

Securing Today - Building Tomorrow

CAPITAL CAMPAIGN

WALTON
FORWARD

WALTON
Chamber
of **COMMERCE**
Invest. Engage. Succeed.



www.waltonchamber.org

Your first step starts here



Message from the Campaign Chairman

"I am happy to support the Walton County Chamber of Commerce on this effort and honored to serve as the Capital Campaign chair. Walton County is my passion and the great work of the Walton County Chamber of Commerce has been fantastic for over seven decades. I want to see it continue to flourish in the coming decades." **Honorable Bruce Williamson**



"We are excited for this opportunity to help our Chamber raise funds, as the Walton County Chamber does so much to help our businesses grow and succeed. It is nice to be able to give back!"

Renee Park, Chairman of the Board

"I am excited about this opportunity to take the Walton County Chamber and the Walton Forward Foundation to the next level and secure the future of both organizations. Through this campaign, we can have a professional building, state of the art technology, an upgraded member information center and enhance our business and community programs."

Teri Smiley, President



"For over 70 years, the Walton County Chamber of Commerce has served as a driver – providing leadership, support of our community and support to help area businesses and our community grow and prosper. We are also a Georgia Certified Chamber of Commerce.

MISSION

The Walton County Chamber of Commerce mission is to serve the needs of our members in order to advance economic development and enhance the quality of life in Walton County.

GOALS

Promote Local Business, Community Impact, Leadership Cultivation, Influence & Advocacy and Education/Workforce Development.

VISION

The Walton County Chamber of Commerce will be recognized as the primary resource for and voice of the Walton County business community. We will achieve this by maintaining financial stability, an active and strong membership base, and serving as the lead advocate for business-related issues at the county, state and federal levels.

DIVISIONS OF THE CHAMBER

CHAMBER RESOURCES

- Ambassadors
- Membership Development
- Marketing & Communications
- Monthly Member Luncheons
- Coffee & Connections

SIGNATURE EVENTS

- Annual Banquet
- Chamber Challenge
- Chamber Clay Shoot
- Casino Night & Auction
- WaltonPalooza
- Harmony Half & 5K

ECONOMIC DEVELOPMENT

- Buy Local Campaign
- Existing Industry
- Tourism
- Women in Business
- Young Professionals

COMMUNITY DEVELOPMENT

- Walton Forward Programs
- Education Committee
- Leadership Walton
- Youth Leadership Walton
- Walton Proud
- Governmental Affairs

WALTON FORWARD

Walton Forward is a 501(c)3 not-for-profit organization foundation designed to support local educational programs for youth and adults. These programs include, but are not limited to, the Reality Check Program, the STAR Student/Teacher Program, Youth Leadership Walton, Leadership Walton, Walton Proud, and many other educational programs and services. Administered through the Walton County Chamber of Commerce, Walton Forward, Inc. contributions are tax deductible as charitable donations as allowed by the law.



REALITY CHECK

An introduction to "Life" for 8th graders at all Middle Schools in Walton County. Life Stations include housing, utilities, auto sales, insurance, groceries, and daycare, just for fun, back to school, charity and jobs. Students are given a life scenario of their family and career at age 25 and have to budget through the life stations during the program.

STAR BANQUET

This banquet annually recognizes the students at the high schools, public and private with the highest SAT scores. He/she is named the STAR Student and then he/she selected a STAR teacher.

COLLEGE & CAREER

In partnership with Student Success Alliance and Walton Works, we co-sponsor an annual College & Career Expo event for high school juniors and seniors from both public and private schools.

YOUTH LEADERSHIP WALTON

This program includes 35-45 high school juniors, representing six high schools, public and private, in the program. We have twelve local volunteers trained to teach the UGA JW Fanning Institute Youth Leadership curriculum. The leadership training topics include: Developing Dynamic Habits, Developing Principles of Time and Life Management, Developing High Performance Communication Skills, Designing and Leading Change, Developing a Personal Leadership Style, Building Organizational Culture, Climate & Community, Leading Team Based Organizations and Understanding Ethics and Moral Leadership.

(Cont.)

The Youth Leadership Walton Senior year program will include our traditional Community Awareness programs. In addition to these programs, the students must work with their high school principals/ headmasters on a project to better their school. We believe this program will enhance our schools for years to come.

LEADERSHIP WALTON

Leadership Walton is a program and organization that develops leaders for our community. The Leadership Walton program encourages and fosters the development of community leaders by using a formal study program. The mission of the program is to broaden the volunteer leadership base, identify and train future leaders for participation in community affairs, provide opportunities for dialogue with existing community leaders, and promote a network of informed, motivated community leaders. We have an average of 24 class participants annually.

WALTON PROUD

This campaign is collaboration among the schools in Walton County: George Walton Academy, Loganville Christian Academy, Social Circle City Schools and Walton County Public Schools, promoting excellent educations opportunities in Walton County.

WHY SHOULD YOU BE WALTON PROUD?

Cutting edge technology initiatives are in place across the county; Walton test scores are rising; Walton teachers are highly qualified, meaning they are teaching in the fields in which they hold degrees; Walton schools are safe; and there is a great sense of cooperation between our schools and our business community.

