2016 ACTIVITY REPORT Dahlonega DDA/Main Street Program



DDA/MAIN STREET PROGRAM

BOARD OF DIRECTORS

Larry Odom
Tony Owens
Bruce Howerton
Chris Welch
Donna Logan
Hal Williams
Mike Miller

STAFF

Rebecca Shirley, Director
Joel Cordle (retired June 2016)
Danielle Bell, Program Assistant
Nancy Lovingood, Special Projects Coordinator
Tom Joyner, Downtown Ambassador
George Albert, Downtown Ambassador
"Biker" Mike Crann, Specialized Landscaper
Lauren Daniels, DDA Intern
Jared Putnam, North Georgia Film Office Intern



MISSION: The purpose of the Downtown Development Authority and Main Street Program is to stimulate and sustain economic development in Downtown Dahlonega 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 Dahlonega 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 Dahlonega will be a strong center for business, and an entertainment and learning destination.

PROMOTION ACTIVITIES

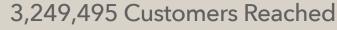






296,000 Total Attendance at Promotional Events

11 Shopping Advertising Campaigns & 5 Year-round Business Promotion Campaigns

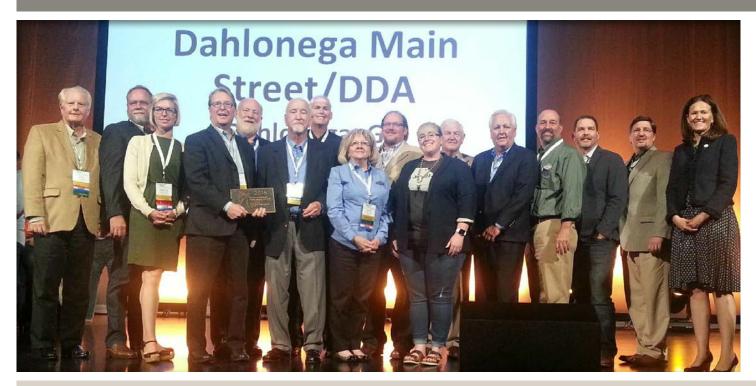


99 DDA/Main Street & Partner Events

2 Event Sponsorships (Old Fashioned Christmas & 4th of July)



GREAT AMERICAN MAIN STREET AWARD





412,827,789 Traditional Media Impressions, Estimated Value \$3,818,657

300,000+ Social Media Impressions

33 Sessions, 204 Page Views on Online Press Room



DESIGN ACTIVITIES



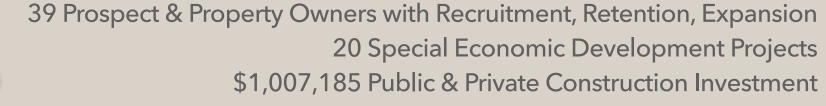


6 Landscape Projects with Specialized Landscaper and Certified Arborist Dahlonega Stories and Capturing Dahlonega Photo Contest History Projects 10 Building Rehabilitation and Restoration Projects

ECONOMIC DEVELOPMENT ACTIVITIES









ECONOMIC INVESTMENT

ANNUAL DOWNTOWN ECONOMIC INVESTMENT/ IMPACT	2016	10 YEAR TOTAL
Total # downtown construction projects	16	227
Total private construction investment	\$203,800	\$47,311,401
Total public construction investment	\$803,385	\$2,102,271
Net # new and expanding downtown businesses	14	94
Net # new jobs created	25	215

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.

INCENTIVE PROGRAMS

Historic Preservation & Fire Prevention Grants

YEAR	PROJECTS AWARDED	INCENTIVE FUNDS AWARDED	TOTAL PROJECT INVESTMENT
2016	3	\$3,952	\$11,447
10 Year Total (2007 - 2016)	34	\$86,706	\$2,158,660

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.

ORGANIZATION ACTIVITIES







5 Grants, Awards & Designations
15 Presentations & Training Events
Georgia Downtown Association Board Member
4 Main Street Network Assistance Sessions
4,115 Volunteer Hours

DAHLONEGA
Damin John Man Steet

Reintroduced Monthly Merchant Newsletters & City Limits Newsletters

5 University of North Georgia Partnership Activities

NORTH GE®RGIA Film

NORTH GEORGIA FILM OFFICE





4 Productions: Hail Mary, Blue Collar Millionaires, Sister Wives, Christmas in Homestead (over 3.365 mil viewers)
5 Permits, \$26,060 Fees, \$300,000+ Local Economic Impact
3 Studio Visits

9 Training, Networking and Tour Events

Georgia Film & Television SourceBook Advertisement (\$3200 value for free)

650 Fans on Facebook & Twitter

UNG Partnership and participation in UNG Film & Digital Media Internship Program

CONNECT WITH US

dahlonegadda.org



Fan Us

facebook.com/DahlonegaMainStreet



Tag Us

instagram.com/dahlonega_captured



Shop Us

pinterest.com/dtowndahlonega



Follow Us

twitter.com/DtownDahlonega

Rebecca Shirley

Director rebeccashirley@dahlonegadda.org

Danielle Bell

Program Assistant dbell@dahlonegadda.org