

**DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/
MAIN STREET PROGRAM FY2010 ACTIVITY REPORT**

For Fiscal Year October 1, 2009 - Sept. 30, 2010

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

Promotion Activities

Marketing and Advertising

- Bought weekly Dahlonega Nugget ads promoting downtown shopping for Christmas season
- Bought weekly Ga. Public Radio ads promoting downtown shopping for Christmas season
- Bought Atlanta radio ads on 1690 station promoting downtown shopping for Christmas season
- Bought ads promoting downtown shopping for the \$20 on the 20th campaign
- Bought ad promoting downtown shopping in 400 Edition “festivals issue”
- Bought a series of February Ga. Public Radio ads for downtown shopping in cooperation with CVB
- Bought ad promoting downtown shopping in Dahlonega Nugget’s special “Nugget” local guide
- Bought advertising promoting downtown shopping in NGCSU Saints e-newsletter
- Bought ads promoting downtown shopping in Dahlonega Nugget for Mothers Day and Fathers Day
- Bought ads promoting downtown shopping in the North Georgia Mountain Vacation Guide magazine to accompany Dahlonega feature stories
- Held committee meetings to plan advertising strategies for downtown shopping; produced Dahlonega Delights at Dusk campaign logo; wrote ad copy; booked ads with Nugget, Atlanta AM1690, Ga. Public Radio, Big Canoe Smoke Signals newspaper and website, Chamber and CVB newsletters; planned campaign webpage with CVB/Chamber staff; worked with Tony Owens, Amy and Stephen on ad strategies for Comcast and Charter cable tv
- Produced 400 Edition story on bronze history plaques and bought accompanying ad promoting downtown shopping
- Renewed Goziac heritage travel website contract with CVB
- Promoted downtown shopping at Halloween trick or treat with hand out cards for parents
- Produced downtown shopping promotions for Appalachian Studies Association Conference March 19-21, 2010 bringing 500 visitors to downtown for lodging, dining, shopping
- Designed and obtained new banners for Friday Concerts and parking lot promotion
- Planned downtown shopping and local activities and helped host Georgia Supreme Court and Court of Appeals members and their families on their summer retreat

Sponsorship

- Provided funding sponsorship for Old Fashioned Christmas
- Provided funding sponsorship for Fourth of July community celebration

Events Production

- Produced and promoted 27 Appalachian Jam events with 8,500+ attending
- Produced and promoted 44 Farmers Market events with 5,000+ attending
- Produced and promoted 6 First Friday Concerts at Hancock Park with 4,000+ attending
- Assisted with Old Fashioned Christmas events calendar, lighting event, music, decorations, parade, portapotties, budget development and management
- Advised Bill Fielder on local jazz club and event development; advised on concert locations, publicity, and sponsorships



- Updated Farmers Market permit and operational guidelines for 2010; recruited vendors for 2010 Farmers Market with letter and application
- Updated print designs for 2010 Farmers Market, Friday Concerts, and Appalachian Jam
- Wrote 2010 news releases for Concerts, Jam, Market
- Assisted with Fourth of July events production

Design Activities

Special History, Landscape, & Streetscape Projects

- Completed North Public Square wiring and lighting project with Grizzle Electric and Ga. Power to encourage night time pedestrian and business activity
- Coordinated downtown flower replacement with Premier Landscaping; with contract expiring, prepared and issued Request for Proposals seeking a service provider; received 5 proposals for landscape maintenance services, reviewed with committee and selected 2 vendors; worked with new landscape maintenance companies on contracts, schedules, orientation, startup, and on-going maintenance; coordinated services of landscape companies for downtown flowers and parkway/city hall maintenance; arranged watering and rotation of seasonal flowers
- Extended the “Dahlonge Stories” bronze history plaque program with new orders, installations, promotional activities, and design and printing of walking tour brochure; engaged Anne Amerson to write handout sheets on history of buildings for bronze history plaque tours; updated bronze history plaque application packages; marketed the program to property owners
- Coordinated critical pruning of downtown’s largest trees with arborist; prepared and distributed Request for Proposals for arborist services for 2011; selected Hulsey for arborist
- Arranged emergency tree service on Public Square after summer wind storm damage
- Held interviews with 5 companies, ranked and selected top design and engineering consultants for streetscape project; held meetings with streetscape consultants regarding way-finding signage, right of way, DOT funds, concept report, and project schedule update
- Coordinating the state grant, the project consultant and local project team for Park Street Neighborhood historic district survey and designation project and the updated expansion of the downtown commercial historic district; assisted historic preservation consultant Ken Kocher with Park Street historic district project and arranged presentation report to city council
- Assisted with arrangements for Stamp Mill restoration and placement at Anthony Park with BB&T sponsorship; edited text, photos, and design of interpretive sign for Stamp Mill; obtained printing and pedestal frame
- Attended meeting with NGCSU architects on design of the new South Chestatee Street building
- Facilitated Leadership Lumpkin planned donation of trees for downtown streets
- Planned and completed sidewalk lighting adjustments with volunteer Sholem Klopfenstein



