

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/ BETTER HOMETOWN PROGRAM FY2009 ACTIVITY REPORT

For fiscal year October 1, 2008 - Sept. 30, 2009

Organized in the Main Street Four Point System for Downtown Program Management

Design Activities

Design Assistance

- Provided design assistance for construction projects at Upstairs Downstairs building
- Arranged model paint color design options for Chestatee Village owner consideration

Restoration & Repair Projects

- Catalyzed repairs, restoration, and painting of downtown historic commercial buildings (Upstairs Downstairs/Pizzolato Building and the Woodmen of the World building) using Dahlonega 2000, Inc. incentive funds

Preservation Resource Advisement

- Advised Mauldins at Worley Homestead on preservation and maintenance services
- Arranged RDC Historic Preservation Planner site visit and advice on parapet restoration at Upstairs Downstairs building
- Prepared historic preservation resource packages for use by Historic Preservation Commission member and property owners

Special History, Landscape, & Streetscape Projects

- Prepared Request for Qualifications for consultant services to design and engineer streetscape improvements; reviewed 29 consultant packages and selected 5 for formal proposals and interviews
- Researched crosswalk design and funding options
- Planned and implemented the new bronze history plaque project for downtown commercial buildings
- Conducted Arbor Day ceremony and tree planting
- Received proposals from preservation consultants for designating the Park Street Historic District and updating the Downtown Historic District with eligible properties in accordance with downtown master plan recommendations; reviewed 8 consultant proposals for Park Street historic district survey and designation; selected and contracted Piedmont Preservation, Inc. for the project
- Managed contractor's services for downtown flower and landscape maintenance program
- Worked with Grizzle Electric, Kevin Ash, Chris Jones on North Square wiring and lighting
- Supervised professional arborist services for downtown tree maintenance, replacement, and expansion plan
- Assisted with Stamp Mill restoration and location with city, BB&T, and Consolidated Mine partnership
- Led restoration of the Maibaum Tree sculpture and the design, installation, and funding of interpretive signage

Promotion Activities

Events Production

- Produced and promoted Appalachian Jams April-October
- Produced and promoted Farmers Markets May-October

- Produced and promoted First Friday Concerts May-October
- Assisted with planning and production of Old Fashioned Christmas
- Assisted with planning Halloween street closures and signage
- Produced an orientation luncheon event for NGCSU new faculty to promote downtown shopping, dining, and living
- Assisted with planning and production of Fourth of July Celebration
- Assisted with planning and production of the Dahlonega 175th Birthday Celebration/Heritage Festival; arranged Farmers Market and Appalachian Jam for Heritage Festival
- Worked with Arts Council to sustain Artists Market partnership with Farmers Market

Marketing and Advertising

- Produced a “shop downtown” and buy local ad campaign in the Dahlonega Nugget featuring the “Shop, Dine, Discover Historic Downtown Dahlonega” banner and theme
- Produced a state-wide advertising campaign on Georgia Public Radio promoting Downtown Dahlonega shopping, dining, and lodging; purchased Ga. Public Radio spots in bundles with downtown festivals and NGCSU for maximum Dahlonega impact
- Produced an Atlanta radio ad campaign on 1690AM radio promoting downtown shopping for the Christmas season
- Intern Rebecca Shirley initiated promotion of Facebook as a marketing tool for downtown businesses
- Assisted partners with “\$20 on the 20th” shopping promo campaign production; placed ads promoting downtown shopping during the campaign
- Placed ad in 400 Edition promoting downtown shopping in partnership with CVB
- Produced Facebook pages for Farmers Market and Appalachian Jam
- Registered downtown businesses on the National Main Street shopping website
- Partnered with CVB for Dahlonega participation in National Trust for Historic Preservation’s Heritage Travel program

Sponsorship

- Provided funding sponsorships for Old Fashioned Christmas and Fourth of July events
- Provided emergency funding support with local partner agencies to keep Gold Museum open seven days per week

Economic Development Activities

Business Education

- Forwarded monthly newsletters from 4 retail consultants to Merchants Association members

