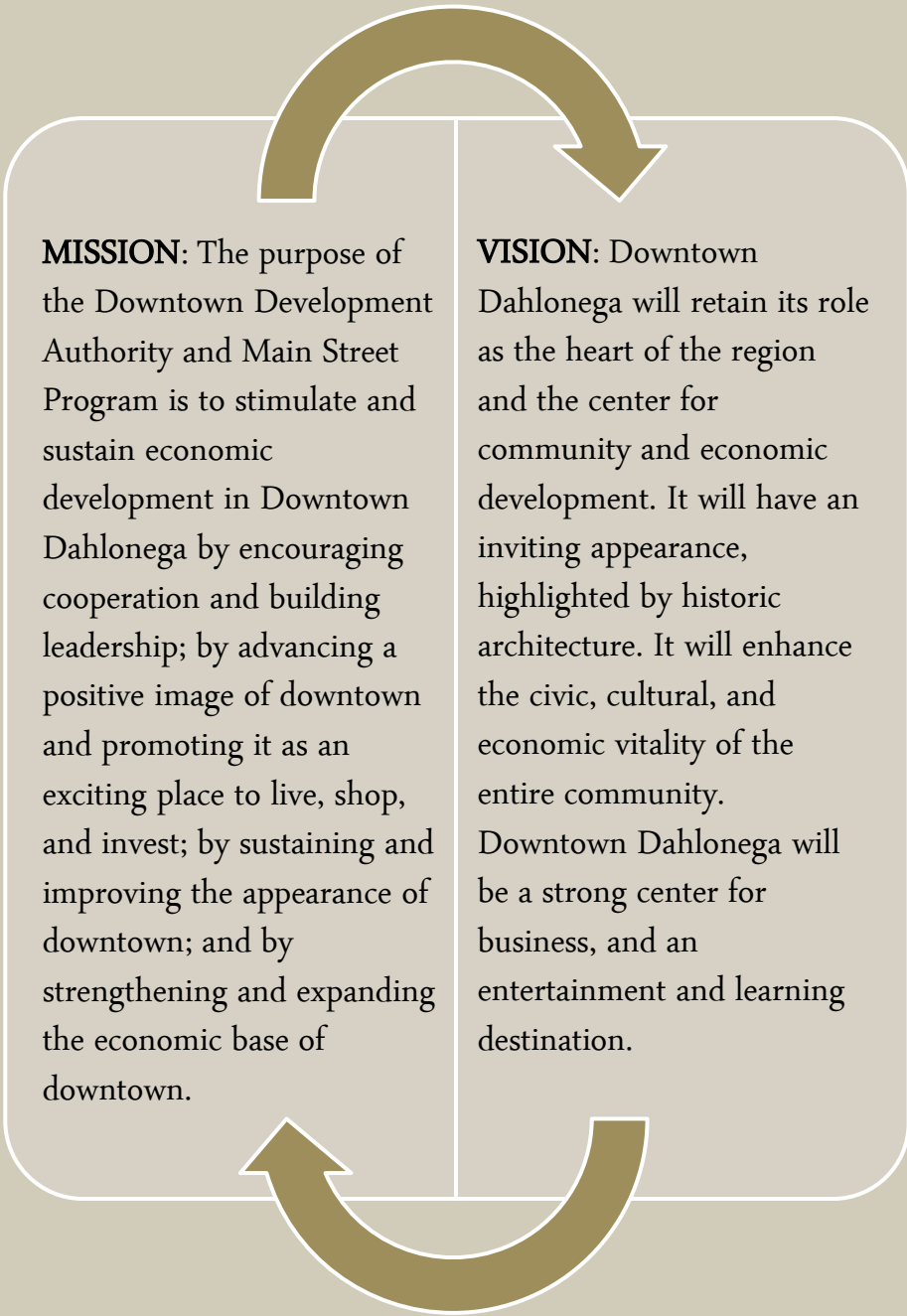


DAHLONEGA DOWNTOWN DEVELOPMENT  
AUTHORITY & MAIN STREET PROGRAM  
*2013 ACTIVITY REPORT*





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

## BOARD OF DIRECTORS

Chris Welch  
Denson Martin  
Mac McConnell  
Larry Odom  
Hal Williams  
Tony Owens  
Donna Logan

## STAFF

Joel Cordle  
Rebecca Shirley

# ECONOMIC INVESTMENT REPORT

DOWNTOWN ECONOMIC INVESTMENT SUMMARY	2013 TOTAL	7 YEAR TOTAL
Number of downtown construction projects	13	180
Private construction investment	\$1,931,590	\$46,221,011
Public construction investment	\$277,000	\$1,228,800
Number of new businesses to locate downtown	22	136
Total number of businesses closing downtown	9	79
Net new businesses	13	57
Total number of businesses expanding downtown	4	29
Total number of jobs created	44	373
Total number of jobs lost	16	197
Net new jobs created	28	176

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 S CREATED	DAHLONEGA 2000, INC. INCENTIVE FUNDS AWARDED	TOTAL PROJECT INVESTMENT
2013	5	9	\$12,968	\$965,761
7 Year Total (2007 to 2013)	19	51	\$49,678	\$1,699,126

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 14 shopping/dining advertising campaigns

1.4 million reached

### Marketing Projects

Partnered on 7 marketing projects to promote downtown shopping/dining

### Sponsorship

Provided sponsorship for 2 community events

Serving 20k people

### DDA/Main Street Events Production

Produced 59 special events

Serving 15k people

### Partner Events Assistance

Assisted with production of 5 partner events

**1,435,000 people reached through print &  
electronic media advertising**

Promotion





## Retention & Expansion

Assisted 4 existing businesses with retention and expansion

## Recruitment

Provided information to 32 prospects and property owners on available properties for business start ups

## Education

Produced 5 education sessions for existing and new businesses

Produced 4 Business Tips Newsletters for downtown businesses

## Special Projects

Conducted 13 special projects for economic development

# Economic Development



## Grants, Awards & Designations

Administered 5 grant projects, totaling \$770k in federal funds

Received 3 local and national awards or designations

## Presentations

Presented DDA/Main Street report to 3 community groups

## Training

Attended 11 professional training sessions

## Business Meetings

Produced 4 business meetings with Main Street partners

Attended 52 partner business events

## City & DDA Projects & Programs

Produced 14 projects for City Manager & Council

Produced 6 special events at The Holly Theater for local and state audiences

## Main Street Network Assistance

Provided assistance to 16 Main Street agencies

## Communications

Maintained DDA website and Facebook pages

Provided program information to the news media

Organization





## Streetscape Projects

Coordinated design and engineering of 3 phases of future streetscape construction

## Landscape Projects

Assisted with 2 downtown projects

## History Projects

Printed & distributed 6,500 Dahlonga Stories brochures to 26 participating businesses

## Design Assistance

Provided design assistance to 4 property owners

## Restoration & Repair

Assisted Dahlonga 2000, Inc. with preservation grants for 5 properties totaling \$965,000 invested by property owners

Provided grant information to 4 property owners for future projects

## Preservation Resources

Provided advice to 5 property owners