Design Assistance

- Arranged model paint color design options for Chestatee Village owner and Gateway Antique Mall owner
- Arranged Chip Wright design consultation for Upstairs Downstairs related to construction on their rear courtyard area

Restoration & Repair Projects

- Catalyzed rewiring for fire safety improvements at Hall-Moore-Ash building using Dahlonge 2000, Inc. incentive funds.



Preservation Resource Advisement

- Worked with preservation architect on technical advice for Holly Theater project and Kevin Ash projects for appropriate repairs
- Provided mortar maintenance report to Jay Stone for Halls Block and Kevin Ash for Moore Building repairs

Economic Development Activities

Business Retention, Expansion, & Recruitment

- Maintained current inventory of properties for sale and for lease in downtown area
- Advised prospective new business owners on start up, market study data, UGA SBDC services, and locations
- Advised on leasable retail spaces with Alice Reiter, Michael James, Ferris Brewer, Blue Ridge Outfitters, Adam Sheppard/Sheer Imagination, Greg and Rae Lynn Harmon, Heidi Lyon, Pamela Chadwick, Dianna Combs, Caleb Kidd, Amy Booker lead, Patrick Busko)
- Worked with city and NGCSU representatives to explore Ga. Music Hall of Fame location proposal
- Assisted builder Joe Stokes with location of property for construction project and new business
- Met with NGCSU's Collier market consultant to advise on potential commercial and residential options for new South Chestatee building
- Worked with consultant Eric Vayle of Jones, Lang, and LaSalle, and Jeff Davis on NGCSU new South Chestatee Street building development, design, and streetscape issues
- Met with BB&T about concept and sketches of parking structure and new bank building on W. Main Street
- Assisted Kevin Ash with funding information for Moore Building expansion project
- Held master plan meeting with South Chestatee property owner Andrea Conarro Woody
- Researched options for Conner estate properties
- Met with Bruce Abraham on potential property redevelopment for mixed use project



Special Projects

- Provided funding sponsorship to Gold Museum in support of staffing for 7 day per week operation
- Produced downtown business orientation lunch program for NGCSU new faculty
- Working with NGCSU Jackie Barnaby on extension of "Saints Card" use/acceptance at downtown businesses
- Installed parking lot banners; produced and began distribution of parking brochures
- Held quarterly meetings of local arts leaders for arts strategy planning
- Director selected by Ga. Dept of Community Affairs for committee to advise dept. on development of a new funding initiative for Main Street cities (Boomtown Program); and selected by Ga. Municipal Association/Ga. Cities Foundation for committee to advise on development of future services and resources for downtowns
- Assisted Appalachian Community Enterprises and Chamber of Commerce with promoting loan appointments with downtown businesses



- Made downtown economic development presentation to NGCSU class doing marketing surveys with students with goal of increasing student shopping downtown
- Held committee meeting for master plan catalytic real estate projects, supporting property owners development/redevelopment of strategic sites
- Arranged tour of Koyo plant for Appalachian Regional Commission executives
- Provided Marianna Stone with sample documents for facility rental contracts, events planning for opening of Dahlonega Marketplace

Organization Activities

Grants, Awards, and Designations

- Georgia's Award of Excellence in Downtown Development presented to City of Dahlonega at Georgia Downtown Conference awards event
- Completed GCA Grassroots grant application for 2011 Appalachian Jam and received \$1000
- Completed final report and reimbursement request for the \$6600 grant from Ga. Dept. of Natural Resources Historic Preservation Division for Park Street Historic District project
- Completed the final report for the Ga. Forestry Commission grant and received close out check for \$20,000
- Assisted Ga. Mountains Regional Commission with ARC grant application for Diving Bell installation
- Completed applications and received recertification as Tree City
- Completed requirements and received recertification as Main Street City
- Received Grassroots Arts grant of \$975 for 2010 Hancock Park First Friday Concert Series
- Researched, prepared application, and received a \$10,000 Georgia Forestry Commission 2011 grant for arborist tree services
- Worked with Robert & Company to complete a grant application for federal TIGER II streetscape funds; received \$720,000 grant award for surveys, design, and construction drawings
- Requested Ga. Dept. of Community Affairs and Ga. Mtn. Regional Commission emergency financial assistance for replacing storm water collection and pipe structure
- Acquired \$975 sponsorship contribution from Bear on the Square Committee for Appalachian Jam
- Attended committee meetings to support Chamber/CVB with Appalachian Trail community designation; wrote letters of support for city and DDA; city received designation as Georgia's first AT community



