



Department Report

Report Title: Dahlonega Downtown Development Authority/Main Street – March 2024
Report Highlight: Work Plan Items
Name and Title: Ariel Alexander, Downtown Development Director

Organization:

- Skyler and Ariel will attend the National Main Street Conference in Birmingham, Alabama in May.
- Dahlonega was selected to host the “Mobilize Main Street” regional meet-up in October. This is an opportunity for all downtown development professionals in the state to visit a successful community and learn about our initiatives.
- Managed all postings for the City of Dahlonega website and social media for the month.
- Submitted the Georgia Main Street Annual Assessment of Dahlonega’s programs.

Promotion:

- The first Mondays on Main food truck event will occur on Monday, April 8th, from 4-8 p.m.
- The May First Friday Concert will be on Friday, May 3rd, at 6:30 p.m.
- The Dahlonega Farmers Market will begin on Saturday, May 4th. There are 15 vendors currently registered. The market will be held in the parking area across the street from Hancock Park.
- Created a survey for the public to select the movies for the 2024 Main Street Movie series. The public selected Wonka, Footloose, and Shrek.
- Purchased giant games for downtown placemaking opportunities.
- Continuing joint advertising efforts between the Chamber, UNG, Tourism, and DALC staff.
- Working with UNG on a transportable mural project. The unveiling will be on Thursday, April 25th at 2:00 p.m. at Hancock Park.
- Continuing to promote the Dahlonega Dollars virtual gift card program.

Economic Vitality:

- Developing a Downtown Development District Incentive Policy for the Council to review.
- Promotion of the Small Business Improvement Grant has begun. The DDA has designated \$12,500 to this program for 2024.
- Working with the Downtown Business Association to revise the new business checklist.
- Fielded questions and met with prospective downtown property owners.

Design:

- Working with Public Works to develop a pollinator garden in Conner Memorial Garden.
- Purchasing more picnic tables to be used for downtown dining.