



Department Report

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

Organization:

- Managed all postings for the City of Dahlonega and DDA/Main Street social media for the month.
- Skyler attended State Main Street training in Atlanta.
- Ariel attended training for the new agenda software systems.
- Attended Lumpkin County Development Authority and Tourism/CVB board meetings to share partner updates.
- Registered for the Georgia Mountains Regional Commission Economic Developers' Retreat on July 23rd.
- Joined a live informational webinar for the Georgia Initiative for Community Housing.

Promotion:

- Continuing joint advertising efforts between the Chamber, UNG, and Tourism staff.
- The Dahlonega Farmers Market began May 3.
- Supported the Dahlonega Arts and Wine Festival group in hosting their festival.
- Attended planning sessions for the July Christmas in a Small-Town event. The company will host the convention at the UNG Convocation Center and several small events in Hancock Park, the weekend of July 25, 2025.
- Signed contract with fireworks vendor for city fireworks show for July 4.

Economic Vitality:

- Provided Business Welcome Packets and information on financial incentive programs.
- Fielded questions and met with prospective downtown property owners.
- Attended a Housing Committee meeting with community partners.
- DDA Board and staff traveled to Madison to meet with their director to discuss housing initiatives and tour several Low-Income Housing Credit and DDA-funded housing products.
- Increased Small Business Improvement Grant matching limit from \$500.00 to \$1,000.00.
- Accepted two Small Business Improvement Grants and two Façade Grants for the board to review.

- Met with DALC and Tourism/CVB staff to discuss a joint partnership to fund a feasibility study for the community.

Design:

- Began review and update of the 2008 Downtown Master Plan. Focus areas include East Main Street and 147 North Park Street.