



Department Report

Report Title: Downtown Dahlenega – January 2023
Report Highlight: Working towards strategic planning meeting in February.
Name and Title: Ariel Alexander, Downtown Development Director

Organization:

- Submitted the Main Street Annual Assessment documents to the Georgia Department of Community Affairs.
- Rescheduled annual retreat for Friday, February 3, 2023, at Dahlenega City Hall.
- Mailing participation letters to property owners not yet participating in our historic bronze plaque program.
- The board reappointed Amy Thraikill as Chair of DDA.
- Mailed second wayfinding sign renewal notices to business owners. Annual maintenance fees will be due on February 28, 2023.
- Attended training for the state Main Street Program's "Six to Six" accreditation system.

Promotion:

- Designed a Valentine's "Local Love Letters" promotional campaign for local businesses.
- Continuing grand opening planning of the Head House.
- Began confirming performances for 2023 First Friday Concert Series
- Working on adding a digital version of the DDA walking tour to the DDA website.
- Finalized the program sponsorship levels for 2023 and published sponsorship form.
- Continuing joint advertising efforts between the Chamber, UNG, and Lumpkin County School System.
- Met with the Dahlenega Christmas Committee for planning of annual Christmas activities.

Economic Vitality:

- Maintaining a "downtown database" for available properties, prospective tenants, and current property owners.
- Attended DDBA, Old Fashioned Christmas, and Chamber meetings to provide program updates.
- Worked with City Manager to create a scope of work for the request for proposal to secure a rental management company for the Head House property.

Design:

- Working to upload all historical images of buildings to the DDA website as a resource for preservation and restoration in future projects.
- Request for Proposal for the downtown outdoor speaker system was published.