



## Department Report

Report Title: Dahlonega Downtown Development Authority/Main Street – April 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.
- Attended advanced housing solutions training and traditional economic development and incentives class sponsored by the Georgia Academy for Economic Development.

### Promotion:

- The first Mondays on Main food truck event occurred Monday, April 8<sup>th</sup>, from 4-8 p.m. One retail store reported they were up 61% from the closest Monday last year and up 112% from the previous Monday.
- The May First Friday Concert was held on Friday, May 3<sup>rd</sup>, at 6:30 p.m. Despite inclement weather, there was a large crowd.
- The Dahlonega Farmers Market began on Saturday, May 4<sup>th</sup>.
- Continuing joint advertising efforts between the Chamber, UNG, Tourism, and DALC staff.
- DDA unveiled the mural project created by UNG students on Thursday, April 25<sup>th</sup> 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.
- The “Bears Around the Square” project is progressing on schedule. Detailed casts are being created now and will be sent to the bronze foundry.

- Willie Lewis, the first female graduate from the University of North Georgia. She is one of 12 historical figures that will be represented in this walking trail.

