



# Department Report

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

## Organization:

- Attended planning and PR meetings regarding the East Main Street utilities project.
- Managed all postings for the City of Dahlenega website and social media for the month.
- Submitted a Letter of Intent and a full application to participate in the Georgia Initiative for Community Housing. Gathered letters of support to create a community housing team of local leaders.
- Attended budget meetings with staff and council.
- Attended the monthly Chamber Board meeting.
- Attended monthly community partners meeting with Chamber, Tourism, Visitors Center, and Lumpkin County Development Authority staff.

## Promotion:

- Executed the Dahlenega 4<sup>th</sup> of July celebration downtown with a 5K, parade, food trucks, concert, and fireworks show. This event was very successful, and the staff is appreciative of all organizations that partnered with the DDA to make the day safe and memorable.
- Promoted 4<sup>th</sup> of July t-shirt sales.
- Planned and executed July First Friday Concert with local food vendors.
- Hosted the July Main Street Movie in Hancock Park.
- Continuing joint advertising efforts between the Chamber, UNG, Tourism, and DALC staff.
- Met with the Dahlenega Christmas Committee for the planning of annual Christmas activities.
- Met with the Director of Student Life at UNG to plan a student discount card for downtown.
- Signed agreement with Yiftee, a virtual gift card program that allows patrons to purchase “downtown dollars” that can be spent at any participating Dahlenega business. The program will go live in August.

## Economic Vitality:

- Attended plan review meetings with Planning and Zoning. Provided Business Welcome Packets.
- Fielded questions and met with prospective downtown property owners.
- The DDA selected a tenant for the first floor of the Head House. The tenant will take possession of the space in August.

## Design:

- In the process of reviewing a Memorandum of Understanding with UNG to plan and execute a mural downtown.