

# 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

3,249,495 Customers Reached

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



39 Prospect & Property Owners with Recruitment, Retention, Expansion  
20 Special Economic Development Projects  
\$1,007,185 Public & Private Construction Investment



# ECONOMIC INVESTMENT

<b>ANNUAL DOWNTOWN ECONOMIC INVESTMENT/ IMPACT</b>	<b>2016</b>	<b>10 YEAR TOTAL</b>
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



VOLUNTEERS

*The heart of Downtown Dahlonega*



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

Reintroduced Monthly Merchant Newsletters & City Limits Newsletters  
5 University of North Georgia Partnership Activities





# 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

[northgeorgiafilm.org](http://northgeorgiafilm.org)

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



# CONNECT WITH US

[dahlongegadda.org](http://dahlongegadda.org)



## Fan Us

[facebook.com/DahlongeMainStreet](https://facebook.com/DahlongeMainStreet)



## Tag Us

[instagram.com/dahlonge\\_captured](https://instagram.com/dahlonge_captured)



## Shop Us

[pinterest.com/dtowndahlonge](https://pinterest.com/dtowndahlonge)



## Follow Us

[twitter.com/DtownDahlonge](https://twitter.com/DtownDahlonge)

Rebecca Shirley

Director

[rebeccashirley@dahlongegadda.org](mailto:rebeccashirley@dahlongegadda.org)

Danielle Bell

Program Assistant

[dbell@dahlongegadda.org](mailto:dbell@dahlongegadda.org)