



## Department Report

---

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

### Organization:

- Presented current projects and goals presentation to the Downtown Business Association.
- Managed all postings for City of Dahlonega website and social media for the month.
- Attended monthly Downtown Dahlonega Business Association, Chamber Board, and Tourism Board meetings.
- Attended monthly community partners meeting with Chamber, Tourism, Visitors Center, and Lumpkin County Development Authority staff.
- Began informational campaign and door-to-door visits in preparation for the East Main Street Utilities Project.
- Trained UNG intern to support social media and summer events.
- Coordinated with Dahlonega PD in preparation for the broadband groundbreaking event.
- Attended staff planning session.

### Promotion:

- Planned and executed First Friday Concert for June with three local food vendors and a downtown merchant sponsor.
- The Farmers Market is continuing to thrive with a steady number of vendors.
- Hosted and attended 4th of July planning and safety meetings.
- Purchased outdoor yard games for family oriented engagement downtown.
- Met with the Christmas Committee to discuss decorations for downtown.
- Promoted 4th of July t-shirt sales.
- Continuing joint advertising efforts between the Chamber, UNG, and Tourism staff.
- Attended the second meeting for Bronze Statue “Bears on the Square” program with Tourism staff and advisory committee.
- Participated in editing of PBS segments for promotional use.
- Published seasonal summer newsletter covering current city projects, initiatives, and events.

### Economic Vitality:

- Worked with Tourism staff to compile data to share with prospective business and property owners.
- Attended plan review meetings with Planning and Zoning. Provided Business Welcome Packets and information on financial assistance. Attended grand openings of one new business downtown.
- Fielded questions and met with prospective downtown property owners.

Design:

- Met with the Art Department Head from UNG to discuss a downtown art project.