Department Report

Report Title: Downtown Dahlonega Main Street Program – February 2026

Report Highlight: 2026 Program Planning and Spring Pre-Event Meetings

Name and Title: Ariel Alexander, Director, Dahlonega Main Street Program

Recently Completed:

- Attended the February 2 City Council Meeting.
- Attended Dahlonega Downtown Business Association Meeting on February 3.
- Held a meeting with Decade Dayz, the group that is hosting Christmas in a Small Town in July. Permits for this event will be reviewed in March after the first Old Fashioned Christmas meeting.
- Attended virtual training about the Appalachian Regional Commission Grant programs, and how ARC grants can support downtown revitalization, economic development, and tourism-related projects.
- Attended Tourism/CVB Board meeting.
- The First Friday Concert Schedule has been finalized:
    - May: Ugly Cousin
    - June: The High Cotton
    - July: Jonathan Ingram
    - August: Radford Windham
    - September: Dock Rock Radio
    - October: Kurt Thomas
- Managed regular postings for City Hall social media and the Main Street accounts.
- Attended City Council planning retreat in Rome.
- Managed permitting of Hancock Park rentals.

Underway:

- Actively seeking sponsorships for the First Friday Series.
- Main Street Movies are currently being scheduled for the second Friday of June, July, and August.
- Planning for Dahlonega's 4th of July celebration has begun. A full schedule of events and the 2026 Parade application will be published in March.
- Working with three downtown property owners on façade and fire/wiring grants.
- Planning events for Georgia Cities Week, which will occur April 20-24.

Near Term:

- Chocolate Crawl will run March 5-8. 3,000 passports have been ordered. Hours for the passport table will be shared on social media.
- Appalachian Jam on the Gold Museum lawn will begin the first week of April this year.
- Business packets will be completed and shared with merchants for the new year to refresh on Main Street-offered programs.