



# Department Report

---

Report Title: Dahlenega Downtown Development Authority/Main Street – September 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.
- Attended the monthly Chamber Board meeting.
- Attended meetings to discuss UNG's Google economic development grant.
- Attended two safety meetings with all partner agencies in preparation for the Gold Rush Festival.

## Promotion:

- Planned and executed September First Friday Concert with local food vendors.
- Continuing joint advertising efforts between the Chamber, UNG, Tourism, and DALC staff.
- Finalized all planning for "Scares on the Square", Dahlenega's downtown trick-or-treating event.
- Attended planning meeting for Old Fashioned Christmas. We have purchased and installed Christmas lighting at the Hancock Park pavilion, the Diving Bell, the Visitors Center, and the Head House.
- Planning continues for Dahlenega 190<sup>th</sup> Birthday celebration. This celebration will be held in December.
- Published nomination form for the 2023 Business Excellence Awards. Nominations will be accepted through the first week of November.
- Continuing to promote Dahlenega Dollars, a virtual gift card program that allows patrons to purchase "downtown dollars" that can be spent at any participating Dahlenega business.

## Economic Vitality:

- Participated in the University of North Georgia's Regional Education and Economic Development meeting with President Shannon. Chaired a roundtable discussion on downtown workforce needs.
- Two façade improvement projects were completed in September. The Holly Theater façade improvement is progressing as well.
- Attended plan review meetings with Planning and Zoning. Provided Business Welcome Packets.
- Fielded questions and met with prospective downtown property owners.

## Design:

- Finalizing a Memorandum of Understanding with UNG to plan and execute a mural downtown.
- Met with a bronze sculptor in Atlanta who has done projects for UNG. They will be creating our "Bears on the Square" walking tour.