



Department Report

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

Organization:

- Attended City Council planning retreat in Canton, GA.
- 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.
- Attended monthly community partners meeting with Chamber, Tourism, Visitors Center, and Lumpkin County Development Authority staff.
- Developed budget requests for FY2024.
- Hired UNG intern to support social media and summer events.
- Held first meeting for Friendly Faces: a volunteer team of ambassadors downtown. We have 11 participants committed.

Promotion:

- Planned and executed First Friday Concert for May with three local food vendors and a downtown merchant sponsor.
- Began the Farmers Market season with a successful first month- the market is hosting 30 vendors this year.
- Promoted 4th of July t-shirt sales.
- Coordinated planning for a food truck zone for the Old Fashioned Christmas celebration.
- Continuing joint advertising efforts between the Chamber, UNG, and Tourism staff.
- Attended the first meeting for Bronze Statue “Bears on the Square” program with Tourism staff.
- Participated in editing of PBS segments for promotional use.
- Attended a virtual presentation from Yiftee, a company that offers digital downtown gift certificates that can be used in small businesses.
- Published seasonal summer newsletter covering current city projects, initiatives, and events.

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.
- Fielded questions and met with prospective downtown property owners.
- Staff attended online informational training for DCA's Georgia Initiative for Community Housing.

Design:

- Purchased 7 benches and 7 trash cans for placemaking initiatives downtown.
- Hosted a Summer Downtown Partners Walk with DDA, Council, HPC, and code enforcement.