◆ BACKGROUND AND NEED

In the Walton Chamber's current location, the building is owned by Walton County Board of Commissioners. The Walton Chamber & Development Authority are both housed in the building. In the past year, we've experienced a few plumbing issues and the building has really deteriorated, not projecting much of a positive image nor the professional image we need. The Development Authority is in the process of securing a new office building for their operations.

In the last S.P.L.O.S.T. passed, the voters approved for the facility to be destroyed and a new larger, updated facility to be built in its place to house county government including human resources and finance departments. This space is needed to allow for more court space at the Hammond Government Building.

So that we are not dependent on temporary building space from the county or cities, it's time we need to purchase a professional building to house the Walton Chamber of Commerce, Inc. & Walton Forward, Inc. and take these two organizations to the next level.

◆ BUILDING & FURNISHINGS

An attractive building in a prominent location offers the following benefits to the chamber members:

- Projects a positive image to the many residents and visitors reflecting Walton County as a vibrant and progressive community.
- Creates an appealing and inviting Member Information Center
- Provides an exceptional meeting space for Chamber members and partners, equipped with the latest audio-visual technology and available for our members to use
- Presents an image reflecting success of the chamber, our businesses and community

Ideally, the Walton Chamber would like to find a building in Monroe as it is the county seat and in the center of the county; however, we will explore all options and choose a building that is the best fit. We would also like to consider a "chamber information kiosk" in each City at their city hall and/or welcome center as well as the county government building. This purchase would include updated furnishings for office space, member information center and conference room space that members will have access to use.

◆ TECHNOLOGY UPGRADES

The chamber staff computers all need upgrading to keep up with today's times and that has become more evident with the many zoom and on-line meetings held during the pandemic. We will also need the latest technology for our conference room(s) to conduct our meetings and workshops and for member needs as they will be able to also use this space, based on availability.

◆ PROGRAM ENHANCEMENTS

The following program enhancements are included:

- Healthcare Lunch & Learns Series
- Enhance Member & Community Health & Wellness Programs
- Enhance training and materials for Leadership Walton
- Improve the Youth Leadership Walton Program
- Updated materials for Reality Check
- Enhance Marketing of Walton Proud
- Small Business Programs & Workshops
- Small Business Marketing & Promotions
- Additional Member Relationship Building Opportunities
- Buy Local Program Marketing
- Host Annual Member Appreciation Events

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ESTIMATE BUDGET

Purchase of Building	\$350,000
Furnishings	\$40,000
Technology & Equipment	\$30,000
Program Enhancements	\$60,000

Total Estimated Budget: \$480,000

INVESTOR LEVELS

Diamond Investor
\$100,000

Chamber/Walton Forward building to be named after this donor with a plaque placed in a prominent location.

Platinum Investor
\$50,000

Large conference room named after this donor with a plaque placed in a prominent location in the conference room.

Gold Investor
\$25,000

Small conference room named after this donor with a plaque placed in a prominent location in the conference room.

VISIONARY LEVELS

Investor Level 1	\$15,000
Investor Level 2	\$10,000
Investor Level 3	\$7,500
Investor Level 4	\$5,000
Investor Level 5	\$2,500

The Investor Levels can be paid in full or over a 3-year period in annual or monthly installments.

Investor Level Benefits: All businesses at an investor level will be included on a plaque prominently displayed, based on investment, on an investor wall in our conference room/board room. These businesses will also have use of the conference room, based on availability, for meetings at no cost. The investor levels also include a brick with the company name on it to be displayed outside at the new building, in a brick courtyard, on planters, etc. to be determined depending on the building purchased. Additional recognition on social media, our website, member e-news and press releases.

PARTNER DONATIONS

\$100 donation - \$1 a day for 100 days
\$300 donation - \$3 a day for 100 days

\$500 donation - \$5 a day for 100 days
\$1000 donation - \$10 a day for 100 days

Partner Donation Benefits: Members will be spotlighted on social media and our website for their support and will be eligible to use the facility conference room space for a minimal fee. The \$1000 level also includes a brick with the company name on it to be displayed outside at the new building, location to be determined depending on the building purchased.

CAPITAL CAMPAIGN COMMITMENT FORM



Donor Information (please print)

Member Name (Business/Corporation)

Contact Name

Address

City

State

Zip

Phone

Email

Signature

Date

Total Partner Donation \$

Partner Donations should be paid in a one-time payment by check, cash, or credit card.

Total Investor Donation \$

I/we wish to have this investor donation payable in a:

One Time Payment Annual Installment 36 Monthly Installments

I/we prefer a one-time payment or annual installment to be paid by: Check Credit Card

If you prefer to pay by monthly installments via bank draft or credit card, please complete info below.

Credit Card

Name on Card

Zip Code

Credit Card #

Exp. Date

Security Code

Bank Draft

Name on Account

Bank Name

Routing Number

Account #

Partner/Investor Recognition

Donors will be recognized in campaign materials unless anonymous gift is requested. Please specify the names(s) in all acknowledgements:

I/we wish to remain anonymous.

You can make your donation payable to the Walton County Chamber of Commerce 501(c)(6) or Walton Forward 501(c)(3). The address for both organization is P.O. Box 89, Monroe, GA 30655. Walton Forward is a charitable organization and the investment may be tax deductible as such. Donations/Marketing through the Walton Chamber can also be a necessary business expense. Please consult your tax advisor.