

Detailed Market Analysis

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Introduction

Downtown Dahlonega combines many special attributes which are atypical for a city of its size. It is a historic county seat with historic court house and rich history tied to Georgia's Gold Rush in the mid-19th century. It is a college community and is located at the gateway to the North Georgia Mountains, making it a popular tourist and visitor destination. Thus, Downtown Dahlonega serves many purposes and appeals to a very broad demographic. The challenge facing Downtown is how to grow and expand without losing the character and charm that has made it so popular amongst such a broad range of people. The following report details the strengths and opportunities of Downtown Dahlonega, informing leaders and stakeholders, to aid them in making decisions about the future growth of Downtown Dahlonega.

REPORT OVERVIEW

The following demographic and market assessment report examines Downtown Dahlonega, Georgia. For the purposes of the market overview, data was compiled for the Downtown Dahlonega Study Area, the City of Dahlonega, Lumpkin County and the Atlanta MSA (Metropolitan Statistical Area). The report includes the following:

Demographic Characteristics – This section provides an overview of the population, households and housing stock in Downtown Dahlonega, the City of Dahlonega, Lumpkin County and the Atlanta MSA. In addition, this section includes a discussion of the businesses and employment in the Study Area and an analysis of retail spending.

Real Estate Market Trends – This section includes an inventory and market trends for residential, commercial and hospitality uses within the Study Area.

Future Real Estate Demand – Based on the above data and analysis, the team believes that the area can support additional development in Downtown Dahlonega over the next decade. This section determines the amount of new development that can be absorbed in the Study Area by land use category.

METHODOLOGY

The Market Assessment is based on a study methodology combining data collection from both primary and secondary sources, our experience with other similar downtown redevelopment areas and a continuous dialog with stakeholders and the study team.

Review Previous Studies - The first step in the market study was to review previous studies completed for the Downtown Dahlonega, the City and Lumpkin County. These studies included:

- City of Dahlonega Comprehensive Plan 2005-2025
- Downtown Dahlonega Summary of Market Focus Groups (2007)
- A Market Analysis of Downtown Dahlonega, Georgia (2006)
- Georgia Visitor Products Study (2006)
- 2006 Travel Profile-Georgia State Visitors' Statistics and Travel Economic Impact

Interviews with Stakeholders – Bleakly Advisory Group worked with other team members to engage area stakeholders, including political leaders, government workers, business owners, developers, and other individuals active in Downtown Dahlonega.

Meetings – The team attended several meetings of a steering committee as well as public meetings held in Dahlonega. These meetings provided an opportunity to present the findings of the market study and receive feedback from stakeholders.

Coordinate with Team Members – Throughout the study, we have met with team members to discuss research methods, findings, and development strategies to coordinate all aspects of the study into a cohesive and consistent plan.

Demographic Analysis of Market – The demographic analysis is based on current data obtained from Claritas, Inc., a nationally recognized provider of demographic data.





Demographic Context

Population growth patterns, household characteristics, employment patterns, and business concentration are key factors in gauging the strength and current conditions of a local market. This section discusses the aforementioned conditions, as well as provides key demographic data for Downtown Dahlonega.

This report focuses on three Study Areas: the Downtown Dahlonega Study Area, the City of Dahlonega and Lumpkin County. In addition, data for the Atlanta MSA is presented to provide a regional context to the analysis. For a complete presentation of the data used in this analysis, see the Appendix. This section will discuss the following demographic factors that describe the region:

- Population Characteristics
- Household Characteristics
- Housing Characteristics
- Employment and Business Characteristics
- Retail Capture Analysis
- Tourism

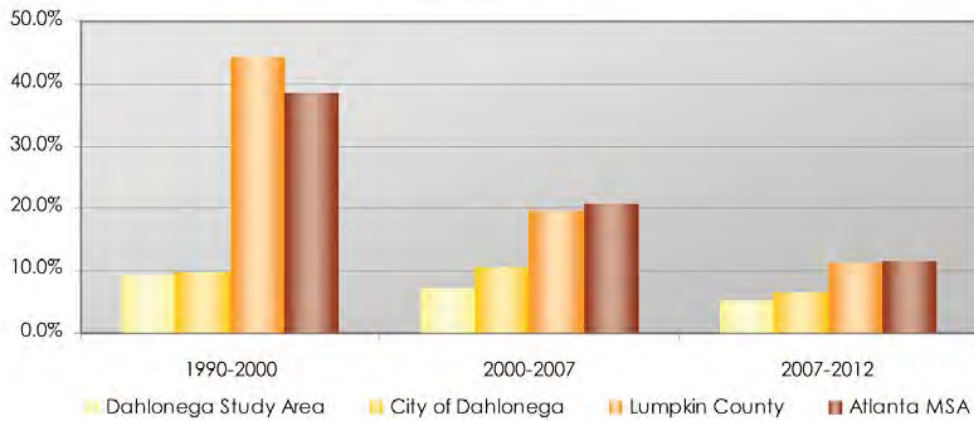
POPULATION CHARACTERISTICS

The purpose of the following section is to describe the population living in Downtown Dahlonega, the City of Dahlonega, Lumpkin County and the Atlanta MSA. It includes an analysis of population growth, race and ethnicity, age distribution and educational attainment.

POPULATION GROWTH

Downtown Dahlonega is compact in size and has a small resident population which has been growing modestly. In 2007, there were an estimated 871 residents living in Downtown Dahlonega, which is project to increase by 5.2% to 916 residents by 2012. In 2007, downtown represented 21.6% of Dahlonega's population of 4,030 persons and 3.5% of Lumpkin County's population of 25,133 residents. By 2012, downtown will represent 21.3% of Dahlonega's population of 4,302 and 3.3% of Lumpkin County's population of 27,931. During the period from 1990 to 2006, the Downtown Dahlonega Study Area and the City of Dahlonega grew moderately at 17.1% and 21.5%, respectively. During the same time period, Lumpkin County grew 72.5%. These trends are projected to continue over the next five years--the Study Area and the City projected to grow at 5.2% and 6.7%, respectively while the Lumpkin County's population is projected to increase 11.1%.

