



# Department Report

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Report Title: Dahlonega Downtown Development Authority/Main Street – December 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 Dahlonega website and social media for the month.
- Working to complete the Georgia Main Street Annual Assessment of Dahlonega's downtown programs.

## Promotion:

- Continuing joint advertising efforts between the Chamber, UNG, Tourism, and DALC staff.
- Facilitated events for Old Fashioned Christmas. Food trucks were successful and downtown restaurants were pleased with the support.
- Hosted Dahlonega's 190<sup>th</sup> Birthday celebration.
- Continuing to promote Dahlonega Dollars, a virtual gift card program that allows patrons to purchase "downtown dollars" that can be spent at any participating Dahlonega business.

## Economic Vitality:

- Worked on first sketches for the "Bears Around the Square" mini bronze statue program.
- The Holly Theater completed its façade improvements using a DDA façade grant. The marquee letters were refurbished, and several marble tiles were replaced.
- Developing a Downtown Development District Incentive Policy for the Council and DDA's review.
- Attended plan review meetings with Planning and Zoning. Provided Business Welcome Packets.
- Fielded questions and met with prospective downtown property owners.