
• The mountains
• I-75
• Greta fire and police protection
• Cherokee history
• Civil War history
• Good (not perfect) public schools
• Cultural diversity
• A good medical community
• The carpet industry
• 2 railroads
• A community foundation
• Workforce development
• Creative Arts Guild
• 2 theatre companies
• Natural resources
• College
• Public library
• Workforce development
• Chamber of commerce
• Civic organization
• I-75
• Waterways
• Infrastructure of carpet industry when economy recovers
• Put public library on fiber optics
• Carpet industry
• Excellent school systems
• Dalton Utilities
• DSC
• Geographic location
• Historic places
• Daltonians
• Cultural diversity
• City-county working together in some issues
• This trade center
• entrepreneurial mindset
• HMC
• Mountains
• 3 railroads
• Fiber optic cable downtown
• Empty building converted to new use
• College
• HMC
• Dalton Utilities
• Whitfield Co/Dalton schools collaboration
• Project 6-16—vertical math discussions
• Public schools give children many opportunities to get scholarships
• Beautiful river
• Beautiful mountains
• Liberty Tree
• Improvements in public education (PreK-16): facilities, results, completion, retention
• Liberty Tree
• Mountains
• Emphasis is becoming a wellness community—ex. community in motion campaign
• I-75
• Trains
• Cherokee heritage
• Arts
• 4 seasons
• Football Fridays
• Dalton State College—housing
• School systems are award winning school systems. Schools that work (US News World Report)
• Liberty Tree—celebration
• Our mountains—Pinhoti Trail
• Dalton Utilities—we have water and a fiber optic community
• Train observation deck
• Archway partner
• College growing
• Time is right to expand and recruit new industry
• Plenty of services—building labor and government is very acceptable
• Dalton Utilities
• Financially supportive community
• Aesthetically beautiful community
• Good financial base—carpet manufacturing
• Strategically located to draw out-of-town interest
• A place where you can work where you live/grow
• Ready for “change”—economic/forced from economic downturn
• Land is available for growth to community
• Trends of graduation and test achievement are on the rise
• Liberty Tree
• Promote the environment around us
• School system is technologically advanced—21st century learning
• Help the local media to become more balanced and showcase real treasures of our community
• Liberty Tree celebration
• High-tech public schools
• 2 school systems working together and willing to think outside of the box
• Young people who have skills and abilities to lead our community (diverse cultural experience)
• DSC outreach to Latino community—build on this
• Volunteers—retired people are mentors to children
• Expand outdoor activities beyond tradition soccer, baseball
• Our school systems are working together and have direction
• We have some very generous corporate employers
• We have some unique food/shopping opportunities
• We have lots of space for some outlet-type stores
• Our educators are learning to design meaningful, engaging and challenging work
• We have some variety of housing
• We are a small town with some big city experiences (close to big city)
• Traditional heritages are present
• Lots of opportunities to have homes with land
• Skilled workforce
• School choices
• Dalton State
• Arts
• Churches
• We have the biggest and nicest City Hall in the state
• We have a great downtown
• Dalton utilities—Optilink
• I-75
• Civil War History
• Dalton State College
• Hub of home-grown craft that has grown into world-class industry that put us on the map
• Civil war history
• DSC—12 (?) Bachelor’s degrees!
• Children educated in our schools are colorblind
• Bundy Heritage Center coming
• Prater’s Mill—a treasure
• Downtown—developing into great asset
• Dry court!
• Amazing HC facilities
• Natural beauty
• Retirees, students
• I-75
• Great hospitals and doctors (medical community)
• People willing to get involved
• College/university in town
• Dalton State College
• Our natural areas (i.e. natural diversity)
• Many talented, motivated (and some rich) people
• Cultural diversity
• K-12 school systems
• Churches
• Conasauga River
• Our beautiful mountains
• High quality healthcare providers
• Extremely nice people
• Low crime rate
• Weakened but still string industry base
• Dalton Sate/public schools
• Good foundation of recreational activities
• Tanning booths
• Power of international companies in creating policy – state and national
• I-75 and underdeveloped exits
• Roads/I-75
• Workforces
• Vacant building
• Local school systems
• Higher education available
• Location t Atlanta/Chattanooga
• Our historical places and our community history
• We have the DDDA, CVB, Joint Development, Chamber an good school systems that all need and are now working together to improve Dalton.
