



## Department Report

---

Report Title: Downtown Dahlonega Main Street Program – December 2025  
Report Highlight: End-of-year projects and the Christmas season.  
Name and Title: Ariel Alexander, Downtown Development Director

### Recently Completed:

- Installed new parking signage on the downtown wayfinding sign system.
- Main Street staff assisted in park and restroom cleaning during the Christmas season. Portable toilets were rented to support the facilities at Hancock Park.
- Shared “Shop Small” bags with downtown merchants and the Old-Fashioned Christmas committee.
- Supported Dahlonega PD and Dahlonega Public Works departments with Old Fashioned Christmas events:
  - Lighting of the Square
  - Christmas Parade
  - Reindeer Dash 5K
  - Old Fashioned Christmas Kids Day
- Maintained variable message board communications for the Christmas season and supported UNG’s graduation messaging.
- Distributed parking maps via social media and downtown.
- Attended the required Georgia Main Street training online webinar. Staff is required to complete 30 hours of approved training each year to maintain accreditation.

### Underway:

- Staff is currently completing annual assessment paperwork for the Georgia Department of Community Affairs Main Street Program. This assessment is due January 15.
- Planning for the Dahlonega Chocolate Crawl has begun. The event will be held in March.
- The Dahlonega Housing Team will attend their first orientation with the Georgia Initiative for Community Housing program in January.

### Near Term:

- After-action meetings will be held for the Dahlonega Christmas season in January.
- Annual pre-event meetings for Art in the Park will be held in January.
- Annual recertification as a Tree City USA community will be completed in January. The city will celebrate Arbor Day on February 20, 2026. Invitations will be shared with the Council and community soon.