



Department Report

Report Title: Dahlenega Downtown Development Authority/Main Street – October 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.
- Preparing for the Chamber of Commerce’s State of Economic Development Luncheon, which will be held on November 16th.

Promotion:

- Planned and executed October First Friday Concert with local food vendors.
- Continuing joint advertising efforts between the Chamber, UNG, Tourism, and DALC staff.
- Executed “Scares on the Square”, Dahlenega’s downtown trick-or-treating event.
- Facilitated preparations for Old Fashioned Christmas. Secured food truck vendors for each weekend in December. New Christmas lighting was delivered, including the swag for North Park Street and stars that will hang in the trees at Hancock Park.
- Planning continues for Dahlenega’s 190th Birthday celebration. This celebration will be held on December 15th.
- Continuing to accept nominations 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:

- Ariel attended the Georgia Academy for Economic Development’s Housing 101 class.
- Developing a Downtown Development District Incentive Policy for the Council and DDA’s review.
- Developing a new grant program for the DDA’s review. This grant will be a small business development grant. Eligible uses of funding would include inventory/supplies, business equipment, marketing/advertising, and professional services.
- Attended plan review meetings with Planning and Zoning. Provided Business Welcome Packets.
- Fielded questions and met with prospective downtown property owners.

Design:

- Signed a Memorandum of Understanding with UNG to plan and execute a mural downtown.
- Continuing to develop the miniature bronze statue walking tour. The bronze sculptor will complete a site visit in November and then begin production.