



Department Report

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

Organization:

- Submitted Letter of Intent to the Georgia Initiative for Community Housing.
- Managed all postings for the City of Dahlonega website and social media for the month.
- Planning Mobilize Main Street, an event where DDA/Main Street staff from all over the state attend Dahlonega to learn about our economic vitality and preservation initiatives.
- Attended a regional workshop on Appalachian Regional Commission (ARC) funding opportunities.

Promotion:

- The May First Friday Concert was held on Friday, May 3rd, at 6:30 p.m. Despite inclement weather, there was a large crowd.
- The Dahlonega Farmers Market began on Saturday, May 4th.
- Continuing joint advertising efforts between the Chamber, UNG, Tourism, and DALC staff.
- Continuing to promote the Dahlonega Dollars virtual gift card program.
- The Dahlonega 4th of July festivities have been scheduled. You can find the detailed schedule at dahlonegadda.org.

Economic Vitality:

- Developing a Downtown Development District Incentive Policy for the Council to review.
- Working with the Downtown Business Association to revise the new business checklist.
- Fielded questions and met with prospective downtown property owners.
- Supporting a downtown property owner through the Georgia Cities Foundation's Downtown Revolving Loan Fund application.

Design:

- Working with Public Works to develop a pollinator garden in Conner Memorial Garden.
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- The "Bears Around the Square" project is progressing on schedule. Detailed casts are being created and sent to the bronze foundry. The DDA is seeking donations to support this program. Some examples are:
 - Willie Lewis, the first female graduate from the University of North Georgia
 - Colonel William Price, Founded North Georgia College, US Congressman
 - Benjamin Parks, the miner who discovered gold in the Chestatee River