• The new freight depot downtown
• We have great representation and Senators in Atlanta with tenure—we must use them
• Historic attributes and assets
• Opportunities to turn downtown into a boutique area
• Buy local initiative
• Capitalize—renovate—on available assets
• Dalton State College
• Historical places
• Strong school systems
• Infrastructure that is just waiting to be developed/redeveloped
• Good school systems
• DDDA—promoting downtown Athens
• CVB is proactive in bringing in tourism
• Utilize existing infrastructure—Development Authority, Downtown Development Authority, etc.
• Dalton Utilities
• Infrastructure—utilities, fiber optics, natural gas
• Carpet/textile industry
• Heritage Park
• The great things going on in our schools
• Dalton Utilities’ fiber optics
• We have a workforce that wants to work (training involved)
• Dalton Utilities—electric rates
• Conasauga River—most biologically diverse in US
• Fiber optics network—Optilink
• Utility infrastructure
• Civil war sites
• Carpet industry
• Dalton State College
• Local high schools
• Local airport
• Education systems/districts
• Boys and Girls Club
• Wonderful healthcare, even in healthcare crisis
• Dalton Utilities and Optilink
• Optilink
• Newspaper to have a “Grow Greater Dalton” Box—publicizing festival, meeting, events at trade—things to do in Dalton publicizing positives of Dalton
• NBC TV news has a small feature on what’s good in the world
• Excellent bike trails that have caused participation in bike runs to grow rapidly
• Great pool of 2nd generation/young minorities that can attract further diversity on general and further revenue generating ideas
• Climate
• Mountains
• Close to Chattanooga and Atlanta
• Streetscape
• New courthouse and City Hall
• Cultural events
• Affluence due to industry
• Interstate through middle of community
• Upcoming Civil War sesquicentennial is an opportunity
• There are many wealth individuals and organizations that can provide financial support
• Carpet Capital of the World is an uniqueness and an asset
• Dalton State College
• LDW/Emerging Leaders
• United Way YLS
• Church/faith communities
• Edwards Park
• The Loop
• Hiking Trails
• Caring community
• Faith base
• Safe community
• Transportation and utility and “labor” resources
• Lifetime education opportunities
• We have a generous charitable community and caring citizens
• We have a good college
• We have the carpet industry which is still an asset to our community
• We have a good hospital/doctors
• Strong religious community
• Good leadership programs
• Good chamber leadership
• Edwards Park
• Increasing influx of population to GA and that population in GA is going to be 5th largest
• I-75 corridor—close to many other areas
• Terrific public schools system
• Great climate
• Small size is good
• Most of what you need is here in Dalton
• Philanthropic community
• Streetscape/downtown has been improved but need to expand that look to the rest of the thoroughfares
• Professional/transparent economic development agency
• Dalton State College
• Great leadership in community agencies hat could exponentially add more value through partnering and collaborative efforts
• I-75/outstanding transportation celebration
• Historical assets/sesquicentennial celebration
• Strong industrial base/economic engine
• Recreational assets
• Leadership Dalton not only for adult leaders but for youth (various programs)
• Recreational park/Edwards Park
• We are a very charitable community; we tend to give above and beyond what our city our size would normally.
• We are highly educated. There may be a gap between upper/lower class, but those who go off to college and come back tend to do well and the people we do retain are SMART.
• Educators are high quality!
• Loyal to Dalton! People love their hometown.
• Carpet industry
• Schools (public, co, college)
• Govt. entities (CVB, Chamber, regional development authority)
• CVB is developing a sport council idea
• Churches
• Arts (Dalton Arts Project, Dance Theatre, Creative Arts Guild)
• Business managers
• Parks and rec.
