



Meeting Minutes

June 21, 2022

I. Call to order

Jacob Bearden called to order the regular meeting of the Greater Dalton Metropolitan Planning Organization at 10:01 A.M. on June 21, 2022.

II. Meeting Minutes – May 24, 2022

Mayor Ken Gowin made the motion to approve the May 24th minutes, and Tom Caiafa seconded the motion. The minutes were approved on a 5-0 vote.

III. Presentations

a) **Local Project Updates** –

Chad Townsend presented the following updates for the City of Dalton:

East Morris Road Work – Project is underway and includes streetscape upgrades with curb and gutter.

b) **Administrative Report** – Jacob Bearden discussed the Bridge Investment Program and that the Whitfield County Board of Commissioners would be pursuing a planning grant.

IV. New Business

a) Margaret Thigpen of the Dalton Convention Center/Convention & Visitors Bureau presented a tourism update for the MPO Committees. The presentation is included as Appendix B.

V. Open Discussion

VI. Adjournment

Jacob Bearden adjourned the meeting at 11:02 A.M.

Minutes submitted by: Jacob Bearden – GDMPO Coordinator

Minutes approved by:

Kent Benson, Policy Committee Chairman

Appendix A



DRAFT



Greater Dalton Metropolitan Planning Organization


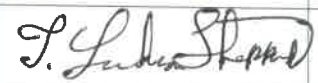
JOINT COMMITTEE MEETING

Organization: The Greater Dalton Metropolitan Planning Organization	Meeting Date: Tuesday, June 21, 2022
Facilitator: Greater Dalton MPO	Place/Room: Edwards Park/Virtual Meeting

Name	Title	Committee	Present	Signature	E-Mail
Kent Benson	Whitfield County Engineering / MPO Director	PC	<input type="checkbox"/>		
Tom Caiafa	GDOT, West GA Planning	PC/TCC Alt.	<input type="checkbox"/>		
Radney Simpson	GDOT, State of GA Asst. Planner	PC	<input type="checkbox"/>		
Greg Hogan	Murray County Sole Commissioner	PC	<input type="checkbox"/>		
Mike Brown	City on Varnell - Administrator	PC Alt.	<input type="checkbox"/>		
Andrew Parker	City of Dalton - Administrator	PC	<input type="checkbox"/>		
Jevin Jensen	Whitfield County Commissioner	PC	<input type="checkbox"/>		
Bob Sivick	Whitfield County Administrator	PC	<input checked="" type="checkbox"/>		rsivick@whitfieldcountyga.com
Ken Gowin	City of Tunnel Hill, Mayor	PC	<input type="checkbox"/>		
Tom Dickson	City of Varnell, Mayor	PC	<input type="checkbox"/>		



Greater Dalton Metropolitan Planning Organization

Name	Title	Committee	Present	Signature	E-Mail
Chad Townsend	City of Dalton, Public Works Director	PC	<input checked="" type="checkbox"/>		ctownsend@daltonga.gov
Jackson Sheppard	City of Dalton, Project Engineer	TCC	<input checked="" type="checkbox"/>		jsheppard@daltonga.gov
Charlie Morrow	Dalton Utilities, Director of Watershed	TCC	<input type="checkbox"/>		
Jean Garland	Whitfield County Planning & Zoning Administration	Advisory	<input type="checkbox"/>		
Joseph Davidson	NW Georgia Regional Commission	Advisory	<input type="checkbox"/>		
Jacob Bearden	GDMPO - Coordinator	GDMPO	<input type="checkbox"/>		
Olivia Lewis	FHWA	TCC	<input type="checkbox"/>		
Ron Shinnick	Mayor, Cohutta	PC	<input type="checkbox"/>	-	
Derek Waugh	City of Dalton, Councilman	PC	<input type="checkbox"/>		
Joe Ciavarro	GDOT – District 6	TCC	<input type="checkbox"/>		
Dewayne Hunt	Whitfield Public Works	TCC	<input type="checkbox"/>		
Kimberly Grayson	GDOT Transportation Planner	TCC	<input type="checkbox"/>		
Tracey Crawley	Whitfield County - Administrative Assistant	Guest	<input type="checkbox"/>		



