



Department Report

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

Organization:

- Presented at the Chamber of Commerce annual State of Economic Development luncheon.
- Managed all postings for City of Dahlonega website and social media for the month.
- Hosted Mobilize Main Street, a three day conference that highlights cities with exceptional downtown programs.
- Collected and submitted letters of support for a grant application.

Promotion:

- Planned and executed First Friday Concert for October.
- The Farmers Market concluded its season at the beginning of the month.
- Supported the Gold Rush Days committee in executing the 70th festival as well as the transfer of gold to the State Capital.
- Planned and executed Scares on the Square trick-or-treating. Worked with downtown business owners to form the Scares on the Square Committee that held the scarecrow event. \$2,000 was raised and donated to our program.
- Planned a scavenger hunt for a group of elementary school students to learn the history of Dahlonega.
- Met with the Christmas Committee to prepare for the upcoming season.
- Continuing joint advertising efforts between the Chamber, UNG, and Tourism staff.
- The bronze "Bears Around the Square" figurines were delivered. Installation will take place soon.

Economic Vitality:

- Worked with DALC staff to compile data to share with prospective business and property
- Provided Business Welcome Packets and information on financial incentive programs.
- Fielded questions and met with prospective downtown property owners.

Design:

- Met with downtown property owners to develop plans for renovations.