Population Growth

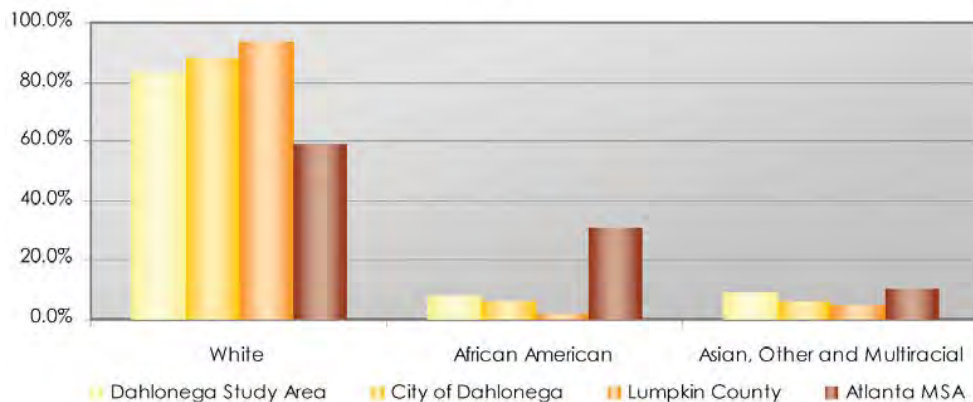


POPULATION RACE AND ETHNICITY

According to Claritas, in 2007, 83.6% of residents of the Downtown Dahlonge Study Area identified themselves as white, 8.8% as Asian, other and multiracial and 7.6% identified themselves as African-American, which was comparable to the racial make up of the City of Dahlonge but slightly more diverse than Lumpkin County as a whole. In Lumpkin County, 93.4% of residents identified themselves as white, 4.9% as Asian, other or multiracial and 1.7% as African-American.

In 2007, 13.7% of the residents of Downtown Dahlonge identified themselves as Hispanic or Latino, a slightly larger proportion than in the City at 9.2% or the County at 5.1%.

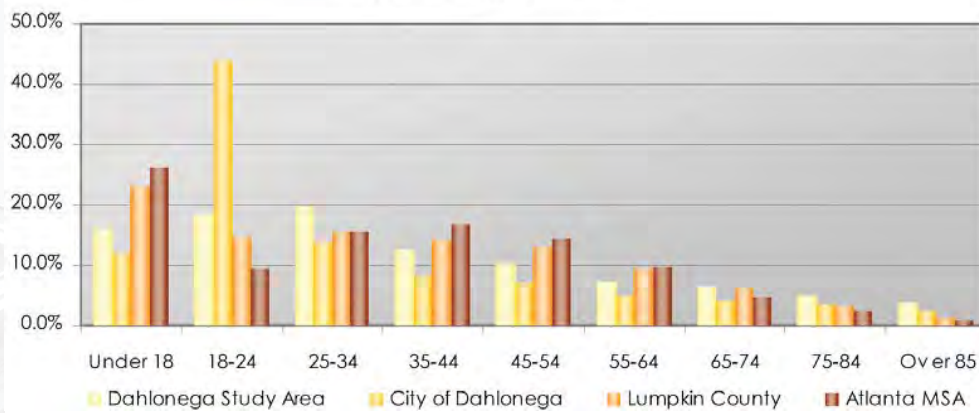
Race



POPULATION AGE DISTRIBUTION

The median age of the Downtown Dahlonge's residents is 32.7 years, slightly younger than Lumpkin County at 33.1 but significantly older than the City of Dahlonge, where residents have an average age of just 23.5 years, due to the presence of North Georgia College and State University (NGCSU) students. The largest proportion of downtown residents, 19.7%, are between the ages of 25 and 34, a larger proportion than the City, County or the MSA at 13.8%, 15.5% and 15.6%, respectively. The downtown Study Area also has a larger proportion of residents over the age of 65, 15.4%, than the City at 10.1%, the County at 10.5% and the MSA at 8.2%.

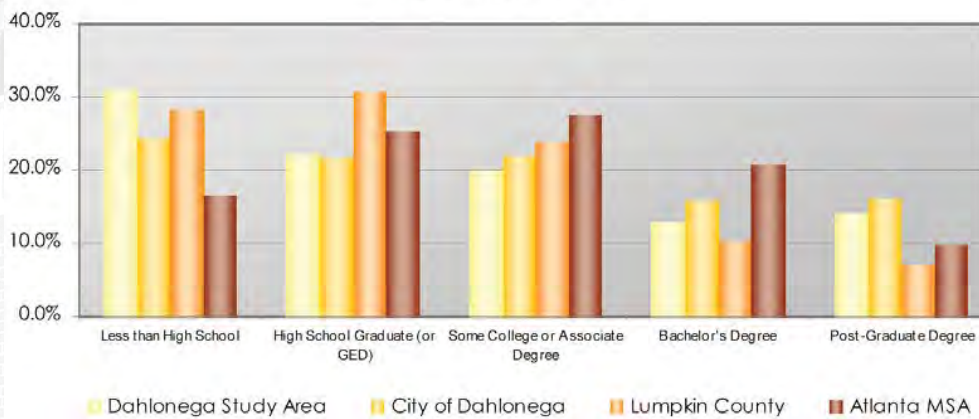
Population Age Distribution



EDUCATIONAL ATTAINMENT

In Downtown Dahlonge, 31.0% of residents lack a high school education, compared to 24.4% of Dahlonge residents, 28.2% of County residents and 16.6% of MSA residents. However, Downtown Dahlonge has a high proportion of residents with either a Bachelor's or Post-Graduate Degree, 27.0%, which is slightly lower than the City (32.0%), but higher than Lumpkin County (17.2%), reflecting the impact of NGCSU.

Educational Attainment

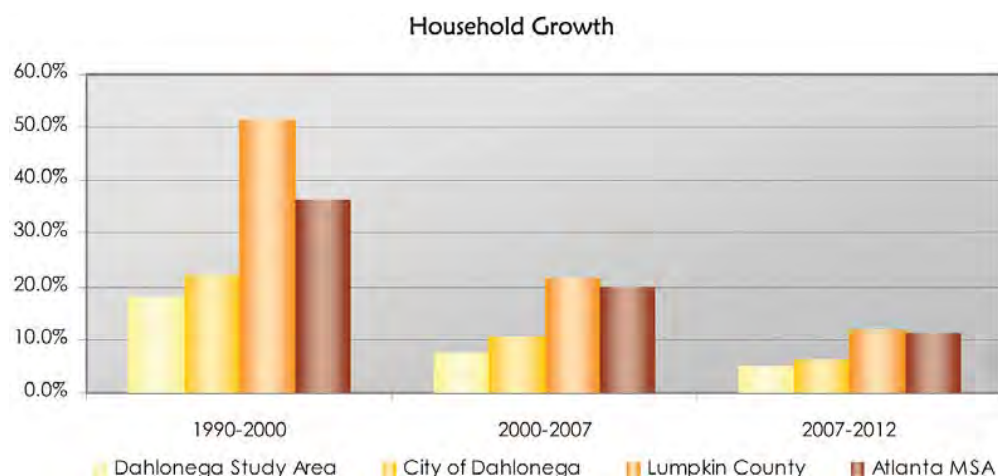


HOUSEHOLD CHARACTERISTICS

The purpose of the following section is to describe the households located in Downtown Dahlonega, the City of Dahlonega, Lumpkin County and the Atlanta MSA. It includes an analysis of household growth, household size, family type, and household income.

