



Department Report

Report Title: Downtown Dahlonega Main Street Program – January 2026
Report Highlight: 2026 Program Planning
Name and Title: Ariel Alexander, Director, Dahlonega Main Street Program

Recently Completed:

- Attended January 5 City Council Meeting.
- Attended Dahlonega Downtown Business Association Meeting on January 13.
- Attended and photographed the groundbreaking for the North Grove Street sidewalk project.
- Held Art in the Park pre-event meeting for 2026 with Dahlonega Arts Alliance and Chestatee Artists.
- Attended the Dahlonega Old Fashioned Christmas After-Action Review. The group reported a successful season. For 2026, the Main Street Program will assist with food truck planning.
- Launched “Love Letters to Downtown” Valentine’s Day promotional campaign.
- Submitted required annual assessment documentation for Dahlonega’s Georgia Exceptional Main Street designation.
- Managed regular postings for City Hall social media and special storm notifications.

Underway:

- 6th Annual Chocolate Crawl promotions are underway. A proposal was shared with participating businesses to ensure the event is successful for all businesses. The crawl will be held March 5th through the 8th. Main Street staff will operate the passport table at the Dahlonega Visitor Center.
- Due to inclement weather, the Georgia Initiative for Community Housing Orientation was canceled. It will be rescheduled before the program's first Spring retreat.
- The group that hosted the Hallmark convention “Christmas in July” will host their event again. Planning is underway and permits for Hancock Park events will be received in March.
- Requests for First Friday Concert performances have been sent out. Performers for May, June, August, and September have been confirmed.

Near Term:

- . The city will celebrate Arbor Day on February 20, 2026. Invitations will be shared with the Council and community first week of February.
- Created the First Friday Alcohol service policy and vendor agreement to streamline the process for the future. Will be presented to Council in February.