Greater Dalton Metropolitan Planning Organization

Name	Title	Committee	Present	Signature	E-Mail
Chris Crossen	Dalton PD	Guest	<input type="checkbox"/>		
Shannon Millsaps	Thrive 2055	Guest	<input type="checkbox"/>		
Matthew Sanford	Murray County	PC (for Greg Hogan)	<input type="checkbox"/>		
Mike Ewton	Whitfield County School System	TCC	<input type="checkbox"/>		
Mark Gibson	Whitfield County School System	TCC Alt.	<input type="checkbox"/>		
Valeria Molina	WC BOC				vmolina@whitfieldcountygga.com
Margaret Thigpen	Dir. of Tourism				mthigpen@visitDaltonGA.com
Rafael Romero	DU				rromero@Dutil.com

Greater Dalton MPO - Joint Committee Meeting Attendees

Summary

Meeting Date	Meeting Duration	Number of Attendees	Meeting ID	
June 21, 2022 9:46 AM EDT	68 minutes	7	162-899-821	

Details

Name	Email Address	Join Time	Leave Time	Time in Session (minutes)
Brittany Williams		10:04 AM	10:55 AM	50
Jacob Bearden	jbearden@whitfieldcountyga.com	9:46 AM	10:55 AM	68
Joseph Davidson		10:00 AM	10:54 AM	54
Kimberly Grayson	ksgrayson01@gmail.com	9:57 AM	10:54 AM	57
Olivia Lewis, FHWA		10:47 AM	10:55 AM	7
Olivia Lewis, FHWA		10:00 AM	10:46 AM	45
Shannon Millsaps (Thrive)		10:03 AM	10:55 AM	51
Tom Caiafa	tcaiafa@dot.ga.gov	9:58 AM	10:55 AM	56

Appendix B




DRAFT



Tourism in
Dalton!

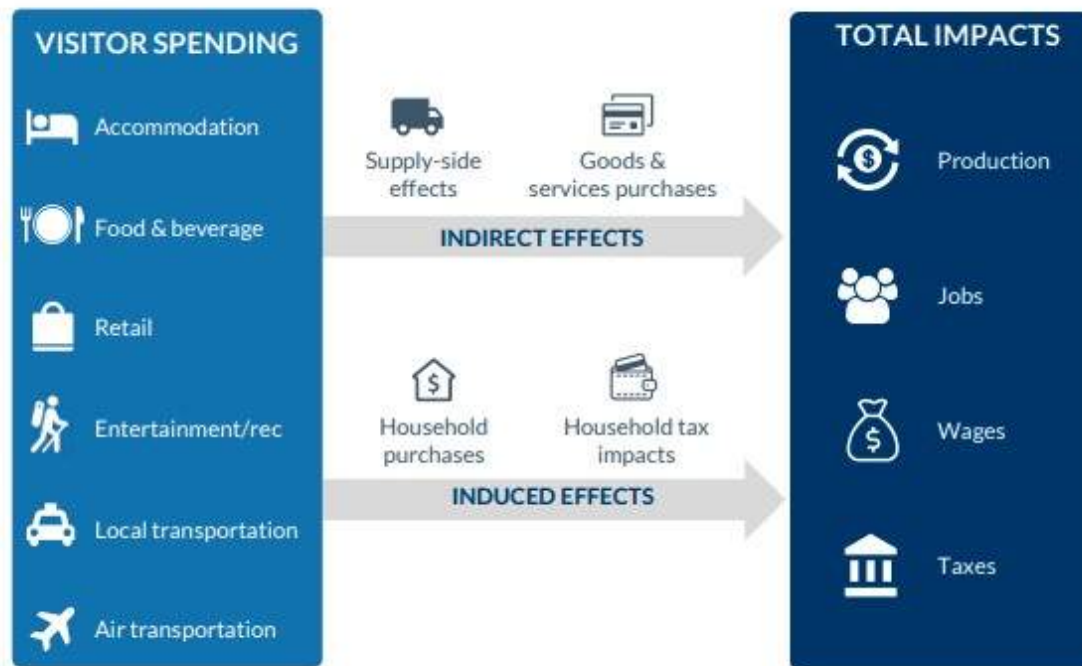
Travel & Tourism

- By the definition of tourism, it is an activity of tourists or people travelling for some purpose and it includes all the things they do during their travel . This way tourism as industry becomes the **sum of all the products and services consumed or used by tourists** which directly and indirectly support their tourism activity.