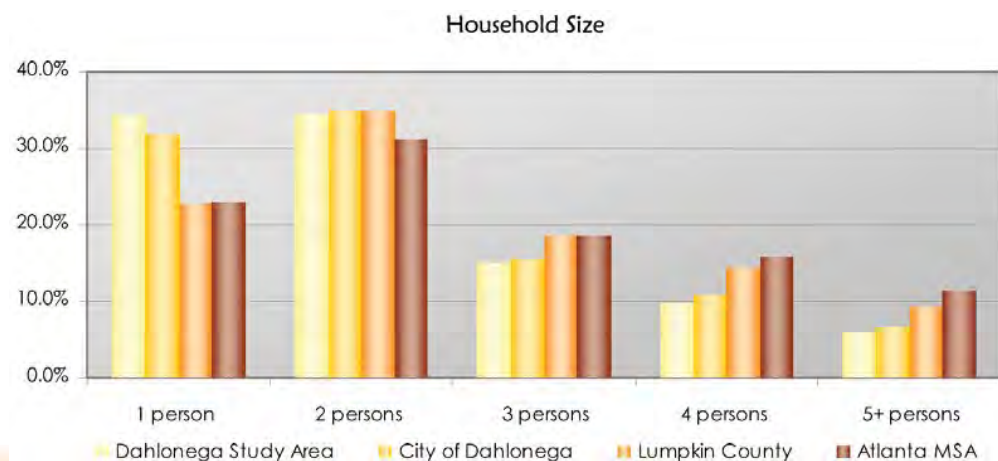
HOUSEHOLD GROWTH

In 2007, there were an estimated 362 households in the Downtown Dahlonega Study Area, which is projected to grow by only 19 households by 2012, a projected growth rate of 5.2%. In 2007, Downtown represented 30.8% of Dahlonega's 1,174 households and 3.9% of Lumpkin County's 9,155 households. Downtown's projected growth from 2007 to 2012 of 5.2% is slightly lower than the City of Dahlonega, which is projected to grow 6.2% over the same period, and significantly slower than both the County and the MSA which are projected to grow by 11.9% and 11.2%, respectively, by 2012.

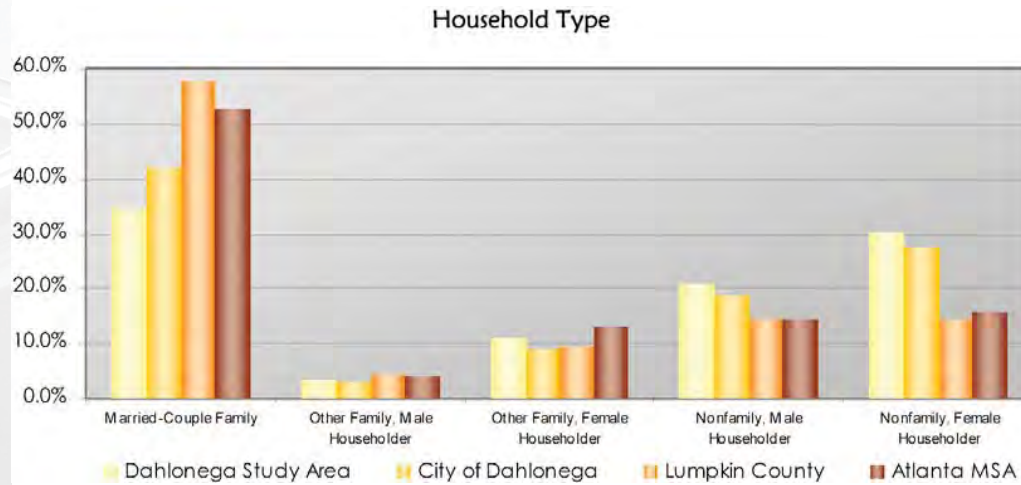


HOUSEHOLD SIZE AND TYPE

The average household size in Downtown Dahlonega is 2.21 persons, which is slightly smaller than Dahlonega (2.30), Lumpkin County (2.58) and the Atlanta MSA (2.70). The largest proportions of households in downtown are 1-person households and 2-person households, which combined represent 69.0% of households, a somewhat higher proportion than Dahlonega, the County or the MSA at 66.7%, 57.6% and 54.1%, respectively.

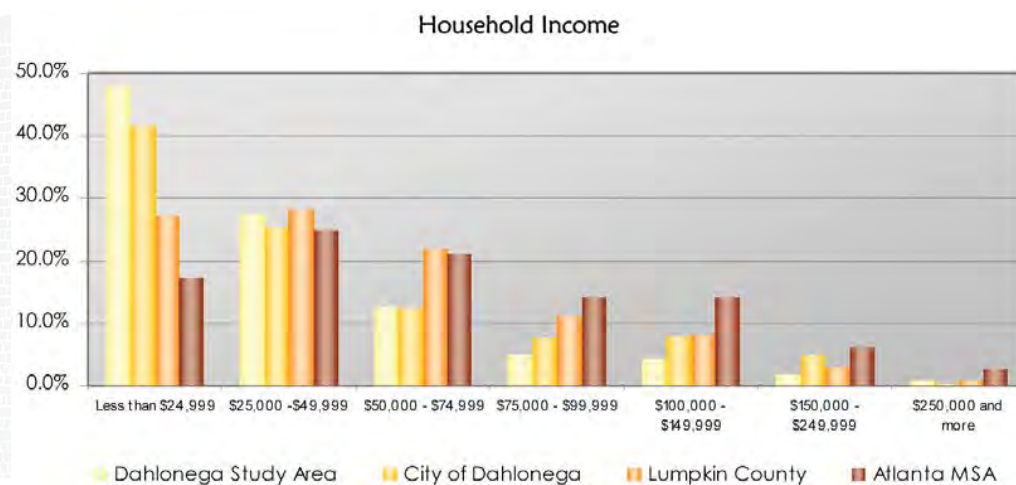


The largest proportion of households in Downtown Dahlonega, 51.0%, are non-family households, a significantly higher proportion than in Dahlonega, Lumpkin County and the MSA at 46.1%, 28.8%, and 30.0%, respectively. Downtown has a significantly lower proportion of married-couple families (34.6%) than Dahlonega (41.7%), the County (57.7%) or the MSA (52.8%).



