



# CITY OF DAHLONEGA

## Dahlonega Downtown Development Authority / Main Street Program Meeting Agenda

August 01, 2024, 8:30 AM

The Head House- 47 S. Park Street

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In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 706-864-6133.

Vision – Dahlonega will be the most welcoming, thriving, and inspiring community in North Georgia

Mission Statement - Dahlonega, a City of Excellence, will provide quality services through ethical leadership and fiscal stability, in full partnership with the people who choose to live, work, and visit. Through this commitment, we respect and uphold our rural Appalachian setting to honor our thriving community of historical significance, academic excellence, and military renown.

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### **Vision Statement**

Downtown Dahlonega will retain its role as the heart of the region and the center for community and economic development. It will have an inviting appearance, highlighted by historic architecture. It will enhance the civic, cultural, and economic vitality of the entire community.

### **Mission Statement**

The purpose of Downtown Dahlonega is to stimulate and sustain economic development in downtown area by encouraging cooperation and building leadership; by advancing a positive image of downtown and promoting it as an exciting place to live, shop, and invest; by sustaining and improving the appearance of downtown; and by strengthening and expanding the economic base of downtown.

### **Call to Order**

### **Approval of Agenda**

### **Approval of Minutes**

1. Downtown Development Authority & Main Street Program Meeting Minutes, June 6, 2024

### **Promotion**

- a. Promotion Work Plan Updates  
Skyler Alexander, Main Street Manager

### **Economic Vitality**

- a. Small Business Improvement Grant: Bowman Outdoors  
Ariel Alexander, DDA Director

### **Organization**

- a. Financials
- b. Training Session: Powers of DDAs

### **Partner Agencies**

1. City of Dahlonega
2. University of North Georgia
3. Chamber of Commerce

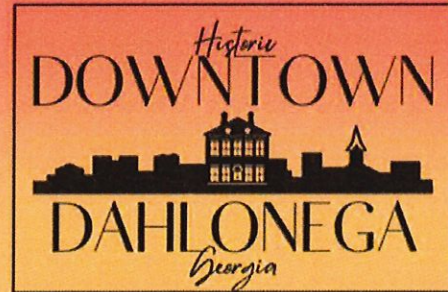
4. Tourism/CVB
5. Development Authority of Lumpkin County
6. Downtown Dahlonega Business Association

**Adjourn**

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Guideline Principles - The City of Dahlonega will be an open, honest, and responsive city that balances preservation and growth and delivers quality services fairly and equitably by being good stewards of its resources. To ensure the vibrancy of our community, Dahlonega commits to Transparency and Honesty, Dedication and Responsibility, Preservation and Sustainability, Safety and Welfare ...for ALL!

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# SMALL BUSINESS IMPROVEMENT GRANT

## "ECONOMIC DEVELOPMENT THROUGH SMALL BUSINESS GROWTH AND SUCCESS"

The Dahlonega Downtown Development Authority & Main Street Program wants to assist you with those small but essential expenses that can often make a big difference in getting a business started or growing your existing business.

For 2024, The DDA has designated \$12,500 to this program. This is a 50% matching grant, with a maximum award amount of \$500.00. These funds will be awarded on a first come, first serve basis based on approval of each application by the board.

No repayment of the grant will be required or expected, although we do hope that you will consider supporting our program in the future, so that we can continue supporting our most valuable assets: our small businesses!

APPLICANT NAME

Daniel Bowman

BUSINESS NAME

Bowman Outdoors

EMAIL

Shop@Bowman-Outdoors.com

PHONE

7069630435

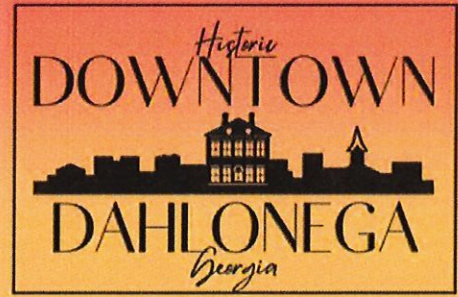
MAILING ADDRESS

22 N Grove Street Dahlonega Ga 30533

STREET ADDRESS OF PROPERTY

22 N Grove Street Dahlonega Ga 30533

STAFF USE ONLY: PRIOR GRANT SITE AWARD DATE AND AMOUNT



# SMALL BUSINESS IMPROVEMENT GRANT

PROPOSED PROJECT FOR WHICH FUNDS WILL BE USED. USE ADDITIONAL PAGES IF NECESSARY.

