



Department Report

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

Organization:

- Added new features to dahlonegadda.org website for easier use, including a “Resources for Small Business Development” tab and a “Job Opportunities” tab.
- Managed all postings for City of Dahlenega website and social media for the month.
- Attended monthly Downtown Dahlenega Business Association, Chamber Board, and Tourism Board meetings.
- Hosted monthly community partners meeting with Chamber, Tourism, Visitors Center, and Lumpkin County Development Authority staff.
- Developed budget requests for FY2024.
- Interviewed candidates for Summer Assistant position.
- Finalized application for Friendly Faces: a volunteer team of ambassadors downtown.

Promotion:

- Scheduled all social media posts to celebrate Georgia Cities Week.
- Continuing joint advertising efforts between the Chamber, UNG, and Tourism staff.
- Met with the Dahlenega Christmas Committee for planning of annual Christmas activities.
- Ordered items for Mother’s Day Crawl. Secured 4 gift baskets and gift certificates for winners.
- Coordinated filming of PBS segment on Bear on the Square weekend.

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. Provided Business Welcome Packets and information on financial assistance.
- Booked fireworks vendor for July 4th and had safety meeting with UNG, LCSO, Dahlenega Police, and EMS/Fire.
- Organized vendors and sponsors for May First Friday Concert. Planned a food delivery system to the park with Shenanigan’s Irish Pub to avoid bringing in non-local food trucks.
- Attended Business Improvement District training to learn more about business- district funded special projects.
- Contracted with a local broker to advertise and draft a lease for the Head House rental. The space is currently being advertised and DDA Board will review applicants in May.
- Fielded questions and met with prospective downtown property owners.

Design:

- Met with DCA representative to discuss rural zone designations and downtown revolving loan fund options for key projects downtown.