HOUSEHOLD INCOME

The median household income in Downtown Dahlonega are modest at \$26,190, which is 85.2% of the City of Dahlonega's median household income (\$30,734), 58.2% of the Lumpkin County median income (\$45,010) and 44.2% of the Atlanta MSA median household income (\$59,261). A very high proportion of Downtown households, 48.1%, earn less than \$24,999, a significantly higher proportion than in the City of Dahlonega (41.4%), Lumpkin County (27.1%) or the Atlanta MSA (17.4%), likely reflecting the impact of young student residents.

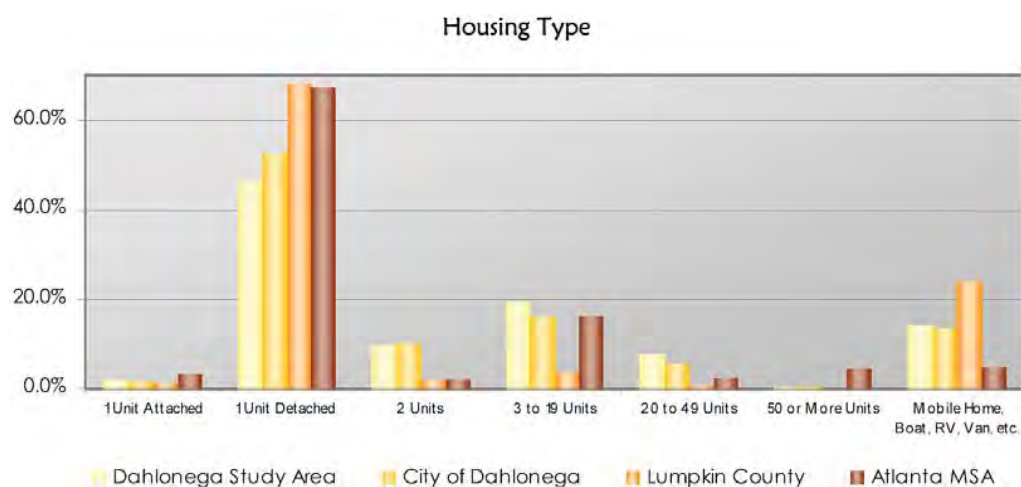


HOUSING CHARACTERISTICS

The following section describes the existing housing stock in the Downtown Dahlonega Study Area, the City of Dahlonega, Lumpkin County and the Atlanta, GA MSA. It includes an analysis of housing type, housing tenure, owner-occupied housing values and housing by year built.

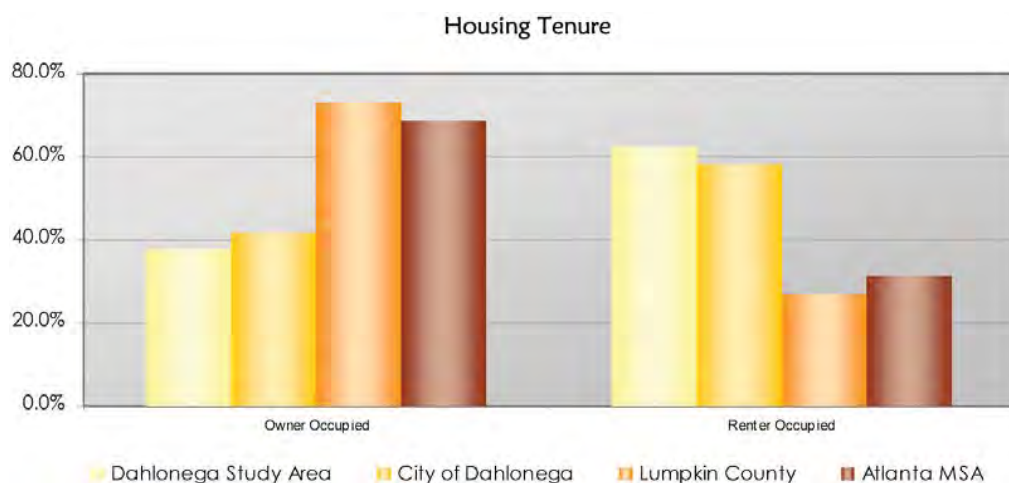
HOUSING TYPE

The largest proportion of housing in Downtown Dahlonega, 46.5%, is single family homes, which is a slightly lower proportion than the City of Dahlonega (52.5%), Lumpkin County (68.0%) or the Atlanta MSA (67.0%). The downtown Study Area has a higher proportion of multifamily housing (37.3%) than Dahlonega, the County or the MSA, at 32.6%, 6.7% and 25.0%, respectively. The downtown district also has a significant numbers of mobile homes, 14.4%, which is slightly higher than the City (13.4%), but less than Lumpkin County in as a whole (24.1%).



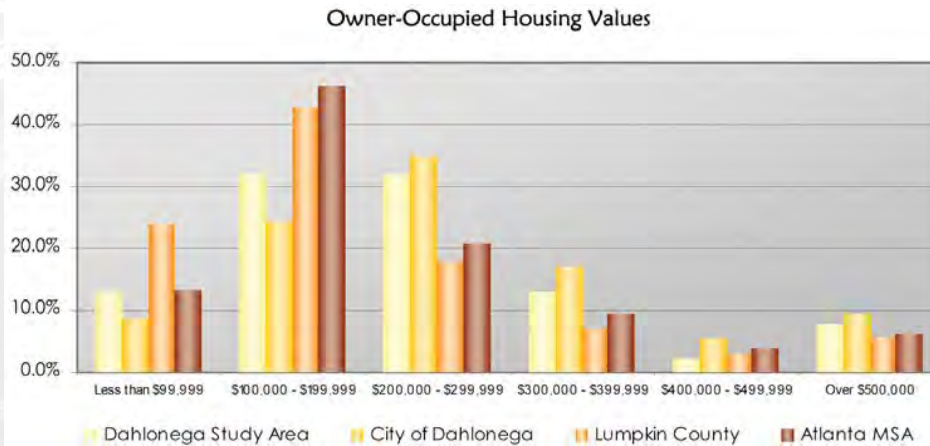
HOUSING TENURE

In the downtown district, 37.8% of housing is owner-occupied, a substantially smaller proportion than in Dahlonega (41.9%), Lumpkin County (73.0%) or the MSA (68.6%).