We would like to use these funds to help with building a new website as well as providing a small amount of funds to use for some paid advertising for our new business! This would be going straight to a trusted web designer / marketing company we have used before with our other business that does the guided fishing trips. Attached is the quote/invoice from their company for what we are looking at having done!

## BREAKDOWN OF PROJECT COSTS ALONG WITH ATTACHED ESTIMATES OR QUOTES

Total Project Cost

\$1250

STAFF USE ONLY: ESTIMATES  
ATTACHED

## OTHER DOCUMENTS TO ATTACH TO THIS APPLICATION

Occupational Tax  
Certificate

Public Benefit Affidavit

Private Employer E-Verify  
Affidavit

Occupancy License Application

I, (applicant name) Daniel Bowman, agree that the above constitutes project or purchase proposed at this time and that any changes or additions will require additional information. My signature also certifies that I have read, understand, and agree to all of the grant program guidelines, regulations, and deadlines. I hereby submit the attached estimate for the proposed project and understand that this application is pending review by Dahlonega DDA. Work or purchases will not be done until I have received written grant approval from Dahlonega DDA. I further understand that the project must be completed within 6 months and that grant monies will not be paid until the project is complete.

Signature & Date

*Daniel Bowman*

7/8/24

STAFF USE ONLY: DATE RECEIVED  
STATUS

*Ariel Alexander* 7/8/24 ✓

# Invoice



Invoice number C7BAEB68-0017  
Date of issue May 31, 2024  
Date due June 30, 2024

**Outfitter Marketing Pros**  
+1 423-250-9405  
paul@outfittermarketingpros.com

**Bill to**  
DANIEL BOWMAN  
30528  
United States  
daniel@bowmanflyfishing.com

**\$1,250.00 USD due June 30, 2024**

[Pay online](#)

This invoice reflects the proposal that we spoke about on the phone. I'm super excited to start working on Bowman Outdoors and getting it the awareness and customers it deserves!

Description	Qty	Unit price	Amount
Website Design	1	\$500.00	\$500.00
SEO Foundations	1	\$250.00	\$250.00
Social Media Advertising	1	\$500.00	\$500.00
		<b>Subtotal</b>	\$1,250.00
		<b>Total</b>	\$1,250.00
		<b>Amount due</b>	<b>\$1,250.00 USD</b>

GL NUMBER	DESCRIPTION	2023-24 ORIGINAL BUDGET	YTD BALANCE 06/30/2024 NORMAL (ABNORMAL)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY				
	CHARGES FOR SERVICES	300.00	1,054.15	351.38
	INVESTMENT INCOME	6,000.00	6,983.27	116.39
	CONTRIBUTIONS AND DONATIONS	100.00	1,105.00	1,105.00
	MISCELLANEOUS REVENUE	1,500.00	12,584.00	838.93
	TRANSFERS IN FROM OTHER FUNDS	184,875.00	138,656.25	75.00
	APPROPRIATED FUND BALANCE	128,890.00	0.00	0.00
	TOTAL REVENUES	321,665.00	160,382.67	49.86
	DDA ADMINISTRATION	155,893.00	99,837.46	64.04
	TOURISM	60,032.00	32,805.99	54.65
	DOWNTOWN DEVELOPMENT	105,740.00	122,377.36	115.73
	TOTAL EXPENDITURES	321,665.00	255,020.81	79.28
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:				
	TOTAL REVENUES	321,665.00	160,382.67	49.86
	TOTAL EXPENDITURES	321,665.00	255,020.81	79.28
	NET OF REVENUES & EXPENDITURES	0.00	(94,638.14)	100.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 06/30/2024  
 % Fiscal Year Completed: 74.86

