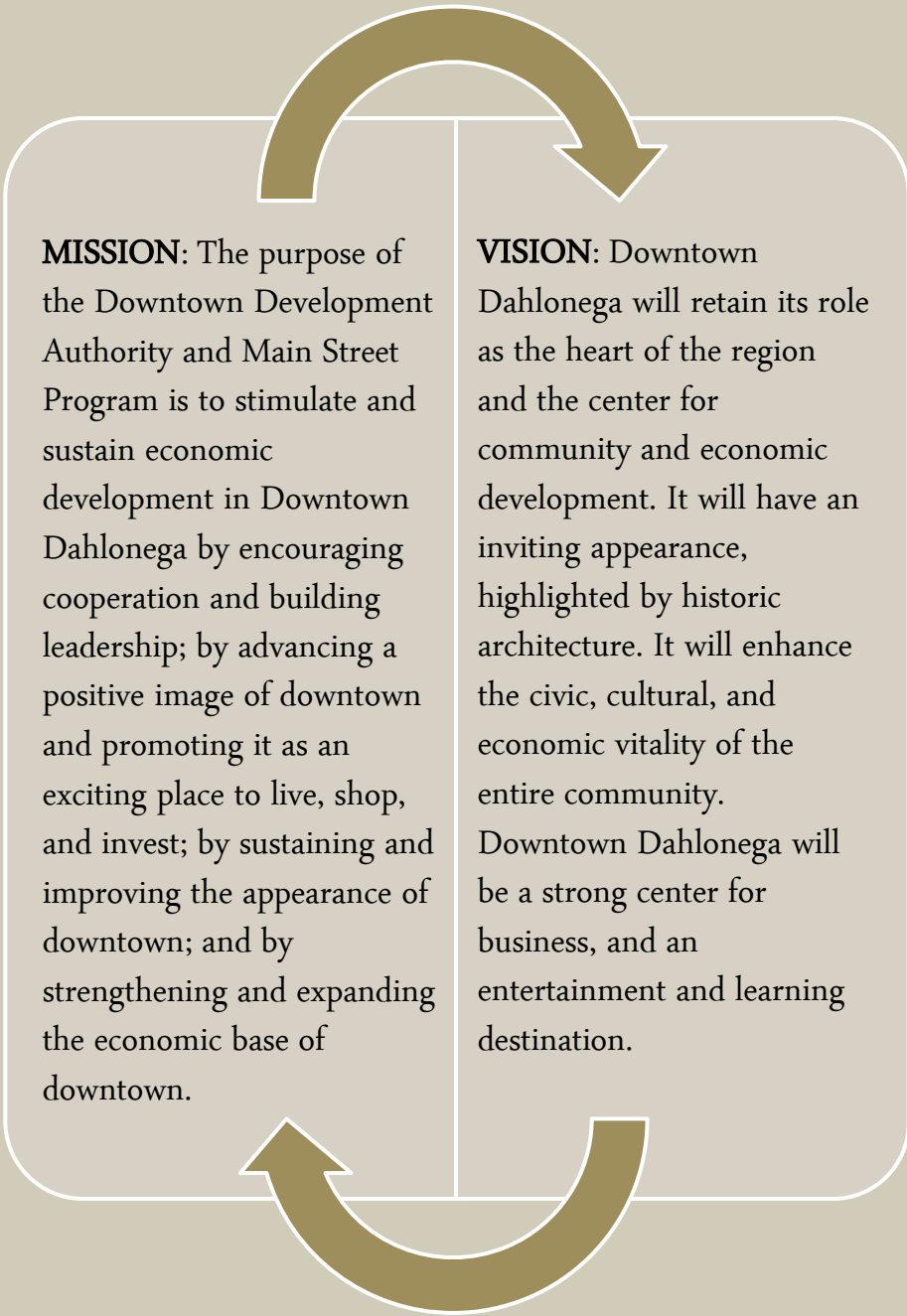


DAHLONEGA DOWNTOWN DEVELOPMENT
AUTHORITY & MAIN STREET PROGRAM
2014 ACTIVITY REPORT





MISSION: The purpose of the Downtown Development Authority and Main Street Program is to stimulate and sustain economic development in Downtown Dahlonge by encouraging cooperation and building leadership; by advancing a positive image of downtown and promoting it as an exciting place to live, shop, and invest; by sustaining and improving the appearance of downtown; and by strengthening and expanding the economic base of downtown.