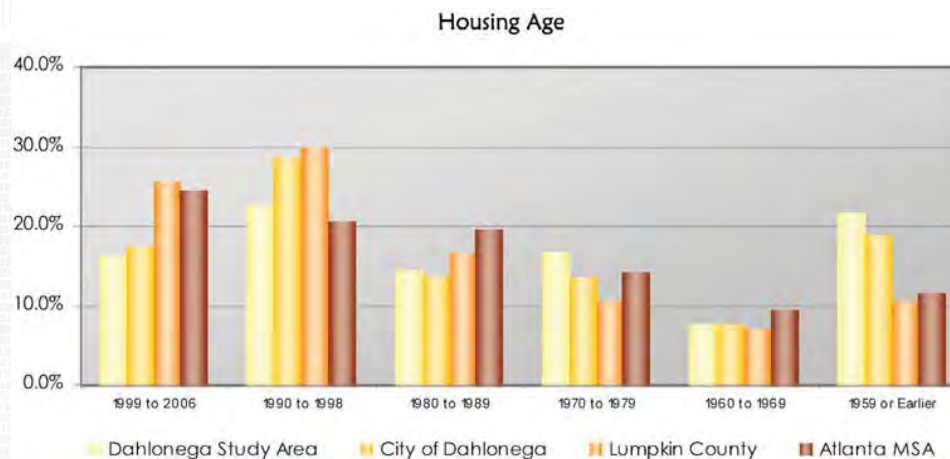
OWNER-OCCUPIED HOUSING VALUES

The median value of owner-occupied housing in Downtown Dahlonega is \$216,667, or 87.3% of the median housing value in Dahlonega (\$248,266), 144.8% of the median housing value in Lumpkin County (\$149,659), and 122.0% of the median housing value in the Atlanta MSA (\$177,571). Both the downtown district and the City have a higher proportion of homes valued over \$300,000 (23.2% and 31.9%, respectively) than Lumpkin County or the MSA (at 15.6% and 19.6%, respectively).



HOUSING AGE

The median age of homes in Downtown Dahlonega is 25 years, which is four years older than the City of Dahlonega, nine years older than Lumpkin County and five years older than in the Atlanta MSA. Over one in five homes in Downtown Dahlonega was built before 1960.



KEY DEMOGRAPHIC TRENDS

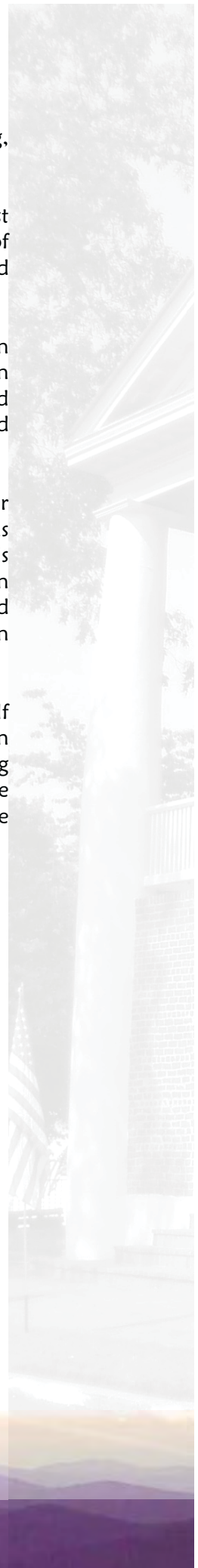
The following conclusions are made based on the evaluation of resident, household and housing, business and tourism characteristics, as presented above.

The population living in Downtown Dahlonega is small and is projected to have relatively modest growth. Downtown Dahlonega has 871 residents, representing 21.6% of Dahlonega's population of 4,030 and 3.5% of Lumpkin County's population of 25,133. From 2007-2012, Downtown is projected to grow 5.2%, slower than the City or County, at 6.7% and 11.1%, respectively.

Residents of the Downtown Dahlonega are younger, more diverse and less well educated than Lumpkin County as a whole. Downtown residents have a median age of 32.7, slightly younger than Lumpkin County at 33.1 years. Over 16% of Downtown residents identify themselves as non-white, compared to 12.0% in Dahlonega and 6.6% in the County. Over 30% of Downtown residents have not earned their high school diploma or equivalent.

Households in Downtown Dahlonega are smaller and have lower incomes than those in the City or County. The average household in Downtown Dahlonega has 2.21 persons, compared to 2.3 persons in Dahlonega and 2.58 persons in Lumpkin County. The median household income in Downtown is \$26,190, or 85.2% of Dahlonega's median income of \$45,010 and 58.2% of Lumpkin County's median income of \$59,261. The largest proportions of households in downtown are 1-person households and 2-person households, which combined represent 69.0% of households. Over half of households in Downtown Dahlonega, 51.0%, are non-family households.

Dahlonega has a mix of housing types which are predominately renter-occupied. Approximately half of all housing units in Downtown are single family units with an additional 37% of housing units in multifamily buildings with mobile homes making up the balance. Renters occupy 62.2% of housing units, a higher proportion than in the surrounding areas. The median owner-occupied housing value in Downtown is \$216,667, or 87.3% of housing values in Dahlonega, but somewhat higher than the median housing values of Lumpkin County.



BUSINESS AND EMPLOYMENT CHARACTERISTICS

Employment patterns and the local area workforce are essential to sustaining economic growth and vitality for a region. Not only do local businesses use goods and services in the local economy, but their employees spend money that they have earned during the workday in the local area, generating income for local businesses. This section focuses on the daytime workforce of Downtown Dahlonega and the City of Dahlonega, which is composed of the business and their employees who work in the area.