	 TRAVELER SPENDING	 ECONOMIC OUTPUT	 AMERICAN JOBS SUPPORTED
2019	\$1.2 TRILLION	\$2.6 TRILLION	16.7 MILLION
2020	\$680 BILLION	\$1.5 BILLION	11.1 MILLION
2021	\$910 BILLION	\$2.0 BILLION	12.0 MILLION

**From US Travel Association*




Travel & Tourism = Power of Travel



**From U.S. Travel Association*

Travel & Tourism – National Impact

- **Tourism matters to the economy.**
 - 2020 – \$680.3 billion - \$1.5 billion in economic output
 - 2021 - \$910 billion - \$2.0 billion in economic output
- **Tourism matters to our jobs.**
 - Tourism supported
 - 2020 – 11.1 million U.S jobs
 - 2021 – 12.0 million U.S. jobs




	 TRAVELER SPENDING	 ECONOMIC OUTPUT	 AMERICAN JOBS SUPPORTED
2019	\$1.2 TRILLION	\$2.6 TRILLION	16.7 MILLION
2020	\$680 BILLION	\$1.5 BILLION	11.1 MILLION
2021	\$910 BILLION	\$2.0 BILLION	12.0 MILLION

**From US Travel Association*

Travel & Tourism – National Impact

- **Tourism keeps America connected.**
 - 79 million inbound travelers visited USA in 2019.

In 2019 Each household would pay **\$1,398 more in taxes without the tax revenue generated by travel and tourism.*

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2020	\$680 BILLION	\$1.5 BILLION	11.1 MILLION
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**From US Travel Association*

Travel & Tourism – GA

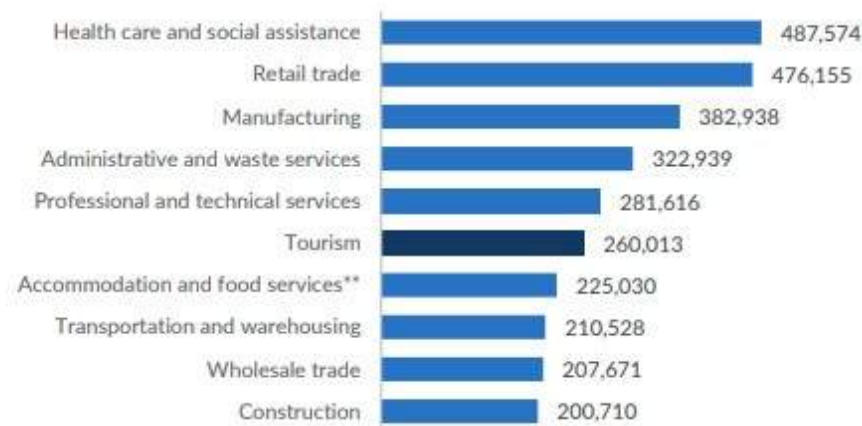
By The Numbers: 2020

Domestic Visitors =	<u>151.8 M (+0.6%)</u>
International Visitors =	<u>397,000 (-72.5%)</u>
Total Tourism EI =	<u>\$53.4 B (-33.4%)</u>
Total State & Local Tax Revenue =	<u>\$2.8 B (-33.4%)</u>
Visitor Spending =	<u>\$24.5 B (-35.2%)</u>
Total Jobs Supported =	<u>410,100 (-19.1%)</u>
Additional Taxes to Replace Tourism =	<u>\$750 (-33.4%)</u>

**From ExploreGA.org & U.S. Travel Association*

Employment in Georgia by major industry in 2020

Amounts in number of jobs



* Comparative data is BLS QCEW private sector employment

** Net of direct tourism-supported jobs

Source: BLS, Tourism Economics

Travel & Tourism - Dalton & Whitfield County

1. Tourism creates new jobs and injects fresh money for paychecks & local taxes into the local economy.
2. Tourists are “temporary taxpayers” in Whitfield County.
3. Tourism builds first impressions for development and potential new citizens.