VISION: Downtown Dahlonge will retain its role as the heart of the region and the center for community and economic development. It will have an inviting appearance, highlighted by historic architecture. It will enhance the civic, cultural, and economic vitality of the entire community. Downtown Dahlonge will be a strong center for business, and an entertainment and learning destination.

BOARD OF DIRECTORS

Chris Welch
Denson Martin
Mike Miller
Larry Odom
Hal Williams
Tony Owens
Donna Logan

STAFF

Joel Cordle
Rebecca Shirley
Shea Wages

ECONOMIC INVESTMENT REPORT

DOWNTOWN ECONOMIC INVESTMENT SUMMARY	2014 TOTAL	8 YEAR TOTAL
Number of downtown construction projects	18	198
Private construction investment	\$720,590	\$46,941,601
Public construction investment	\$5,006	\$1,233,806
Number of new businesses to locate downtown	11	147
Total number of businesses closing downtown	10	89
Net new businesses	1	58
Total number of businesses expanding downtown	5	34
Total number of jobs created	39	412
Total number of jobs lost	27	224
Net new jobs created	12	188

This Economic Report is summarized from monthly reports that we compile and submit to the Georgia Department of Community Affairs. These reports are among the items required in order to retain our “Main Street” designation. Data sources are building permits, business licenses, bond funded construction projects, and owner information.

DAHLONEGA 2000, INCORPORATED'S
HISTORIC PRESERVATION & FIRE PREVENTION INCENTIVE PROGRAM

YEAR	PROJECTS AWARDED	JOB CREATED	DAHLONEGA 2000, INC. INCENTIVE FUNDS AWARDED	TOTAL PROJECT INVESTMENT
2014	10	2	\$29,420	\$442,774
8 Year Total (2007 to 2014)	29	50	\$80,098	\$2,141,900

The Historic Preservation & Fire Prevention Incentive Program offers matching grants to property owners to increase fire prevention and protect the individual character, unique features, historic appearance, significance, and current condition of Downtown Dahlonega's historic commercial buildings in the Central Business District. The DDA/Main Street Program works with the non-profit Dahlonega 2000, Inc. to offer this important program.



Advertising

- ✓ Produced 10 downtown shopping/dining advertising campaigns reaching 1.5 million people

Marketing Projects

- ✓ Partnered on 8 marketing projects to promote downtown shopping/dining

Sponsorship

- ✓ Provided sponsorship for 2 community events (Old Fashioned Christmas & Fourth of July) serving 20,000 people

DDA/Main Street Events Production

- ✓ Produced 57 special events (First Friday Concerts, Farmers Market, Appalachian Jam) serving 15,500 people

Partner Events Assistance

- ✓ Assisted with production of 5 partner events including Old Fashioned Christmas, Fourth of July, and Halloween Trick or Treat

1,622,000 people reached through print & electronic media advertising

Promotion

Economic Development



Recruitment

- ✓ Provided information on downtown property availability to 33 business prospects and property owners and provided market and business startup information to 7 new business prospects