• Graduation rates
• Public school participation from local families
• Dalton Utilities/its assets
• History of entrepreneurial spirit
• Diversity of community
• Low crime rate
• Geographic location
• Personality of community
• Ease of access to 75—Atlanta, Chattanooga…
• College
• Railroad
• We need to promote—in a more unified way the good parts of the quality of life of our citizens
  • DPS/WCS
  • Dalton State College
  • Arts
  • Recreation
  • Tourism
  • Large family commitment to church life/involvement
  • Dalton utilities
  • History of our industry
  • parks
• great proximity to bigger city amenities without the bigger city congestion, traffic—great quality of life here
• Dalton State College—create an atmosphere of college community
• Tourism opportunities
• Organized spirit of community volunteerism—United Way Volunteer Centers work with corporate partners and individuals—Young Leaders Society of NWGA
• Dalton utilities—Optilink
• Caring community
• Recreational opportunities
- Strong United Way
- County parks and recreation website is a one stop shop that lists and describes all resources throughout the city and county
- Location, location, location
- Manufacturing workforce base
- Great infrastructure
- Opportunity for public/private collaboration and investment
- Dalton Utilities—lowest electric rates in country

DOWNTOWN

COLLEGE

City/county school partnerships
- Community pride, entrepreneurial spirit, mystique
- Dalton Public Schools—Alumni support
- Dalton Utilities

There are good opportunities for success in the schools, with challenging programs
- Opportunities to learn English
- People volunteer
- Leadership programs
- Natural science beauty
- Lots of worship facilities
- Available housing
- Compassionate medical care
- Low traffic
- Optilink
- Good transportation systems
- Bilingual material throughout the city
- Educators that care about their students
- Great Mexican restaurants
- Historic assets
- Outdoor recreation is good
- Close to state parks
- Crime is down
- School open houses
- Underdeveloped green space
- National forests
- Historic degree at Dalton College
- People are passionate about the community
- Dynamic challenge programs—C³ and elementary school
- Trade center
- Location
- Arts programs
- Challenge is good for the children
- Good education system
- Teachers are well prepared
- Access to bilingual information
- Opportunity to coexist within the community and share interests
- English classes for parents are very good because they help facilitate better communication with the kids
• College
• C³
• Location
• DMS
• College
• C³
• Location
• Schools
• Literacy
• DSC
• Cultural diversity
• CLILA/ACLA
• Location
• Diverse population
• Our school systems/college
• I-75
• Number of hotel rooms for size of community
• Pre-K opportunities in the Dalton community
• Educators who care!
• Excellent children in our school systems
• Technology used by our students
• Endless possibilities as to what Dalton has to offer
• Parks and recreation availability
• Historical landmarks
• I-75
• Dalton Convention and Visitor’s Bureau—supporting all of the activities that this organization does to help or community
• Northwest GA Trade and Convention Center
• Dalton State College
• Tap into the trade center and soccer opportunities
• Football at DSC? Basketball?
• Exhibition matches at GA dome
• Excellent schools
• Diverse population
• Dalton area CVB
• NWGTCC
• DSC
• DDDDA
• Chamber of Commerce
• Civil War History
• Outdoor activities potential
• Location
• Heritage Point Park
• Hotels
• Trade Center
• CVB
• Schools system
• Local college—DSC
• Civil War heritage
• Historic sites that have been renovated and are tourist ready
• I-75 location in the between North and South—the best stop off!
• Strong community association—Chamber, CVB, DDDA
• Low housing tax rates
• Great schools—elementary, middle, high; educators who are passionate
• Accredited college
• Great sports complex
• Diverse population
• There is so much to offer in Whitfield County—many places to live and many things to see. It’s not just about downtown Dalton and what the city of Dalton has to offer. There are at least 7 great places to live in Whitfield County.
• Leadership program
• Great opportunities for kids—Dance Theater of Dalton, First Kid’s Soccer/Bus Lha
• HC—regional hospital with specialty services that most other medium sized hospitals don’t offer: robotic surgery, women’s center, spinal surgery, weight management program, 64000 square foot BWC facility
• 4 nursing homes, assisted living facilities and retirement homes
• Low property taxes
• Access to I-75
• Excellent road system
• Good schools
• Electric power
• Small town feel
• Great education facilities
• Leadership programs
• Historical information—tourism
• Dalton Utilities—Optilink, fiber optic, low utility rates
• Proximity to I-75
• Two great school systems
• Compared to other larger cities, less traffic
• Chamber of commerce—Leadership Dalton
• Dalton State College—student housing
• Civil War sites (market tourism)
• Dalton-Whitfield County is a very giving community. Many opportunities for charitable giving.
• Joint Economic Development Authority
• Creative Arts Guild/Dalton Arts Project/Dance Theater of Dalton/Arts Festival/Prater’s Mill Country Fair
• Road System
• Railroads (2)
• Recurring theme: Tourism ➔ Civil War
• School systems that are progressive. Not satisfied with the status quo.
