



Department Report

Report Title: Dahlenega Downtown Development Authority/Main Street – March 2025
Report Highlight: Work Plan Items
Name and Title: Ariel Alexander, Downtown Development Director

Organization:

- Managed all postings for the City of Dahlenega and DDA/Main Street social media for the month.
- Attended an after-action review for the filming projects that occurred last year. Met with the City Police Department, Lumpkin County Sheriff's Office, Tourism/CVB staff, and UNG. Agreed to make Ariel the point person for all city filming projects going forward.
- Attended the City Council Retreat on March 14th and 15th in Gainesville.
- Attended the State of the City and County luncheon.
- Submitted the City's Tree City USA recertification application. We were accepted.
- Planning the groundbreaking ceremony for the Morrison Moore Pedestrian Bridge.

Promotion:

- Continue joint advertising efforts between the Chamber, UNG, and Tourism staff.
- The Dahlenega Chocolate Crawl was an overwhelming success. DDA/Main Street staff distributed over 2,800 passports throughout the week.
- Held a pre-event meeting for the Bear on the Square Mountain Music Festival.
- The First Friday Concert Series lineup was solidified. May: The Jonathan Ingram Band, June: The Inconceivable, July: Dock Rock Radio, August: The Radford Windham Band, September: Ugly Cousin, October: Kurt Thomas.
- Scheduled Main Street Movies for June, July, and August in Hancock Park.

Economic Vitality:

- Received one small business improvement grant application and one façade grant application for review at the April 3rd DDA meeting.
- Attended a luncheon for UNG's Center for Entrepreneurship & Innovation and the Mike Cottrell College of Business to discuss the needs of small business owners.
- Provided Business Welcome Packets and information on financial incentive programs.
- Fielded questions and met with prospective downtown property owners.

Design:

- Performed a downtown walkthrough with the DDA/Main Street Board to discuss key properties, including 147 North Park Street. A list of ideas was compiled for Vice Chair Zach Payne to use to create a conceptual framework for discussion at the next meeting.

- Attended the first meeting of the steering committee to review the new zoning draft.
- Finished installing all bear figurines. Informational handouts were delivered and will be available to the public on April 14th.