According to Claritas, in 2007 there were an estimated 358 business establishments in the downtown district representing 62.4% of Dahlonega's 574 establishments and 33.3% of Lumpkin County's 1,074 business establishments. In the downtown district, the largest proportion of businesses are in the Services Industry (29.9%). This is a somewhat lower proportion than found in Dahlonega (37.8%) and Lumpkin County (35.5%). Within the Services Sector in Downtown Dahlonega, the largest proportion of firms is in Membership Organizations (6.4% of all establishments) and Personal Services (4.5%). The second largest proportion of business firms is in the Retail Trade (28.8%), a slightly larger proportion than the City (26.0%) or Lumpkin County (22.4%). Within the Retail Sector in Downtown, the largest proportion of establishments is in Miscellaneous Retail (10.9% of all establishments) and Eating and Drinking Places (6.7%).

2007 Business Establishments						
Industry Group	Downtown Dahlonega		City of Dahlonega		Lumpkin County	
Agriculture, Forestry and Fishing	9	2.5%	11	1.9%	40	3.7%
Mining	0	0.0%	0	0.0%	3	0.3%
Construction	27	7.5%	36	6.3%	137	12.8%
Retail Trade	103	28.8%	149	26.0%	241	22.4%
Manufacturing	13	3.6%	21	3.7%	40	3.7%
TCE	11	3.1%	16	2.8%	47	4.4%
FIRE	40	11.2%	61	10.6%	84	7.8%
Wholesale Trade	9	2.5%	14	2.4%	33	3.1%
Services	107	29.9%	217	37.8%	381	35.5%
Public Administration	27	7.5%	34	5.9%	38	3.5%
Nonclassifiable Establishments	12	3.4%	15	2.6%	30	2.8%
Total	358	100.0%	574	100.0%	1,074	100.0%

Source: Claritas

In terms of employment, Downtown Dahlonega has 3,483 employees, representing 51.2% of Dahlonega's 6,804 employees and 33.8% of Lumpkin County's 10,305 employees. In the downtown district, the largest proportion of employees is in the Services Industry (35.7%). This is a slightly lower proportion than found in Dahlonega (36.6%) and Lumpkin County (37.0%). Within the Services Sector in Downtown Dahlonega, the largest number of workers is employed in Educational Services (11.0% of all employees) and Hotels and Other Lodging Places (9.2%). The second largest proportion of businesses is in the Retail Trade (28.7%), a slightly larger proportion than the City (26.2%) or Lumpkin County (23.3%). Within the Retail Sector in Downtown, the largest number of workers is employed in Eating and Drinking Places (10.3% of all employees) and General Merchandise stores (6.5%). Retail and services dominate Downtown Dahlonega, with no other major industry.

2007 Business Employment

Industry Group	Downtown Dahlonega		City of Dahlonega		Lumpkin County	
Agriculture, Forestry and Fishing	48	1.4%	55	0.8%	201	2.0%
Mining	0	0.0%	0	0.0%	21	0.2%
Construction	164	4.7%	249	3.7%	741	7.2%
Retail Trade	1,000	28.7%	1,785	26.2%	2,404	23.3%
Manufacturing	119	3.4%	953	14.0%	1,136	11.0%
TCE	143	4.1%	210	3.1%	511	5.0%
FIRE	273	7.8%	371	5.5%	499	4.8%
Wholesale Trade	65	1.9%	92	1.4%	278	2.7%
Services	1,244	35.7%	2,488	36.6%	3,812	37.0%
Public Administration	340	9.8%	496	7.3%	529	5.1%
Nonclassifiable Establishments	87	2.5%	105	1.5%	173	1.7%
Total	3,483	100.0%	6,804	100.0%	10,305	100.0%

Source: Claritas

Claritas estimates that business sales in Downtown Dahlonega in 2007 were \$313.5 million, or 54.0% of Dahlonega's estimated \$580.6 million in business sales and 31.9% of Lumpkin County's \$983.0 million in business sales. In downtown, the retail trade accounted for \$106.1, or 33.8% of all business sales, a higher proportion than the City (31.7%) or the County (27.5%), reflecting the importance of downtown as a retail location. Services accounted for \$82.0 million in sales, or 26.2% of all business sales, a slightly lower proportion than in the City (29.5%) or in the County (27.5%).

2007 Business Sales

Industry Group	Downtown Dahlonega		City of Dahlonega		Lumpkin County	
Agriculture, Forestry and Fishing	\$2.70	0.9%	\$3.10	0.5%	\$10.60	1.1%
Mining	\$0.00	0.0%	\$0.00	0.0%	\$2.60	0.3%
Construction	\$28.40	9.1%	\$45.80	7.9%	\$133.40	13.6%
Retail Trade	\$106.10	33.8%	\$183.90	31.7%	\$270.50	27.5%
Manufacturing	\$8.70	2.8%	\$59.90	10.3%	\$80.00	8.1%
TCE	\$12.70	4.1%	\$18.40	3.2%	\$52.50	5.3%
FIRE	\$60.40	19.3%	\$80.80	13.9%	\$109.10	11.1%
Wholesale Trade	\$12.50	4.0%	\$17.20	3.0%	\$54.20	5.5%
Services	\$82.00	26.2%	\$171.50	29.5%	\$270.10	27.5%
Public Administration	\$0.00	0.0%	\$0.00	0.0%	\$0.00	0.0%
Nonclassifiable Establishments	\$0.00	0.0%	\$0.00	0.0%	\$0.00	0.0%
Total	\$313.50	100.0%	\$580.60	100.0%	\$983.00	100.0%

Source: Claritas

RETAIL CAPTURE ANALYSIS

Determining the amount of expenditures by area residents that are captured by local retailers is a three step process. First, area retail demand is determined by analyzing consumer spending patterns. Second, retail sales by local merchants are estimated based on square footage and average retail sales per square foot by category. Third, the estimated demand and sales are compared to determine by retail category the amount of retail sales captured by local merchants and the amount of retail “leakage” that occurs outside the local market. This information provides insights about the type of retail with potential for Downtown Dahlonega.