• People willing to discuss the issues (step one).
• World class utility, exceptionally low rates
• Growing higher education—DSC
• Significantly high per capita property tax base ➔ very low county mio tax
• Can-do/want-to-do spirit
• Friendly community
• Attentive and generous philanthropy in our community. We care about others!
• Beauty of surrounding area
• New visionary leadership—ex. Brian Anderson at the Chamber
• Can-do attitude
• Entrepreneurial spirit inherent in our community’s beginnings and thriving carpet industry.
• We are a “big” small town.
• Churches are an asset—all denominations and non-denominational options.
• Oldest arts organization in the state—Creative Arts Guild
• Helpful and friendly people
• Aesthetics of the area
• Hardworking individuals and families that is rewarding.
• City schools are very good – getting even better! Good long history of excellence.
• Good churches
• Amazing talent in the arts!
• Creative Arts Guild has done much.
• Fiber optics are wonderful.
• Electric and gas rates are good
• Land is available—empty buildings are available
• Diversity needs to be celebrated
• Community foundation
• Beautiful areas of the country
• Nashville shows could stop here on the way to Atlanta
• How to expand the Dalton State campus
• Membership expansion in community civic organization
• More community wide diversity events: Cinco de Mayo, National Day of Prayers, Liberty Week, Marriage Bowl
• We have a very good hospital that is well run and provides excellent hands-on healthcare.
• We have very good doctors that provide very good care.
• We need to preserve and support this good healthcare system rather than fracture it.
• We need to celebrate our “can-do” spirit of community minded people.
• Chamber of Commerce for information
• City council
• County community council
• Education: schools and diversity
• Educating the public with all services
• City clubs—provide services
• Churches—cooperation between churches
• Dalton Utilities—rates
• 4 seasons
• Can-do attitude
• Generous community
• Beautiful natural landscape
• Lots of cool little things that need to be coordinated (Farmers’ Market, arts Festival, Nutcracker, etc.)
• Innovative schools—problem solvers
• Rich traditions
• Incredible teachers
• High quality medical community/hospital
• Beautiful; downtown
• Nice parks
• Growing college
• Active churches
• Active sports
• Local television station
• Dalton State College/Phoenix School
• Excellent health facility with good doctors—Hamilton Medical
• Area schools with qualified teachers to assist in training our children
• Downtown development project to promote and restore business
• Industries that promote jobs for not only our community but for the surrounding area
• Arts-theater, convention center
• Access to interstate direction to 2 larger towns
• Citizen Police Academy
• Great police and fire station department
• Great restaurants
• Chamber of Commerce
• Great school systems
• Beautiful mountain area
• Nice downtown area
• Access—road, rails, interstate
• Land—ample for future building
• History—Civil War
• K-12 education
• Dalton State College
• Close to Atlanta/Chattanooga
• Clean air
• Adequate utilities
• Mindset for positive change
• Dalton College
• Trains to watch
• Mountains
• Natural forest
• Civil War relics
• Two main rail lines and one interstate
• Creative Arts Guild
• Healthcare systems
• Natural resources—mountains, streams, forests, etc.
• Historic resources—Indian culture, Civil War, etc.
• Transportation Access I-75, railroad
• Utility infrastructure—civil support for new industries
• Philanthropy resources—some wealth resources are available
• Empty facilities: warehouses, retail, wholesale
• Provide easy access to small business initializing growth
• Great transportation system
• Great technology infrastructure—Dalton Utilities’ fiber optics network
• Lower cost of living
• Great/innovative schools that work together—transforming how schools work
• Natural beauty of mountains
• Civil War sites
• Mountains/climate/national forest
• Education systems working together
• DSC growing
• Grow Greater Dalton in force
• People want the community to grow
• Good transportation system
• Downtown streetscape complete
• Good healthcare (Level 2 trauma center)
• Transportation—roads, trains, planes
• Utility infrastructure
• History—Civil War and Indian
• Wealth available
• Available real estate
• Convention Center
• 5 interstate exits
• Multi-cultural
• Philanthropic minded people
• Infrastructure
  o Dalton Utilities
  o NGMC—TVA power prices
  o Dalton State—UTC
  o County Govt. consolidation of services
• Distribution
  o RR
  o 10 hour drive to access Midwest
  o Mid-Atlantic—southern markets
  o I-75
• Abundant Real Estate—climate
• Good Honest People—moral value
• Whitfield County Schools
  o Engaged students experiencing profound learning
  o Relationships being formed which promote student growth in all areas (social, academic, emotional, etc.)
  o Amount of community partnership provided to families to meet basic needs so that students are ready to learn.
