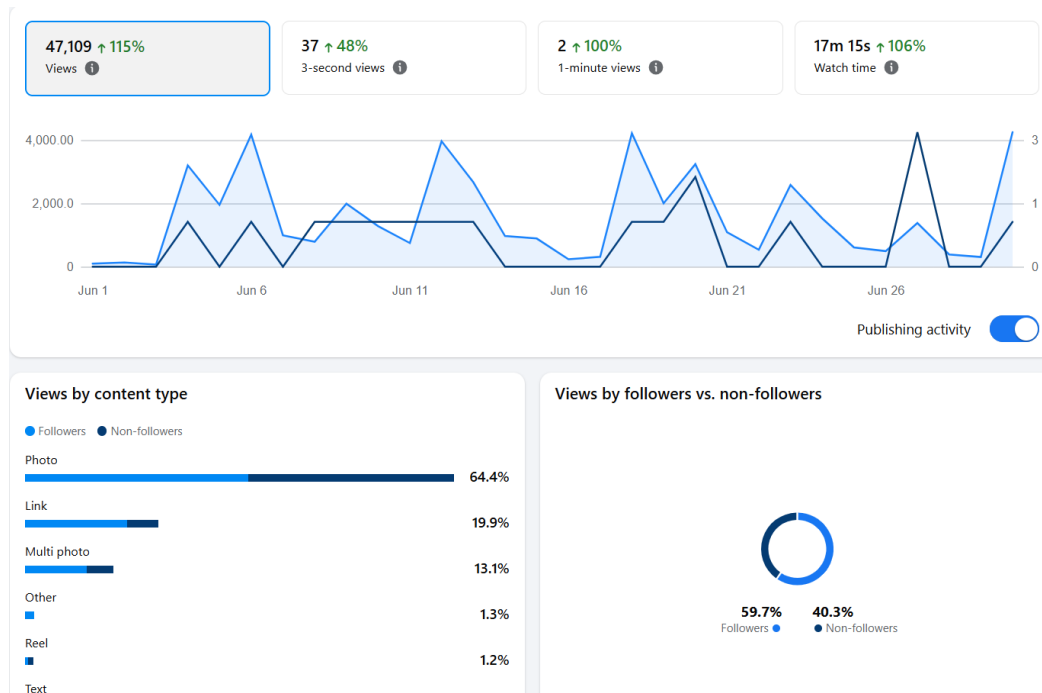




Department Report

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

- Held the June First Friday Concert with The High Cotton. Bourbon Street Grille was the drink vendor, with Shenanigans Irish Pub and Bear Necessities Café serving food.
- The Farmers Market season is progressing well- we have 34 vendors registered. Social Media posts for the market have increased substantially, with over 47,000 views in the month of June.



- Attended the June 1 City Council Meeting.
- The June Main Street Movie was held June 12 and was a success!
- Attended the Dahlonega Downtown Business Association Meeting on June 16.
- 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.
- Reinstated the Friendly Faces Ambassador Program for downtown festivals and events. Applications are available at dahlonegadda.org.
- Drafted by-laws and board responsibilities for Main Street Advisory Board.
- Working to write a request for proposal for downtown shuttle service.

- Reviewed draft annexation plan and other planning documents for GICH team. Attended affordable housing tours with the GICH team in Gainesville to discuss funding mechanisms.
- Met with public safety partners for a 4th of July emergency operations meeting on June 15.



- Closed 4th of July parade registration at 55 participants- our largest parade to date.
- Supported Fox and Friends live filming with permitting and parade organization. Our social media promotion was seen over 148,000 times.





DISCOVER

DAHLONEGA

DAHLONEGA-LUMPKIN COUNTY
CONVENTION & VISITORS BUREAU

TOURISM REVIEW

FOX & FRIENDS COMES TO DAHLONEGA.



- In 2024, the DLCCVB reached out to Fox & Friends to highlight "Old Fashioned Christmas."
- In March 2026, Fox & Friends reached out and said they wanted to feature Dahlonega for a special summer series.
- DLCCVB worked with City Staff (Mgr. Martin, Chief Albert, Ms. Alexander, and Pineapple PR) and started planning the event.
- The "Crowd" selected were primarily civic groups & volunteers that give so much to our community.