Strategic Planning

- Produced DDA annual planning retreat; formed monthly meeting agenda around 2010 priority issues and projects

Reports and Presentations

- Prepared and presented materials for DDA's quarterly and annual report to city council
- Presented downtown master plan program for Kiwanis Club, Sunrise Rotary, Leadership Lumpkin, and Chamber of Commerce "Nuts and Bolts" program
- Presented streetscape construction programs to Dahlonega Rotary and to Sunrise Rotary
- Presented DDA activities report to monthly meetings of Chamber/CVB
- Presented DDA activities reports to Merchants Association meetings
- Director's article on historic preservation published in Georgia Municipal Association magazine and Georgia Downtown Association newsletter

Training

- Attended 2009 annual conference of the Georgia Downtown Association; produced a reception welcoming new Main Street Managers to the conference; produced a conference session on

funding for programs; in 2010 Director served as conference co-chairman of the Ga. Downtown Association State Conference; managed scholarship application and award process; assisted with reception for new managers; served on DDA training panel

- Director passed state exam and earned certification as Georgia Downtown Development Professional
- Director elected vice president and state conference committee chairman of Georgia Downtown Association
- Began plans for hosting March 2011 Georgia Main Street Institute in downtown Dahlonega
- Attended Ga. Municipal Association/Ga. Cities Foundation planning meeting for current and future downtown revitalization needs in Georgia
- Attended Ga. Downtown Association Board of Directors meetings
- Attended meetings of North Georgia Main Street managers

Special Projects and Programs

- Worked with executive committee on negotiation of bond fees with attorney and NGCSU for dorms and bookstore construction
- Produced DDA's annual report and downtown awards program "Heart and History"
- Researched and drafted new Request for Proposals for city parking study and plan; received 8 proposals; reviewed proposals with committee and recommended consultant to city council; completed contract development and project schedule; held kickoff meeting of Parking Study and Plan committee; promoted, produced public input meeting for parking study and management plan; assisted Tim Haahs Associates staff with parking study data and issues for report; provided editorial comments on draft report
- Created and distributed a document promoting use of downtown parking lots and NGCSU deck and updated downtown parking map to feature lots and deck; prepared and distributed a bulletin and map promoting use of parking lots by downtown business employees; Coordinated the Mar. 18 and April 1 downtown partners walk for downtown design and maintenance improvements
- Completed parking banner installations with city streets crew
- Coordinated project with photographer Jack Anthony and NGCSU to place downtown Dahlonega Gold Museum photos in Speaker Ralston's office on long term loan
- Produced Lumpkin County High School student art exhibit and reception celebrating Georgia Cities Week and Historic Preservation Month
- Served as grants panelist for the Georgia Grassroots Arts grant program
- Advised cities of Dalton, Valdosta, and West Point on Master Plan development and consultant selection; advised Milledgeville, Wrightsville, Gainesville Main Street offices on budget and organizational issues
- Hosted Clarkesville city officials inquiry visit about Main Street program and downtown success
- Worked with Amy Booker and Dr. Chuck Robertson to extend recycling program at festivals and special events
- Advised City of Dawsonville on Farmers Market program development
- Coordinated production plans and held annual Arbor Day ceremonies
- Arranged Kirby Glaze presentation for city council planning retreat and attended session
- Attended Ga. Downtown Association legislative lobbying day at state capitol
- Co-hosted downtown merchants coffee break with Chamber of Commerce
- Attended Appalachian Regional Commission's regional needs public input session
- Assisted with invitation and production of city's ceremony for new water treatment plant



Administrative

- Updated and processed annual service contract between DDA and city
- Prepared DDA budget for 2011
- Digitized all DDA meeting minutes since 2000 for off-site records storage
- Prepared and submitted monthly economic activity reports for Ga. Dept. of Community Affairs
- Advertised internship/assistant opening, received resumes, interviewed candidates
- Prepared and submitted quarterly reports for grant from Ga. DNR Historic Preservation Division for Park St. project
- Processed Amy Strickland's Verizon grant application for Gold Museum operations
- Filed 2010 Ga. Secretary of State's corporate registration for Dahlenega 2000, Inc.
- Worked with Mayor on reappointment of four DDA members with expiring terms

Communications

- Provided details on downtown Dahlenega preservation & economic development to Gainesville Times for feature story
- Completed extensive updates on DDA website