• Dalton State College—opportunities for affordable continuing education
• Edwards Park
  o Heath and fitness opportunities
  o Family area
• Proximity of Dalton to interstate/Chattanooga/Atlanta

Do you have any additional thoughts for the Archway Partners?

• Must be sure all voices are heard—all ethnic and SES groups
• We have to grow together
• Spent hotel/motel tax on initiatives that promote tourism
• The tourism and travel industry is vital to this community. Many dollars (tourist dollars) are spent in Dalton. This helps the community tremendously.
• We need more initiatives that drive tourism to Dalton
• A positive newspaper is key to any growth within our community
• Know that this community is very diversified
• This was a great opportunity to share
• We need to do a better job of advertising our assets
• Have one of these for different age groups
• I was born in Dalton 31 years ago. I could not imagine living or working anywhere else. Dalton is my home and I love it! Thank you for the opportunity to be here tonight
• Thank you! Excellent facilitation. Good use of technology
• Leaders from healthcare, industry, education, and manufacturing need to be in the talk after to improve this community
• Involve college and high school kids for input
• Thank you so much for this event. I could have stayed longer and learned more about community
• In order to have a unified community, we need unified community leaders set the politics aside
• Promote more than just the CAG...promote all the other organizations—Dalton Arts Project, Dalton Little Theatre, ATC
• Market Dalton...tell our story
• Promote Dalton and Whitfield County, churches, schools
• Grow a greater Whitfield County
• Do teachers need more time to teach the required curriculum
• More support is needed in the schools for students who are struggling in a particular subject
• Is there a way for schools to keep students/parents up to date of GPA, and in a time status to improve in time for college?
• Improve the backbone that makes up a great nation, put prayer and biblical learning back in our schools
• Hard to target one “group”—don’t want to focus so much on one that we lose another
• Keep what we have—just add to
• We need more often open forums like this but maybe smaller scale to welcome various groups and culture to get a cross representation of all. Great opportunity—thanks
• We have lots of stuff—document it, sell it
• We have to recognize that we have too many closet minds here and despite the many assets, we can never be the best we can be without leaving our comfort zone. Education hare and attracting young professionals is the only way Dalton stops its decline
• Incorporate a listening session of younger people within Archway program to help cover another perspective
• One of the few critics in US where two major railroads cross in the middle of town. Approximately 90 trains per 24 hours pass through here
• We may be a generationally fractured community
• Need new leadership and opportunities for younger folks
• Implement the Mayor’s Call to Action
• Create carpet museum
• Dalton State’s school of Business is very interested in working with the Archway Project
• We need a state led regional/industry participation effort to create a textile industry museum to show the world the history and story made here
• Thank you! This was a great exercise. I hope to see the next steps soon.
Tonight proved we are hungry to make a difference, celebrate our community and sell it
Thanks to Archway for program
City and county government work more closely together
Take advantage of the people power in Dalton
There is potential to lead the nation as a bilingual community
Involve students—high school, college
Invite lower income folks—hourly wage earners
We need marketing—marketing and more marketing of all our community assets
Please help our community by following-up and being action oriented an also helping us to be
God bless you for coming to our community
This was very informative for an outsider coming in to work with this community
Don’t think out of the box—remove it
Thanks for a great start and for creating lots of expectations
Housing
Transportation
African American Museum
Develop local Miracle Field at West Side Park
Expand recreation opportunities beyond football
Need a consolidation of ideas and clear focus on top few issues
Must coordinate w/ current initiatives versus duplicate
The majority of the service industries issues could be alleviated by Dalton State Growth, tourism growth and business advisors
Our assets can be marketed
Increase the opportunities for conversations to take place. This has been an awesome opportunity
City/county lack for more ways to work together eliminate duplication—it only benefits all
Focus on Quality of life improvements to attract young professional demographic
Learn to sell Dalton—to ourselves, to others
We have to be honest with ourselves
We have to base our plans on a realistic and measured understanding of our community’s strength and weaknesses
We cannot “candy coat” our approach an expect it to be effective
Communication paths between assets and partners
“Publicity” of Arch initiatives is critical
School readiness—reach out to at risk families in area
“Made in America” is an important “tag” for Dalton
Keep us from having tunnel vision—we need to look at the big picture
Quality of life—can’t have “community” without it!
