



Department Report

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

Organization:

- Reviewed Event Coordinator calendar for refunds.
- Managed posts and website updates on City sites.
- Fielded maintenance requests for Waffle’s English Tea Room and collected August rent payment.
- Dahlonega moved to the site selection portion of the application to the Georgia Initiative for Community Housing. The site visit will be on Wednesday, October 8th.
- Worked with DCA to create a business owner survey. We are preparing for a Business Owner Input Session that will be held on Tuesday, September 16th, from 5:00-7:00 p.m. at the Lumpkin County Library.
- Reviewed and provided feedback on the draft parking study.
- Worked to compile all event applications into one convenient document. This has also been converted to OpenGov, allowing applicants to submit requests online.

Promotion:

- The August First Friday Concert occurred on August 1st. Kurt Thomas performed.
- The August Main Street Movie was held on August 8th.
- Designed Gold Miner sticker for Dahlonega Public Works to add to all street signs.

Economic Vitality:

- Reviewed the DDA’s listing in the North Georgia Resource Navigator. UNG partnered with SourceLink out of the University of Missouri - Kansas City to create an entrepreneurial ecosystem database. This tool is being funded by the University of North Georgia, Google, and the National League of Cities. Our listing will show the resources and services we provide.
- Assisted the American Legion group that is working to open a military history museum in identifying appropriate grants to apply for.
- Worked with the Development Authority of Lumpkin County, the Tourism staff, and the Highland Group to compile a hotel feasibility study.
- Submitted the city’s application to the DCA’s Rural Zone program.
- Shared grant applications with the family renting the Corner Kitchen to complete as they begin their renovation plans.
- Updated “Available Properties” tab on the DDA website.