



# Department Report

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Report Title: Dahlenega Downtown Development Authority/Main Street – November 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 as well as the upcoming Park Street project.
- Managed all postings for the City of Dahlenega website and social media for the month.
- Held parking committee meeting. The committee discussed three-hour parking, merchant parking and heard an update on the staff's plan for funding a parking deck.
- Presented at the Chamber of Commerce's State of Economic Development Luncheon, which was held on November 16<sup>th</sup>. Awarded four business excellence awards.

## Promotion:

- Continuing joint advertising efforts between the Chamber, UNG, Tourism, and DALC staff.
- Facilitated preparations for Old Fashioned Christmas. Decorated Hancock Park with new star lighting in the trees. Scheduled food trucks for the coming weekends. Supported Old Fashioned Christmas Committee's Lighting of the Square.
- Currently hosting a "Shop Small" Bingo campaign to incentivize holiday shopping downtown.
- Planning continues for Dahlenega's 190<sup>th</sup> Birthday celebration. This celebration will be held on December 15<sup>th</sup>. A time capsule will be presented, and the DDA will provide a slideshow of historic photos, along with a Dahlenega Trivia game.
- 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:

- The DDA Board approved the "Bears on the Square" mini bronze statue program, and staff met with a sculptor from Cherrylion Studios to begin the design. Each figure will be approximately the size of a water bottle and will represent a local historical figure. These bears will be hidden around the downtown area and a walking tour will be created and marketed as a family friendly activity.
- Developing a Downtown Development District Incentive Policy for the Council and DDA's review.
- The DDA Board approved a new grant program for 2024. 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.