This is a dynamic community w/ strong community leaders who will work well with Archway and fully take advantage of opportunities
Look forward to consolidation by steering committees
Promote Dalton—help it grow and improve
We must think of the arts in Dalton as more than just “The Creative Arts Guild.” There are many wonderful arts agencies that we must promote and our Chamber needs to take this into consideration
- We need to focus on becoming a literate community. We need to focus on—summer reading initiatives, pre-school programs, literacy valued and promoted throughout the community and beyond the schools.
- Downtown Dalton development and re-development is critical to any overall economic development plan. It is a small, but critical, part of the solution. You cannot attract new industry without a vibrant downtown area.
- Arts: the means by which we communicate culture from one generation to the next generation.
- We need to promote effectively everything that is available out there taking into account our diverse culture.
- Need to promote all of the wonderful assets that we have here in Dalton. More communication-publicizing it. The world needs to know who we are, where we are, and what we can offer.
- Thanks to UGA Archway.
- We need to take advantage of the educational assets to build the level of literacy within our community. If our community is not literate then...
- This is a great way to start moving forward.
- Thanks!
- Grow Dalton business/industry.
- Grow the college—get sports at the college.
- Sell Dalton.
- Grow greater Dalton!
- I’ve worked in this area for 6 years and have lived within an hour for most of my life. Dalton needs to find ways to get this information out there.
- The facilitators and technology were great.
- If you want to grow a community, then you have to have a reason for people to want to be a part of the community.
- Answer to the question why would I put a business here, if my employers did not want to live here?
- Dalton Georgia Welcome Center of the South.
- Support education’s endeavors.
- Community is great but Hispanic population is not represented as a major force. They have skills and valuable knowledge to contribute. It is necessary to improve, communicate, and bring them on board to help build this community and lead it in the next ten years.
- As our community develops and grows, it needs to be sensitive to our natural resources that provide us clean water, clean air, and beauty.
- Need to avoid foolish projects, such as creating ball fields on steep slopes in the Westside.
- Don’t forget our mother industry, need to investigate and pursue other industry such as more tourism, etc.
- Need to find ways to keep/attract more young people to our community.
- How can other communities become involved with Archway Partnership Project?
- Don’t just buy American, buy Dalton.
- Need to consolidate arts in community—with a nice performing arts/gallery space other than Creative Arts Guild.
- More regional efforts on Civil War History—combine efforts.
- Promote hospital and healthcare—must convince doctors to take additional insurance, currently cast a negative light on our healthcare availability.
- Promote areas as a great retirement community.
- Promote college and bring in athletes.
• Drive an entrepreneurial environment
• Promote assets
• Diversify economy—job consolidation
• Leadership Dalton/Whitfield wants to drive connectivity between the city and county governments but the disparity in tax rates makes it unlikely
• For a community with such a large Latino community, they were underrepresented tonight
• Need to accept and build on the Hispanic population
• Promote/appreciate the carpet industry
• Strong community sense of pride—capitalize on it
• Thank you for taking a vested interest in our community
• Diversify business base
• Work harder at unifying our communities internally and cross culturally
• Need to focus on how to prepare community for job opportunities in the automotive industry
• We only have one automotive education program in the entire county. This is at career academy. No programs at a technical college or structured programs for a Bachelor of Science degree with an automotive focus at Dalton State. No engineering degrees
• To attract educated people to this community and lure them from settling in neighboring communities, we must act like an educated consumer—know what they want, know what we need to offer. The Arts! Historical assets. Strong schools. Diversifying small business, downtown retail, and restaurants. The college. Partnerships with arts and community organizations. A new performing arts and visual arts center to attract artists and college educated folks to our community to live and play here!
• Last words of wisdom: Children are the future. That’s why the future is now hopefully, the natural diversity that our children live well spill over to the adult community in Dalton
• Very excited about the partnership!