CONSUMER EXPENDITURES

In 2007, there was an estimated \$11.3 million spent by consumers living in Downtown Dahlonega, which represented 2.8% of Lumpkin County’s total consumer expenditures of \$398.9 million. The top five categories of expenditures by Downtown residents were:

- Food and Beverage Stores--12.8%
- General Merchandise Stores--11.7%
- Gasoline Stations--11.7%
- Foodservice and Drinking Places--10.1%
- Building Material, Garden Equip Stores—8.2%

Consumer Expenditures		
Consumer Expenditures by Store Type	Downtown Dahlonega	Lumpkin County
Furniture and Home Furnishings Stores	\$244,594	\$9,626,699
Electronics and Appliance Stores	\$244,555	\$8,973,595
Building Material, Garden Equip Stores	\$928,050	\$42,175,943
Food and Beverage Stores	\$1,444,203	\$45,507,012
Health and Personal Care Stores	\$667,651	\$19,868,744
Gasoline Stations	\$1,326,518	\$46,061,213
Clothing and Clothing Accessories Stores	\$472,905	\$17,587,936
Sporting Goods, Hobby, Book, Music Stores	\$190,758	\$7,518,245
General Merchandise Stores	\$1,316,639	\$46,114,594
Miscellaneous Store Retailers	\$286,763	\$10,700,495
Non-Store Retailers	\$629,265	\$23,116,186
Foodservice and Drinking Places	\$1,137,281	\$35,980,947
Total Retail Sales Incl Eating and Drinking Places	\$11,294,048	\$398,850,234

* Does not include Motor Vehicle Parts and Dealers

Source: Claritas

In 2007, there was an estimated \$398.9 million in retail purchases spent by consumers living in Lumpkin County. The top five categories of expenditures were:

- General Merchandise Stores—11.6%
- Gasoline Stations—11.5%
- Food and Beverage Stores—11.4%
- Building Material, Garden Equip Stores—10.6%
- Foodservice and Drinking Places—9.0%

RETAIL SALES

According to Claritas, total retail sales in downtown totaled \$62.0 million. The top five categories of sales were:

- Building Material and Garden Equipment stores—18.0%
- General Merchandise Stores—16.9%
- Foodservice and Drinking Places—10.8%
- Gasoline Stations—8.3%
- Food and Beverage Stores—5.9%

Lumpkin County had total sales of \$267.0 million, with the following top five categories:

- General Merchandise stores--19.9%
- Building Material and Garden Equipment stores—12.7%
- Gasoline Stations—11.9%
- Foodservice and Drinking Places—11.3%
- Food and Beverage Stores—3.9%

Thus, 23.2% of all retail sales in Lumpkin County occur in Downtown Dahlonega, while downtown population spending is only 2.8% of the County, indicating downtown's importance as a retail location.

Comparing Downtown's capture of overall Lumpkin County sales gives an indication of those categories in which Dahlonega is capturing more than its "fair share" of sales. Overall, Dahlonega's retail sales of \$62.0 million are 23.2% of Lumpkin County's retail sales. Categories in which Dahlonega captures a higher percentage indicate that Downtown is capturing more than its anticipated "fair share" of sales in a given category and indicate that it could be a retail "niche" for downtown, either because of higher than normal sales in Downtown or because of a lack of those retailers in Lumpkin County as a whole. Of the categories in which Dahlonega has higher sales, those categories we believe have the highest potential to build upon their "niche" are Food and Beverage Stores, Health and Personal Care Stores, Sporting Goods, Hobby, Books and Music Stores and Miscellaneous Store retailers.



RETAIL CHALLENGES AND OPPORTUNITIES

In addition to the above data, the study team interviewed residents, merchants and other stakeholders to identify the challenges and opportunities of the downtown Study Area, particularly in regard to the retail offerings. The key findings were as follows:

- Tourists serve as a significant source of retail demand in the Downtown Study Area. Some merchants estimate that up to 75% of their sales come from tourist and visitors.
- Retailers want to be on the square—there had not been a retail vacancy on the square in three years. There are stores that do not open rather than opening at a location off of the square. Therefore, the square needs to “extend” farther so that retail can grow. There is not a lot of mid-sized business space, from 2,000 to 3,000 square feet.
- There is a perception that downtown does not offer a large enough variety of goods and services to attract shoppers from the surrounding areas, that the shops cater to tourist and do not have the products or prices that can compete with “big box” retailers in Dawsonville and Gainesville or with Wal-Mart.
- There needs to be more activity at night. Most shops close around dinner time, leaving restaurant patrons who would otherwise walk around and shop without anything to do. However, merchants say that there is not enough sales volume to justify extending hours and that even when they do, other merchants do not, leaving large stretches of dark sidewalks that potential customers will not walk through.
- Retirees moving into the City of Dahlonega find Downtown to be an important amenity—particularly the restaurants and the Holly Theater. More restaurants, as well as a broader range of restaurants would be appreciated.
- Many restaurants are trying to be “all things to all people” or are beginning to cater to students. Downtown needs to maintain some restaurants that feel like restaurants without the influence of the “bar crowd.”
- Stores have been trying to stock more locally-made goods, which are popular among tourist but do not bring in residents.
- Demand for retail is steady throughout the week and throughout Spring, Summer and Fall, however retail sales slow significantly in the winter months (January through March).
- The incomes of most visitors, particularly day-trippers, are low and the product mix and pricing at retail stores in the Study Area are too high-end for these shoppers.

The above data confirms the findings of the study A Market Analysis of Downtown Dahlonega, Georgia (2006) as well as interviews with stakeholders performed for this study. In the Market Analysis study, the types of businesses most preferred in Downtown Dahlonega by respondents were grocery store/gourmet food store, restaurants, clothing stores, general merchandise stores, bakeries and new and used bookstores. In addition, stakeholder interviews indicated a need for food stores, outdoor/adventure stores book stores and coffee shops.

Increasing the variety of goods and services offered in Downtown Dahlonega will increase visitation and spending by Lumpkin County residents, tourists and students. Additional retail spending will increase employment, sales tax and create additional demand for retail space. While Downtown Dahlonega should not look for “Big Box” retailers to increase retail offerings, there are several “niche” retail establishments which could successfully diversify the service/retail economy of downtown. They include:

- Restaurants (from casual to fine dining)
- Coffee Shops
- Book Stores
- Gourmet Food Stores, focusing on specialty and locally produced goods or baked goods
- Outdoor/Adventure Clothing and Equipment
- Other specialty Hobby Stores (photography, bird watching, outdoor sports, etc.)
- A pharmacy or general store with “convenience” items