\*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	YTD BALANCE 06/30/2023 NORM (ABNORM)	2023-24 ORIGINAL BUDGET	2023-24 MENDED BUDGET	ACTIVITY FOR MONTH 06/30/24 INCR (DECR)	YTD BALANCE 06/30/2024 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 0000 - NON DEPARTMENTAL								
CHARGES FOR SERVICES								
230.0000.34.5410	PARKING CHARGES	329.05	300.00	300.00	112.09	1,054.15	(754.15)	351.38
	CHARGES FOR SERVICES	329.05	300.00	300.00	112.09	1,054.15	(754.15)	351.38
INVESTMENT INCOME								
230.0000.36.1000	INTEREST REVENUES	7,575.45	6,000.00	6,000.00	0.00	6,983.27	(983.27)	116.39
	INVESTMENT INCOME	7,575.45	6,000.00	6,000.00	0.00	6,983.27	(983.27)	116.39
CONTRIBUTIONS AND DONATIONS								
230.0000.37.1000	CONTRIBUTIONS - PRIVATE SOURC	3,000.00	100.00	100.00	605.00	1,105.00	(1,005.00)	1,105.00
	CONTRIBUTIONS AND DONATIONS	3,000.00	100.00	100.00	605.00	1,105.00	(1,005.00)	1,105.00
MISCELLANEOUS REVENUE								
230.0000.38.1000	MISCELLANEOUS REVENUES	0.00	0.00	0.00	1,200.00	10,800.00	(10,800.00)	100.00
230.0000.38.9000	MISCELLANEOUS REVENUES	3,480.00	1,500.00	1,500.00	0.00	1,784.00	(284.00)	118.93
	MISCELLANEOUS REVENUE	3,480.00	1,500.00	1,500.00	1,200.00	12,584.00	(11,084.00)	838.93
TRANSFERS IN FROM OTHER FUNDS								
230.0000.39.1100	TRANSFERS IN - GENERAL FUND	112,500.00	100,000.00	100,000.00	8,333.33	74,999.97	25,000.03	75.00
230.0000.39.1275	TRANSFERS IN - HOTEL/MOTEL TAX	61,837.47	84,875.00	84,875.00	7,072.92	63,656.28	21,218.72	75.00
	TRANSFERS IN FROM OTHER FUNDS	174,337.47	184,875.00	184,875.00	15,406.25	138,656.25	46,218.75	75.00
APPROPRIATED FUND BALANCE								
230.0000.39.9100	APPROPRIATED FUND BALANCE	0.00	128,890.00	128,890.00	0.00	0.00	128,890.00	0.00
	APPROPRIATED FUND BALANCE	0.00	128,890.00	128,890.00	0.00	0.00	128,890.00	0.00
Total Dept 0000 - NON DEPARTMENTAL		188,721.97	321,665.00	321,665.00	17,323.34	160,382.67	161,282.33	49.86
TOTAL REVENUES		188,721.97	321,665.00	321,665.00	17,323.34	160,382.67	161,282.33	49.86
Expenditures								
Dept 7510 - DDA ADMINISTRATION								
DDA ADMINISTRATION								
230.7510.51.1100	SALARIES AND WAGES	44,882.89	86,039.00	86,039.00	5,075.84	55,158.92	30,880.08	64.11
230.7510.51.1300	OVERTIME	181.35	0.00	0.00	0.00	269.96	(269.96)	100.00
230.7510.51.2100	GROUP INSURANCE	4,892.71	4,000.00	4,000.00	970.80	8,235.37	(4,235.37)	205.88
230.7510.51.2200	FICA CONTRIBUTIONS	3,393.89	6,582.00	6,582.00	379.01	4,159.33	2,422.67	63.19
230.7510.51.2400	RETIREMENT CONTRIBUTIONS	10,864.53	0.00	0.00	0.00	0.00	0.00	0.00
230.7510.51.2700	WORKERS COMPENSATION	2,843.64	2,500.00	2,500.00	0.00	2,308.12	191.88	92.32
230.7510.52.1000	PROFESSIONAL/TECHNICAL SERVIC	5,256.68	10,000.00	10,000.00	136.04	3,839.23	6,160.77	38.39
230.7510.52.2000	PURCHASED PROPERTY SERVICES	0.00	0.00	0.00	80.00	160.00	(160.00)	100.00
230.7510.52.2200	REPAIRS AND MAINTENANCE	178.00	0.00	0.00	185.17	197.27	(197.27)	100.00
230.7510.52.2300	RENTALS	992.88	1,536.00	1,536.00	828.98	5,762.21	(4,226.21)	375.14
230.7510.52.3100	INSURANCE	4,375.08	0.00	0.00	0.00	0.00	0.00	0.00
230.7510.52.3200	COMMUNICATIONS	7,771.10	11,236.00	11,236.00	103.09	5,593.50	5,642.50	
230.7510.52.3300	ADVERTISING	484.50	2,000.00	2,000.00	0.00	0.00	2,000.00	
230.7510.52.3400	PRINTING	68.00	4,000.00	4,000.00	0.00	0.00	4,000.00	

