



Department Report

Report Title: Dahlonaga Downtown Development Authority/Main Street – March 2023
Report Highlight: Beginning Work Plan Items
Name and Title: Ariel Alexander, Downtown Development Director

Organization:

- Received annual Main Street America Accreditation for 2023. Comprehensive Annual Assessment Report identified no areas for improvement, praising Dahlonaga for its commitment to revitalization.
- Attended monthly Downtown Dahlonaga Business Association, Chamber Board, and Tourism Board meetings.
- Attended monthly community partners meeting with Chamber, Tourism, Visitors Center, and Lumpkin County Development Authority staff.
- Posted Seasonal Assistant position. This position will assist with key projects during the Spring and Summer.
- Assisted in completing the Department of Community Affairs Authority and Financial Report.

Promotion:

- The Head House Grand Opening was held on Monday, March 20, from 1 p.m. to 3 p.m.
- Designed and ordered all promotional materials for 2023 programs.
- Working on adding a digital version of the DDA walking tour to the DDA website.
- Continuing joint advertising efforts between the Chamber, UNG, and Tourism staff.
- Met with the Dahlonaga Christmas Committee for planning of annual Christmas activities.
- Worked with local artist to design a Georgia Cities Week coloring page for Dahlonaga. Planning a coloring contest for local school system.
- Department group photos were taken in preparation for Georgia Cities Week.
- Created and published a Spring in Dahlonaga informational. Targeted locals and students.
- Met with Historic Preservation Committee to plan for Historic Preservation Month's social media campaign.

Economic Vitality:

- Working to obtain quotes for a downtown speaker system. Coordinating with Georgia Power on this project as well.
- Attended plan review meetings with Planning and Zoning.
- Waived 2023 Farmers Market vendor fee to increase participation and diversify the market. Held Farmers Market Open House and received twice as many applicants as normal.
- Met with Tourism Staff to coordinate on the 2nd Annual Mother's Day Crawl as well as other work plan items.
- Finalized planning meeting dates for 2023 Fourth of July celebrations.
- Booked all Main Street Movies event dates with equipment company.

Design:

- The façade improvement project at Kilwins is complete. The side exterior wall was pressure washed, patched, and repainted.
- Facilitated approval of façade grant application to repair doors at Connie's Ice Cream Shop and The Dahlonga Tasting Room. These restorations are underway.
- Benches and trashcans for downtown are expected to be delivered in May.