**From Dr. Steve Morse, Reinhardt University*

WHITFIELD CO. TOURIST SPENDING



Travel & Tourism Economic – Dalton & Whitfield County - 2020

Tourism Spending	\$106.7 Million
Jobs Created	1,260 Jobs
Worker Paychecks	\$29.4 Million
State & Local Taxes	\$8.4 Million
Federal Taxes	\$5.6 Million

**From ExploreGA.org*

Tax Savings for Dalton Citizens

- Each of the household in Whitfield County pays \$235.4 less in state and local taxes because of the taxes generated by tourism spending
...Without tourism our taxes would be \$234.4 higher.

**From ExploreGA.org*



Tourism Gauge of Success

Lodging Tax (City/County) = Tax Typically Visitors Pay = Funding

- 2010 - \$1,035,690
- 2011 - \$1,278,622
- 2012 - \$1,315,000
- 2013 - \$1,401,540
- 2014 - \$1,492,026
- 2015 - \$1,623,115
- 2016 - \$1,658,139
- 2017 - \$1,771,559
- 2018 - \$1,816,011
- 2019 - \$1,765,247
- 2020 - \$1,222,557
- 2021 - \$1,743,337

Dalton Area CVB Our Mission

- Primary marketing arm for the City of Dalton and Whitfield County, specializing in soliciting and promoting tourism, conventions, meetings, conferences, trade shows and any and all other group business designed to bring overnight visitors to Dalton-Whitfield County therefore enhancing the economic fabric of the community.



Dalton Area Advertising/Marketing

NORTHWEST GEORGIA

right!
Dalton!
the way

#FloorYou

Northwest Georgia Dining

right!
Dalton!
the way
For You

2022 Restaurant Guide

VisitDaltonGA.com

Our Textile Legacy

Dalton-Whitfield Textile Heritage Tour

VisitDaltonGA.com

WELCOME to Dalton

Visit Dalton! Welcome To Dalton!
@VisitDalton | VisitDaltonGA.com

Nature Calls

Haig Mill Lake

Exit 333

right!
Dalton!
www.VisitDaltonGA.com

Happy Trails

Hike. Bike. Shred!

Exit 333

Ride!
Dalton!
www.VisitDaltonGA.com

A Taste of Dalton...

right!
Dalton!
www.VisitDaltonGA.com

Taste of Downtown

In the Flooring Capital, you'll find something to savor!

right!
Dalton!
VisitDaltonGA.com

right!
Dalton!
VisitDaltonGA.com

DISC GOLF

Looking for a place to play? Dalton has four large, 18-hole disc golf courses. They are located across the county and open to the public.

- *WESTSIDE PARK**
3237 AB, Veterans Road
Buckley Park, GA 30703
- HERITAGE POINT PARK**
1275 Crow House Road
Dalton, GA 30721
- EDWARDS PARK**
18 Edwards Park
Dalton, GA 30721
- *THE PASTURE DISC GOLF**
1407 Chatterbox Rd
Tunnel Hill, GA 30755
84 - Club
87 - Club

*FDGA Approved Course

Meet Our Makers

Exit 333

right!
Dalton!
www.VisitDaltonGA.com

Civil War Tunnel Tour

Exit 341

right!
Dalton!
www.VisitDaltonGA.com

WELCOME TO TUNNEL HILL

TUNNEL HILL SELF-GUIDED TOUR

TUNNEL HILL SELF-GUIDED HISTORY TOUR

VisitDaltonGA.com

right!
Dalton!
track

Dalton's Freight Depot

One of the best locations in Georgia for train watching!

See the "Dishon Dishonor" where the North's Confederates and Civil War soldiers.

Dalton Freight Depot
200 North Depot Street
Dalton, GA 30729

VisitDaltonGA.com

Georgia State Parks & Historic Sites

TUNNEL HILL

Take a Trip Through History!

VisitDaltonGA.com

Taste of Dalton!

right!
Dalton!
VisitDaltonGA.com

Dalton!
Convention & Visitors Bureau

Dalton Area CVB Advertising/Marketing



Dalton Area CVB

- Hotels
- Events
 - Summer music series, local theatre productions, sports, etc.
 - DaltonEvents.com
- Area Attractions
 - Historic locations, recreation, dining shopping.
- Venues
 - Sporting facilities
 - Convention Center



The Dalton Trolley

- Transportation from hotels to Downtown Dalton
 - Service is FREE, provided by Dalton CVB, when running the hotel route
 - Available for booking:
 - Weddings
 - Parties
 - Meetings
 - And more!