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 06/30/2024  
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GL NUMBER	DESCRIPTION	YTD BALANCE	2023-24		ACTIVITY FOR	YTD BALANCE	AVAILABLE	% BDGT USED
		06/30/2023 NORM (ABNORM)	ORIGINAL BUDGET	2023-24 MENDED BUDGET	MONTH 06/30/24 INCR (DECR)	06/30/2024 NORM (ABNORM)	BALANCE NORM (ABNORM)	
<b>Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY</b>								
<b>Expenditures</b>								
230.7510.52.3500	TRAVEL	1,429.87	500.00	500.00	0.00	458.33	41.67	91.67
230.7510.52.3600	DUES AND FEES	2,949.75	3,500.00	3,500.00	0.00	2,413.13	1,086.87	68.95
230.7510.52.3700	EDUCATION AND TRAINING	335.00	1,100.00	1,100.00	0.00	860.00	240.00	78.18
230.7510.53.1100	GENERAL SUPPLIES AND MATERIAL	24,617.86	12,000.00	12,000.00	0.00	2,258.18	9,741.82	18.82
230.7510.53.1210	WATER/SEWER	792.35	1,400.00	1,400.00	124.44	1,177.08	222.92	84.08
230.7510.53.1230	ELECTRICITY	5,596.81	9,500.00	9,500.00	553.13	6,532.40	2,967.60	68.76
230.7510.53.1600	SMALL EQUIPMENT	149.00	0.00	0.00	0.00	454.43	(454.43)	100.00
<b>DDA ADMINISTRATION</b>		<b>122,055.89</b>	<b>155,893.00</b>	<b>155,893.00</b>	<b>8,436.50</b>	<b>99,837.46</b>	<b>56,055.54</b>	<b>64.04</b>
<b>Total Dept 7510 - DDA ADMINISTRATION</b>		<b>122,055.89</b>	<b>155,893.00</b>	<b>155,893.00</b>	<b>8,436.50</b>	<b>99,837.46</b>	<b>56,055.54</b>	<b>64.04</b>
<b>Dept 7540 - TOURISM</b>								
<b>TOURISM</b>								
230.7540.51.1100	SALARIES AND WAGES	12,439.98	0.00	0.00	0.00	0.00	0.00	0.00
230.7540.51.1300	OVERTIME	148.50	0.00	0.00	0.00	0.00	0.00	0.00
230.7540.51.2100	GROUP INSURANCE	762.46	0.00	0.00	0.00	0.00	0.00	0.00
230.7540.51.2200	FICA CONTRIBUTIONS	963.01	0.00	0.00	0.00	0.00	0.00	0.00
230.7540.51.2400	RETIREMENT CONTRIBUTIONS	7,934.58	0.00	0.00	0.00	0.00	0.00	0.00
230.7540.52.1000	PROFESSIONAL/TECHNICAL SERVIC	24,550.82	51,030.00	51,030.00	14,872.00	23,683.05	27,346.95	46.41
230.7540.52.2300	RENTALS	3,401.76	3,402.00	3,402.00	1,133.92	3,401.76	0.24	99.99
230.7540.52.3300	ADVERTISING	930.75	500.00	500.00	0.00	576.73	(76.73)	115.35
230.7540.52.3400	PRINTING	1,087.60	2,000.00	2,000.00	0.00	53.50	1,946.50	2.68
230.7540.52.3500	TRAVEL	90.41	600.00	600.00	0.00	0.00	600.00	0.00
230.7540.52.3600	DUES AND FEES	163.59	0.00	0.00	0.00	163.59	(163.59)	100.00
230.7540.52.3700	EDUCATION AND TRAINING	195.00	500.00	500.00	0.00	0.00	500.00	0.00
230.7540.53.1100	GENERAL SUPPLIES AND MATERIAL	1,320.81	500.00	500.00	0.00	908.56	(408.56)	181.71
230.7540.53.1270	MOTOR FUEL	0.00	500.00	500.00	0.00	0.00	500.00	0.00
230.7540.53.1600	SMALL EQUIPMENT	0.00	1,000.00	1,000.00	0.00	4,018.80	(3,018.80)	401.88
