



Department Report

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

Recently Completed:

- Held the May First Friday Concert with Ugly Cousin. Public House of Dahlonega was the sponsor and drink vendor, with Shenanigans Irish Pub and Bear Necessities Café serving food.
- The Farmers Market season kicked off on May 2. We have 24 vendors currently scheduled for May and June.
- Attended the May 4 City Council Meeting.
- Attended Dahlonega Downtown Business Association Meeting on May 5.
- Held After-Action Review for the Bear on the Square Mountain Music Festival.
- Performed weekly downtown walkthroughs and office hours with merchants.
- Supported event permitting and setup for the Dahlonega Arts and Wine Festival.
- Submitted FY2027 Budget requests.
- Met with Daughters of American Revolution and the American Legion regarding partnerships for downtown programs.
- Attended the Dahlonega Old Fashioned Christmas meeting on May 20. Main Street is chairing the food truck committee this year.
- 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.
- Partnering with a local business to offer yoga in the park on Monday evenings.
- Main Street Movies schedule was selected by a community survey:
 - June 12: Superman
 - July 10: Lilo & Stitch
 - August 14: Wicked: For Good
- The Dahlonega 4th of July Celebration schedule has been finalized:
 - 7:00 a.m. Firecracker 5K sponsored by Lumpkin County Sheriff's Office
 - 10:45 a.m. Declaration of Independence Reading at Gold Museum
 - 11:00 a.m. Patriotic Parade (deadline to register is June 19)
 - 12:00 p.m. Kids Zone and Food Truck Alley open in Hancock Park
 - 2:30 p.m. Watermelon Eating Contest in Hancock Park
 - 6:30 p.m. Free Concert in Hancock Park: The Inconceivable
 - 8:00 p.m. DJ starts at UNG Drill Field
 - Fireworks Show at Dark at UNG Drill Field