• Very interested in helping anyway I can!
• I feel we are on the brink of a new era in Dalton, a point at which we can reinvent ourselves into a stronger thriving community that succeeds in new global marketplace. Your help is vital to focusing our efforts. Thank you!
• Dalton has it all—we just need to pull it together
• It says something about Dalton that our non-English speakers had to bring their own interpreter
• As we gather for these community events and emphasize the need for a voice from everyone—I wonder why interpreters were not considered or provided. Blue Ridge School brought their own interpreter for their Latino families. The organizer should make this a priority
• Should have collected age information from the attendees
• Need more opportunities to live and work in same area
• You should consolidate county and city school system
• Eat more chicken or allow city residents to have up to 7 chickens in their yard
• Perception vs. reality
• Interesting how many things/activities that happen in community that people don’t know about
• Focus on the top five items so we can all get behind these items and not all march off in 600 directions
• Good community—pleasure to live here
• Cooperation in arts is beginning
• Community needs large theatre facility for concerts, etc that all can use
• The Chamber of Commerce need to put the majority of their efforts into working for their members—economic development
• Can the carpet industry upgrade entry level jobs via technology? Too many jobs require no diploma. This is exactly opposite of what our community needs for future. I recognize the financials have to work
• Houston Valley ORV Trail—needs promoting, develop camping facility near trail
• Greenway on Mill Creek
• Sidewalk or trail from trade center or college drive
• Trails around Dalton college need developing
• Adjoin a county park with national forest
• Our community leaders need to learn to speak with one voice
• Exciting opportunity—what’s next?
• Please organize a meeting like these but with grassroots groups to see also their perspective, not only the upper class perspective
• Ready to work!
• What this entire conference to me has come down to is education getting the word out about the positive things happening in Dalton, the media needs to work for us not against us. Anything from public service announcements to flyers to even a Dalton works exclusive newspaper not just for Dalton but distribution to Chattanooga and surrounding areas. I think that positive imaging is key to the future growth and success of Dalton
• We need to focus points. Single access approach. No wrong door
• Availability of info without lots of work from the visitor, prospect, or local public
• We appreciate the opportunity for your help
• Education of the assets that Dalton-Whitfield County has to offer. We must advertise our positives and negate the negatives
• Assist our young adults in returning to our area by making it a “green environment” with the ability to sustain the interest of our young people
• By this strong showing of folks we knew we need help and look forward to change
• National level campaigns led by sponsors
• Serve.gov
• Dalton can tap into programs nationally recognized need to be nationally plugged in
• Beautify downtown, plant flowers
• Capitalize on Christian-giving spirit of the Bible belt
• Develop and support buy local initiative
• Good luck! Thank you for your help!
• Have another Archway meeting inviting only middle/high school and college students. Get their ideas not just ours! They are our future!
• Thanks Archway. Hire Andy
• An education system that supports community and family
• Get young people’s opinions—middle/high school
• Utilize the diversity in growth of students to generate revenue and new ideas to the community
• When you start working on a particular “project” please ask those who already work in that area for their input
• Positive marketing of Appalachian culture
• We can do anything if we work together
• We have started the process!
• As a 27 year old, single female/young professional, please hurry in developing a quality “livable” city
• Perceptions are often misguided. We need to decide how we want to be perceived both internally and externally and work aggressively to achieve those perceptions.
• More options for graduate level course work locally. KSU MBA is good start but I would’ve expected more programs to be offered locally by now.
• Thank you for the opportunity to be heard—I appreciate your time and efforts. Excellent work!
• I hope that with all the hands on information you will be able to understand our beautiful community. There’s so much to be done but I see that there is much Archway will provide.
• Thank you for allowing us to come together and inform you about our concerns, comments, and the possibility.
• Utilize beauty of area.
• Support local events and activities, theatre, Dalton Ghost tours.
• Promote what we have here and upcoming events.
• Excellent efforts by Dalton CVB.
• Please use our local resources—United Way Young Leaders, Retired Teachers Association, Leadership Dalton and alumni.
• Great program—lots of business leaders in the room, name tags would be nice to network the group.
• Communicate—Get the message out there any and every media, group, system, etc.
• City/county school system work together.
• This exercise was great. The challenges was to consolidate the vast amount of input given into themes. Hopefully a number of energized citizens will be influenced to participate and move each theme ahead.