<b>TOURISM</b>		<b>53,989.27</b>	<b>60,032.00</b>	<b>60,032.00</b>	<b>16,005.92</b>	<b>32,805.99</b>	<b>27,226.01</b>	<b>54.65</b>
<b>Total Dept 7540 - TOURISM</b>		<b>53,989.27</b>	<b>60,032.00</b>	<b>60,032.00</b>	<b>16,005.92</b>	<b>32,805.99</b>	<b>27,226.01</b>	<b>54.65</b>
<b>Dept 7550 - DOWNTOWN DEVELOPMENT</b>								
<b>DOWNTOWN DEVELOPMENT</b>								
230.7550.51.1100	SALARIES AND WAGES	35,174.60	67,974.00	67,974.00	3,788.80	34,992.77	32,981.23	51.48
230.7550.51.1300	OVERTIME	241.43	0.00	0.00	0.00	497.28	(497.28)	100.00
230.7550.51.2100	GROUP INSURANCE	4,466.25	11,566.00	11,566.00	962.98	6,269.21	5,296.79	54.20
230.7550.51.2200	FICA CONTRIBUTIONS	2,669.89	5,200.00	5,200.00	281.34	2,664.04	2,535.96	51.23
230.7550.51.2700	WORKERS COMPENSATION	0.00	250.00	250.00	0.00	0.00	250.00	0.00
230.7550.52.1000	PROFESSIONAL/TECHNICAL SERVIC	10,803.31	15,000.00	15,000.00	2,895.40	37,785.90	(22,785.90)	251.91
230.7550.52.3300	ADVERTISING	1,105.00	2,000.00	2,000.00	370.86	1,112.58	87.42	55.63
230.7550.52.3400	PRINTING	153.00	1,000.00	1,000.00	0.00	72.00	928.00	7.20
230.7550.52.3500	TRAVEL	0.00	600.00	600.00	0.00	229.95	370.05	38.33
230.7550.52.3600	DUES AND FEES	619.11	450.00	450.00	0.00	466.15	(16.15)	103.59
230.7550.52.3700	EDUCATION AND TRAINING	50.00	500.00	500.00	0.00	195.00	305.00	39.00
230.7550.53.1100	GENERAL SUPPLIES AND MATERIAL	350.00	1,000.00	1,000.00	350.00	3,967.61	(2,967.61)	396.76
230.7550.53.1270	MOTOR FUEL	488.39	0.00	0.00	91.15	644.03	(644.03)	100.00
230.7550.53.1780	BEAUTIFICATION SUPPLIES	0.00	0.00	0.00	0.00	33,480.84	(33,480.84)	100.00
230.7550.53.1790	OTHER SUPPLIES - VOLUNTEER AP	0.00	200.00	200.00	0.00	0.00	200.00	100.00
<b>DOWNTOWN DEVELOPMENT</b>		<b>56,120.98</b>	<b>105,740.00</b>	<b>105,740.00</b>	<b>8,740.53</b>	<b>122,377.36</b>	<b>(16,637.36)</b>	<b>115.75</b>



REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

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Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY Expenditures								
Total Dept 7550 - DOWNTOWN DEVELOPMENT		56,120.98	105,740.00	105,740.00	8,740.53	122,377.36	(16,637.36)	115.73
TOTAL EXPENDITURES		232,166.14	321,665.00	321,665.00	33,182.95	255,020.81	66,644.19	79.28
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:								
TOTAL REVENUES		188,721.97	321,665.00	321,665.00	17,323.34	160,382.67	161,282.33	49.86
TOTAL EXPENDITURES		232,166.14	321,665.00	321,665.00	33,182.95	255,020.81	66,644.19	79.28
NET OF REVENUES & EXPENDITURES		(43,444.17)	0.00	0.00	(15,859.61)	(94,638.14)	94,638.14	100.00