



Department Report

Report Title: Downtown Dahlonega Main Street Program – July 2026
Report Highlight: 2026 Summer Programs
Name and Title: Ariel Alexander, Director, Dahlonega Main Street Program

- Held the June First Friday Concert with Jonathan Ingram. Spirits Tavern was the drink vendor, with Shenanigans Irish Pub, Bourbon Street Grille, and Bear Necessities Café serving food.



- The Farmers Market season is progressing well- we have 36 vendors registered.



- Appalachian Jam is a huge success this year. Georgia Pick and Bow has partnered with our weekly performers to include children interested in Appalachian culture and music. Attendance has dramatically increased compared to previous years.
- Created orientation for Main Street Advisory Board. Training will occur in August, and their first planning retreat will be held in September.
- Main Street Programs have received over \$3,000 in sponsorships this year to supplement our programs.
- Attended the July 6 City Council Meeting.
- The July Main Street Movie was held July 10 and was a success.
- Performed weekly downtown walkthroughs and office hours with merchants.
- Managed regular postings for City Hall social media and the Main Street accounts.
- Managed permitting of Hancock Park rentals.
- We are still accepting Friendly Faces Ambassador applications for downtown festivals and events. Applications are available at dahlonegadda.org.
- The Dahlonega 4th of July Celebration was a huge success. We estimate over 10,000 visitors throughout the day. There were no safety issues, and business owners reported a successful weekend overall. The weekend would not have been such a success without the help of Public Works, Dahlonega PD, and the Sheriff's Volunteer Organization. UNG PD was also a huge help with traffic management.



- Permitted Christmas in a Small Town events and decorations downtown.
- Held the inaugural festival listening session with community partners to review the permitting process for all special events and share insights to improve each event downtown. Staff will hold monthly sessions to further develop better practices and receive feedback.