• This community should transform from floor covering capital of the world to a community known for its diversity, low taxes, excellence in education, infrastructure, quality of life (recreation, parks, arts, geography) and climate.
• We can do it in Dalton!
• We need a community theatre that will house 800-1000 people.
• Recycle center.
• Public transportation.
• Need a community vision for the next 20 years. It needs to be an output of this process.
• We need to move as quickly as possible to facilitate change.
• It’s critical that city, county, Dalton Utilities, JDA, DDA, CVB Chamber, and others work together. We cannot succeed if this does not happen!
• Please use some of the existing planning documents being developed throughout the community in this process—such as: The Mayor’s Call to Action, The 150th Anniversary Plan, the economic development action plans, and others throughout the community.
• Try to bring a diverse group to all future input events.
• “3200 jobs” is a slam dunk if auto parts suppliers are captured.
• Great beginning. Where do we go from here?
• How can this data build a bridge to the future?
• What do we believe as a community?
• Good meeting.
• Good input—positives in the Dalton community and ideas to move forward.
• Hear lots about attracting youth to stay here, but we also need to attract seniors to stay here after retirement—seniors spend money.
• Police department needs to back off a bit.
• City, County, and Feds should work together for recreation opportunities on national forest.
Archway has impressed me with its vision and opportunity to partnership with Dalton to make us a better community
We need to “Git R Done"
Agree—verify what is true and tell the story
Better communication within industry and community
Advertise volunteer opportunities
More available, affordable child care
More “mixed development” housing
Thank you for the opportunity!
Asset—community Foundation of NW GA
Our entrance of cultures that are not native to our region have caused the necessity to diversify to support the masses that are now here seeking direction
Lack of diversity and young people among the participants tonight
Grow Greater Dalton + Archway Partnership = Success for Dalton and Whitfield County
Grow Greater Dalton and Archway—necessary for the future success of our community
If I were looking to locate my business in the region, and I heard what was discussed here tonight, I would definitely come to Dalton
Let’s come together and promote Dalton and our “One Nation Under God”
Go Dalton Whitfield!
Why do the estimate of annual expenditures show health insurance getting about 7 times more money spent than on all doctors, dentists combined
Let’s sell Dalton on all of the positives we have going for us…the result will be great
Please don’t forget the importance of including the voices of our young people and our Hispanic voice
Actively recruit ex-military technical types as were as leadership they have great work ethic, drug free, and committed to excellence when you get those who have excelled in their service
Communities that invest in education attract business, new residents, and growth. What can the Archway partnership do to support excellence in Whitfield County Schools and Dalton Public Schools
Put committee to look at similar communities who have been more successful than Dalton is currently (academically and economically)
Carpet history museum—resources—people, carpet and rug industry
Get people involved from the community and keep them involved
Keep the public informed of what the Archway Program does and is doing
Communicate—put an open blog for others that did not attend to give additional ideas
Post information as it is developed including opportunities
Tourism brings a better quality of life for all. Let’s revamp up our sites and build new attractions that will appeal to all age ranges
The CVB really needs help with funding, development of attractions, and ideas on marketing as well as ideas on how to better gain community support
Dalton/Whitfield has money and many assets. The missing links are motivation and coordination that can move our community into our future
Encourage more opportunities for “job for a day” program at school and work
How do we know that the decision makers in our city and county will follow any recommendations of Archway?
This is a racist community. Need to open the dialogue
Let’s do it!
• Develop a “college town” and “campus” feel for Dalton State—grow the faculty and student body which will help grow the community
• Improve quality of life to attract new young professionals/families
• Business development/diversity
• Great job to organize so many! Hope something works!
• This is a great beginning! We need to act now to stimulate the economy and quality of life in Dalton/Whitfield County. We’re 20 years behind the curve—but have the intellectual ability and drive to catch up quickly
• Dalton/Whitfield County is a fantastic area in which is underutilized. The middle and lower class needs to be heard more because they are the key! So many assets are within our community but sometimes out of reach due to cost, availability and schedule.
• I hope that the leaders and upper class will listen to help more our community out of the hole that carpet industry has led us into!
• Think outside the box
• Listen to the workers of the community
• Good start, let’s not let the ball drop. Include more diversity within this planning