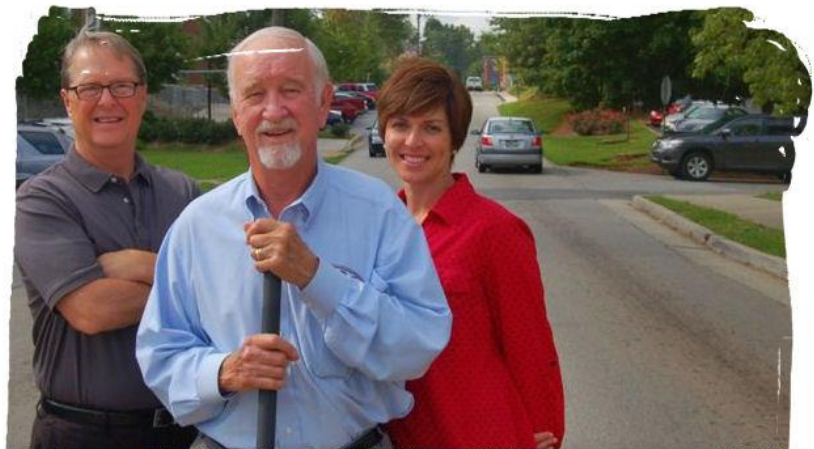
Retention & Expansion

- ✓ Assisted 6 business owners on special expansion and retention projects

Special Projects

- ✓ Conducted 7 special projects for economic development including the Strickland House post-fire rebuilding, a conference hotel feasibility study, and plans for new downtown residential construction.

Organization



Grants, Awards & Designations

- ✓ Received 2 grant awards, totaling \$5,120,000 in federal and state funds and received 2 national designations

Presentations, Training & Business Meetings

- ✓ Presented DDA/Main Street reports to 6 local and state groups, attended 9 professional training sessions, participated in 41 partners business events

City & DDA Projects & Programs

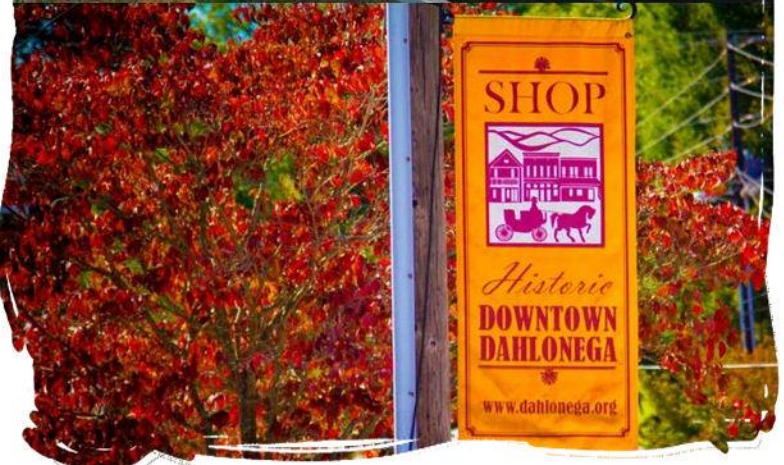
- ✓ Produced 9 projects for DDA, City Manager & Council including Georgia Historic Preservation Commission 2015 training conference, Dahlonga Tour for 2015 National Main Street Conference, DDA Annual Reception and Awards Program, Dahlonga's Arbor Day, Georgia Cities Week, Historic Preservation Month, Business Safety Training, Zak McConnell stage dedication, GEFA electric car grant application, installation and management.

Main Street Network Assistance

- ✓ Provided professional assistance to 23 Georgia Main Street agencies

Communications

- ✓ Redesigned and launched DDA website, maintained 4 DDA Facebook pages, provided program information to the news media, produced 5 newsletters for downtown business owners, and updated & distributed downtown Parking Guides



Streetscape Projects

- ✓ Coordinated design and engineering of 3 phases of future streetscape construction for pedestrian safety improvements

Landscape Projects

- ✓ Assisted with 3 downtown landscape improvement projects

History Projects

- ✓ Printed & distributed 6,500 Dahlonega Stories brochures to 26 participating businesses

Restoration & Repair

- ✓ Assisted Dahlonega 2000, Inc. with preservation grants for 10 properties totaling \$720,590 invested by property owners and provided grant information to 5 downtown commercial property owners for future projects

Preservation Resources

- ✓ Provided historic preservation resources to 4 downtown property owners

CONNECT WITH US



Dahlongegadda.org

Facebook.com/DahlongegaDowntownDevelopmentAuthority

Pinterest.com/dtowndahlongega

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