Dalton Convention Center (aka Northwest GA Trade Center)

Mission:

The Dalton Convention Center is to provide the highest quality experience for gatherings up to 4000 people; providing the best Northwest Georgia has to offer for meetings, expositions, events, and special occasions.



BiGger Picture

Rising Phoenix Volleyball
Jan 16-17, 21
Actual Economic Impact #'s


Event Days	# of Attendees	Hotel	# of Rooms Reported	Hotel Rate	14% Lodging Tax	Rate + Tax	Total	Sum of F&B, Shopping & Gas (\$55.00pp)	Facility Rental Cost	Total Economic Impact	State Hotel Fee \$5.00
2	1100				\$ -	\$ -	\$ -	\$ 121,000.00	\$ 2,550.00	\$ 123,550.00	\$ 0.00
		Baymont			\$ -	\$ -	\$ -				\$ 0.00
		Super 8 (College)			\$ -	\$ -	\$ -				\$ 0.00
		Comfort Inn			\$ -	\$ -	\$ -				\$ 0.00
		Country Inn			\$ -	\$ -	\$ -				\$ 0.00
		Courtyard	19	\$ 115.00	\$ 16.10	\$ 131.10	\$ 2,490.90				\$ 95.00
		Days Inn			\$ -	\$ -	\$ -				\$ 0.00
		Econolodge			\$ -	\$ -	\$ -				\$ 0.00
		Hampton	1	\$ 109.00	\$ 15.26	\$ 124.26	\$ 124.26				\$ 5.00
		Hilton Garden Inn			\$ -	\$ -	\$ -				\$ 0.00
		Holiday Inn Express	0	\$ 121.50	\$ 17.01	\$ 138.51	\$ -				\$ 0.00
		Howard Johnson			\$ -	\$ -	\$ -				\$ 0.00
		LaQuinta Inn	14	\$ 89.00	\$ 12.46	\$ 101.46	\$ 1,420.44				\$ 70.00
		Quality Inn			\$ -	\$ -	\$ -				\$ 0.00
		Red Roof Inn	2	\$ 74.99	\$ 10.50	\$ 85.49	\$ 170.98				\$ 10.00
		Super 8 (Market)			\$ -	\$ -	\$ -				\$ 0.00
Totals			36				\$ 4,206.58	\$ 121,000.00	\$ 2,550.00	\$ 127,756.58	\$ 180.00

Revenue Summary

	2019	2020	2021	2022
• January	\$97,270	\$63,471	\$92,530	\$77,028
• February	\$91,851	\$107,268	\$13,477	\$167,775
• March	\$183,342	\$80,202*	\$28,265	\$134,428
• April	\$119,344	\$0	\$46,231	\$216,264
• May	\$67,319	\$0	\$72,274	
• June	\$102,969	\$3,723	\$42,376	
• July	\$125,880	\$12,152	\$61,001	
• August	\$164,787	\$47,295	\$67,087	
• September	\$84,437	\$16,925	\$112,136	
• October	\$106,512	\$16,967	\$94,356	
• November	\$139,067	\$51,245	\$77,553	
• December	\$154,807	\$7,267	\$75,937	
• Total	\$1,438,005+	\$406,515+	\$783,223+	

2022 Advertising/Marketing

- *Social Media*
- *DaltonConventionCenter.com*
- *DaltonEvents.com*

 Dalton Convention Center
January 21 at 2:01 PM · 🌐

There are still tables available for this awesome event!! The Northwest Georgia FCA is excited to announce the new Florida head football coach, Billy Napier, is the guest speaker for their annual Home Team Banquet. It will be February 8 at 6:30 PM. For more info, click below. #floridafootball #billynapier

<http://ow.ly/agJg50HA8FI>



2022 Advertising/Marketing

Print Advertising:

LaVoz

City Scope

Women Only

Bridal Guide – Calhoun Magazine

Floor Focus

Dalton Visitors Guide

Electronic Billboards

Memberships:

GSAE

Chamber of Commerce – Diplomat



Say "YES!"
to The
Dalton Convention
Center
The Perfect Venue for Dream Weddings

For more about our
Wedding Packages,
call Kelly Ragan
at (706) 272-7676

right!
Dalton!
Convention Center
DaltonConventionCenter.com - (706) 272-7676
2211 Dug Gap Battle Rd, Dalton, GA 30720
*Housing and Shuttle Services provided by the Dalton Convention & Visitors Bureau

In-House Food & Beverage Service
Scenic Mountain View Ballroom & Patio
Housing & Shuttle Services*

right!
Dalton!
Dalton Convention Center

New Groups – 2022 Forward

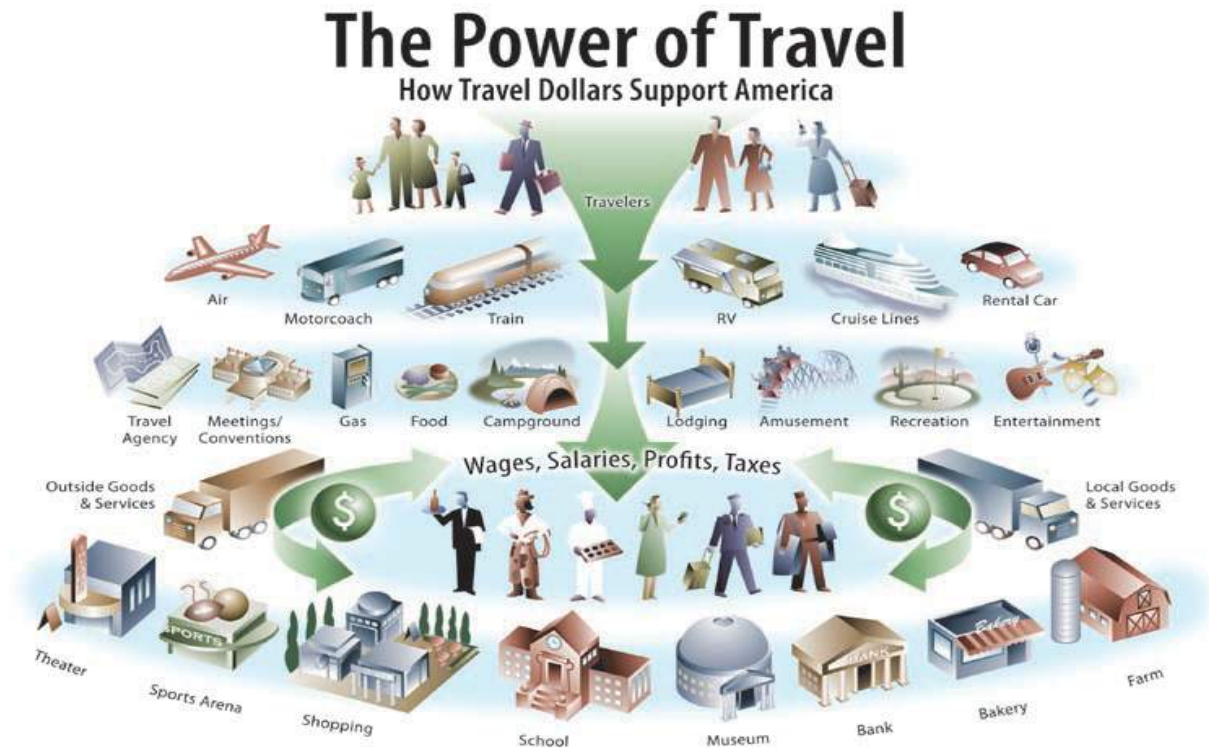
- **New Groups** *as of 1/2022*
- Antique Bottle Show
- (3) Hometown Productions – *(out of Ringgold)*
- GA Mtn Moonshine Cruizin
- NAWCC (Watch Makers) – *(Regional pulled from Chattanooga; possible National to come)*
- Grand Prince Hall of GA - *(beat out Rome)*
- GACAA (Ag Comm)
- (3) Weddings
- (3) Quinceanera's
- (1) Cheer Competition – *(from Marietta area)*
- Hispanic Dance *(contact hasn't had an event in years at the convention center)*
- Clyde Masters Concerts – *(Chattanooga Fire Concert added an additional June concert)*

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Tourism Impacts our Economy!



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Margaret Thigpen, Director of Tourism

Mthigpen@VisitDaltonGa.com