Business Retention, Expansion, & Recruitment

- Maintained and updated inventories of downtown buildings, properties, and businesses
- Held discussions with community agencies to plan for local arts facilities in accordance with Downtown Master Plan recommendations
- Presented Downtown Master Plan recommendations to owners of large properties
- Promoted a downtown conference center hotel in accordance with the Downtown Master Plan recommendations
- Prepared a list of funding sources and facilitated talks with funding agency representatives for the Hillcrest redevelopment by Welch family
- Assisted Greg and Rae Lynn Harmon with plans and funding options for new project

- Assisted builder Joe Stokes with location of property for construction project and new business
- Assisted Kevin Ash with funding information for Moore Building expansion project

Special Projects

- Provided DDA sponsored bond financing support to NGCSU for construction of new cadet and civilian dormitories and dining hall

Organization Activities

Strategic Planning

- Continued implementation of the Downtown Master Plan for design and development
- Implemented Downtown Development Authority's 2009 work plan
- Participated in the NGCSU campus plan process to provide downtown master plan recommendations and partnership

Reports and Presentations

- Presented Downtown Master Plan report to local groups
- Participated in Chamber's "Business After Hours" with DDA display and information booth
- Distributed copies of Master Plan executive summary

Grants, Awards, and Designations

- Achieved recertification as national "Tree City" and received 2008 "Growth Award" from National Arbor Day Foundation
- Achieved recertification as a national "Main Street/Better Hometown" city
- Prepared application and received Grassroots arts grant of \$750 for 2009 First Friday Concerts in the Park
- Presented a request and received sponsorship funding of \$975 from Bear on the Square Committee for assistance with 2009 Appalachian Jams
- Built partnership with Yahoola Trails Committee and Lumpkin County that provided 34 trees to the city from county's Apache grant to plant at Hancock Park, city hall, and reservoir
- Managed the \$20,000 grant from the Georgia Forestry Commission for arborist services and development of a downtown tree maintenance plan
- Promoted Dahlonega's designation as a "Preserve America City"
- Acquired \$650 from Historical Society for Maibaum Tree interpretive sign
- Assisted with ARC grant and TVA grant administration for sewer project
- Received grant award of \$6,600 from Ga. Dept. of Natural Resources Historic Preservation Division for Park Street Historic District survey and National Historic Register Nomination

Training

- Arranged Historic Preservation state training held here Aug. 6 for HPC, DDA, council
- Held state DDA training for members
- Attended North Georgia Main Street managers meetings
- Director served on Georgia Downtown Association Board of Directors and the state conference production committee
- Director passed state exam and earned certification as Georgia Downtown Development Professional

Special Projects and Programs

- Created and launched website for Downtown Development Authority

- Updated the sponsor proposal and held meetings w/ banks to request CRA funds for re-capitalizing our façade/wiring/sprinkler grant program
- Drafted Hancock Park events shelter rental policies & rates
- Produced the Georgia Municipal Association's "Heart and Soul" bus tour and the Ga. Dept. of Economic Development's bus tour in downtown Dahlonega April 16, 2009
- Prepared DDA and City exhibit display boards for OneGeorgia Authority meeting
- Provided stories to Lee Ann Roy for City Limits newsletter
- Produced annual DDA Downtown Business Reception and awards program
- Coordinated "Great American Cleanup" week of Spring Cleaning activities with city, merchants, NGCSU, Lumpkin Co. Schools, civic groups
- Produced the Georgia Cities Week art exhibition and reception for Lumpkin County High School students
- Planned local arrangements and hosted the annual meeting of the Appalachian Regional Commission July 21-23 in downtown Dahlonega
- Assisted Mayor and Council with production of Lake Zwerner dedication event
- Director served as grants panelist for the Georgia Grassroots Arts grant program
- Director's article on historic preservation published in Georgia Municipal Association magazine and Georgia Downtown Association newsletter
- Advised cities of Dalton and Valdosta on Master Plan development and consultant selection

Administrative

- Filed Dahlonega 2000, Incorporated's annual registration with Secretary of State; Dahlonega 2000, Inc. tax return
- Filed DDA's required monthly reports and registrations with Ga. Dept. of Community Affairs
- Presented quarterly DDA reports to city council
- Held DDA annual meeting and officers election
- Drafted DDA's 2010 city budget proposal
- Updated the DDA program boundaries to match downtown master plan
- Updated and processed annual service contract between DDA and city
- Digitized ten years of DDA meeting minutes for off-site record storage