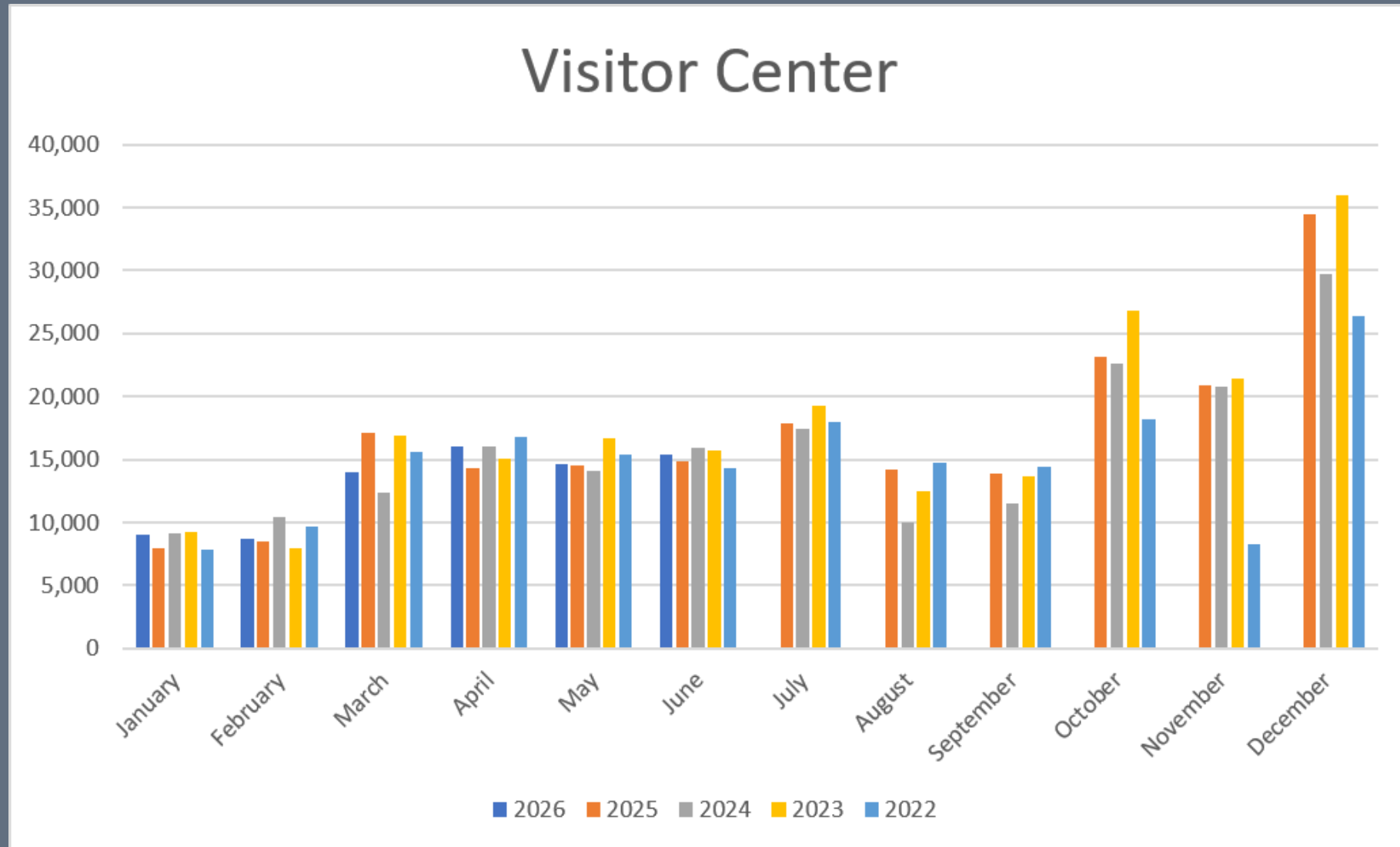
FOX & FRIENDS RESULTS

- Consumer Leads Request on 6/30/26:
 - Visitor Guide Request – 54
 - Newsletter Request – 68
 - TOTAL - 122
 - normally we get 130 lead request in a week
- Website Traffic:
 - % Change from 8:00 AM to 9:00 AM (6/30 to 6/29)
 - Sessions: +1,292%
 - Active Users: +1,365%
 - New Users: +1,540%
 - % Overall, for Day (6/30 to 6/29)
 - Sessions: +130.64%
 - New Users: +143.84%
 - Total Users: +133.49%

QUARTER 2: VISITORS AND VISITOR SPEND

- ❑ Top Visitor Markets (YoY)
 - *Atlanta (-2%), Tampa (+1%), Greenville (-2%), Macon (0%), Chattanooga (-2%)*
- ❑ Top Quality Markets (spend most in three or more categories)
 - *Jacksonville, Albany, Birmingham, Savannah, Tallahassee, Mobile, Tampa*
- ❑ Visitors Impact to our Economy
 - 31% of people in our Destination are Visitors (+11% from 2025)
 - Visitors who come from 50 miles are more
 - 18% of spending comes from Visitors (-3% from 2025)
 - 39% of Arts, Entertainment, & Attractions spend from Visitors (-12% from 2025)
- ❑ Visitor Breakdown
 - 40% of visitors are residents
 - 28% are Local Visitors (within 50 miles)
 - 31% are Visitors (see note above)

VISITOR CENTER (6/30/26)



QUARTER 2 HIGHLIGHTS

- Hired fulltime staff, Ella Sweatt as Marketing Coordinator
- Public Relations:
 - April 2026
 - Media Visit 2023 featured Dahlonega in a book published by National Geographic
 - Featured article in Southbound Magazine
 - Travel + Leisure (15 Best Places to Visit...)
 - May 2026
 - Southern Living online article. (10 Trips Every Mother-Daughter Duo Should...)
 - Story written by Winston Salem Journal about "Christmas in a Smalltown"
 - Featured article on AOL. (StyleBlueprint: 5 Fabulous Wine Weekends...)
 - June 2026
 - Included in Atlanta FIFA Guide – Purchased Ad and included in Festivals and Events
 - Southern Living online article. (I've been visiting the Georgia Mountain Town for Years...)



THANK YOU.
QUESTIONS?




DISCOVER
DAHLONEGA