



Department Report

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

Organization:

- Dahlenega made it through the first step of the application process and was selected as one of eight communities to receive a site visit from the Georgia Initiative for Community Housing selection committee.
- 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.
- Attended the monthly Chamber Board meeting.
- Attended monthly community partner meetings with the Chamber, Tourism, Visitors Center, and Lumpkin County Development Authority staff.
- Skyler and Ariel attended the annual Georgia Downtown Conference in Canton. Ariel completed the Downtown Development Authority advanced training and received recognition for completing the GDA Mentoring program.
- Attended “Trees and the Law: A City’s Perspective” class in Douglasville.
- Attended all three listening sessions for 147 North Park Street.
- Established weekly meetings to discuss UNG’s Google economic development grant.
- Held a Parking Committee meeting to discuss three-hour parking and deck options.

Promotion:

- Planned and executed August First Friday Concert with local food vendors.
- Hosted the August Main Street Movie in Hancock Park.
- Continuing joint advertising efforts between the Chamber, UNG, Tourism, and DALC staff.
- Met with the Dahlenega Christmas Committee to plan annual Christmas activities. We have permitted the annual Lighting of the Square event, the Festival of Trees, the Christmas parade, and a new children’s day in Hancock Park. DDA staff will be managing the food truck schedule for November and December. We also coordinated the purchasing of new Christmas lights at Hancock Park and the Visitors Center. Public Works staff have begun maintenance on all existing lighting and outlets around the Square. Dahlenega PD and DDA staff met with the committee to plan safety and road closures for all events.
- Held pre-event planning meeting for Halloween.
- Began planning Dahlenega’s 190th birthday celebration.
- Published the Dahlenega Dollars program through Yiftee, a virtual gift card program that allows patrons to purchase “downtown dollars” that can be spent at any participating Dahlenega business.

Economic Vitality:

- The DDA approved three façade grant applications at their August meeting: The Historic Holly Theater, The Corner Kitchen, and One-Off Main B&B.

- Attended plan review meetings with Planning and Zoning. Provided Business Welcome Packets.
- Fielded questions and met with prospective downtown property owners.
- The first-floor tenant of the Head House has begun moving into the space and is working towards opening.

Design:

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