Retail Sales			
Retail Sales by Store Type	Downtown Dahlonega	Lumpkin County	Dahlonega's % of Lumpkin County Sales
Furniture and Home Furnishings Stores	\$958,642	\$2,879,004	33.3%
Electronics and Appliance Stores	\$366,120	\$1,041,999	35.1%
Building Material, Garden Equip Stores	\$11,160,903	\$33,834,010	33.0%
Food and Beverage Stores	\$3,655,949	\$10,484,988	34.9%
Health and Personal Care Stores	\$3,899,705	\$7,450,994	52.3%
Gasoline Stations	\$5,168,013	\$31,784,000	16.3%
Clothing and Clothing Accessories Stores	\$453,516	\$1,952,991	23.2%
Sporting Goods, Hobby, Book, Music Stores	\$239,422	\$522,998	45.8%
General Merchandise Stores	\$10,475,845	\$53,056,004	19.7%
Miscellaneous Store Retailers	\$2,237,299	\$6,443,008	34.7%
Non-Store Retailers	\$361,777	\$8,917,000	4.1%
Foodservice and Drinking Places	\$6,700,451	\$30,301,999	22.1%
Total Retail Sales Incl Eating and Drinking Places	\$61,959,062	\$267,030,995	23.2%

* Does not include Motor Vehicle Parts and Dealers

Source: Claritas

TOURISM

Tourism is a vital part of the Dahlonega economy, supporting retailers, restaurants and hotels throughout Dahlonega but particularly in the Downtown area. An estimated 61.7 million visitors came to Georgia in 2006. Of these visitors, 9.6 million, or 15.5% visited the Georgia Mountains region. In 2006, visitors spent \$17.7 billion in Georgia, or \$287 per visitor. In the Georgia Mountains region which includes Dahlonega and Lumpkin County, visitors spent \$9.6 million, or \$184 per visitor. Lumpkin County had an estimated 350,000 visitors with spending of \$30,360,000, or just \$87 per visitor, only 47.3% of the average spending by visitors to the Georgia Mountain region. The Georgia Mountains region had a higher proportion of leisure visitors, 85%, than the state as a whole (74%). In addition, more Georgia Mountains visitors stayed overnight, 62%, compared to only 49% of all Georgia visitors. However, in the Georgia Mountains, the majority of overnight visitors, 54.0%, stayed in a private home, while statewide 51% stayed in hotels, motels, or Bed and Breakfasts.

Lumpkin County and Georgia Mountains Tourism			
	Lumpkin County	Georgia Mountains	Georgia Total
Domestic Visitors	350,000	9,580,000	61,744,000
Expenditures	\$30,360,000	\$ 1,770,900,000	\$ 17,743,100,000
Reason for Visit			
Leisure		85%	74%
Business		15%	26%
Duration			
Overnight		62.0%	49.0%
Day-Trip		38.0%	51.0%
Lodging Type			
Hotel/Motel/B&B		28.0%	51.0%
Private Home		54.0%	34.0%
RV/Tent		7.0%	3.0%
Other Lodging		11.0%	13.0%

Source: Georgia Department of Economic Development, TIA, Dahlonega-Lumpkin County CVB

TOURISM CHALLENGES AND OPPORTUNITIES

While Dahlonega and Lumpkin County are the Gateway to the North Georgia Mountains, they only capture a small portion of tourist spending in the region. Therefore, there is significant potential for Dahlonega to increase the number of visitors and their spending. Observations from stakeholders include the following:

- Downtown Dahlonega attracts tourist due to the character of the Public Square, attractions like the Gold Rush Museum, cultural amenities like the Holly Theater and the natural amenities of the North Georgia Mountains, including the base of the Appalachian Trail.
- Downtown needs another hotel, preferably one with meeting and conference space that can be used by locals as well.
- There are several festivals throughout the year which draw up to 220,000 visitors, including Gold Rush (October), Autumn Fest (September), Jewelry/Arts (May) and Bluegrass and Folkways Festival (April).
- The increase in wineries has brought new tourist to Lumpkin County. The Chamber of Commerce has been marketing them heavily, but other than a few retail stores, the wineries are not connected to Downtown Dahlonega.
- The wineries bring in younger tourist to Lumpkin County. While most visitors are retirees/elderly or families with school-aged children, there has been an increase in college-aged and 20-something tourist, mostly due to the wineries.

THE STUDENT POPULATION

As noted previously, the demographics of the City of Dahlonega are impacted significantly by the presence of North Georgia State College and University (NGCSU). The City of Dahlonega's population is young, with lower-incomes and more non-family households which signify a large student base. According to interviews with college administrators, the current student body of approximately 4,900 students will grow to approximately 6,000 students over the next 10 years, adding an additional 1,100 students to Downtown Dahlonega.

These students will generate additional demand for housing as well as increase spending at local merchants, including eating and drinking places. Currently, students patronize some of the local restaurants and bars during the evenings, but in general, downtown is not a popular shopping destination with the student population.

In *The Economic Impact of University System of Georgia Institutions on Their Regional Economies in FY 2004*, Dr. Jeffrey M. Humphreys estimated that students at NGCSU spent a total of \$48,680,800 in 2004, not including tuition, a per student spending of approximately \$9,900 per student per year. An additional 1,100 students at NGCSU would generate an additional \$10.9 million in spending annually. Even capturing a small portion of this increase would have a positive impact on Downtown Dahlonega. The potential local student spending of \$59.6 million is equivalent to total retail sales in Downtown Dahlonega. Capturing an additional 20-30% of student spending in downtown would seem an achievable goal for downtown.

KEY BUSINESS, RETAIL AND TOURISM TRENDS

Downtown Dahlonega is a significant employment center. Downtown Dahlonega contains 358 business establishments employing 3,483 people. In Downtown, 64.4% of workers are employed in the retail and services sector. In terms of jobs/housing balance, there are 9.6 jobs for every household indicating downtown is a commercial center.

Downtown Dahlonega has significant retail sales—primarily sales to visitors from outside of the Study Area. The estimated total retail sales volume occurring in Downtown is \$62.0 million, compared to a total potential retail demand of downtown residents of \$11.3 million. Thus, the area has an overall retail capture rate of 548.6 % -- with \$50.7 million of retail sales in the area occurring due to spending from persons living outside of downtown.

The student population will continue to grow—providing additional demand for housing and businesses in Downtown Dahlonega. The University anticipates growing by an additional 1,100 students over the next five to ten years, providing an addition \$10.9 million in spending, for an estimated \$59.6 million annually in student spending, much of which could be captured in downtown.

Tourism, one of the most important segments of Dahlonega's economy, can grow in both number of visitors and spending—Lumpkin County accounts for only 1.7% of visitor spending in the North Georgia Mountains. Increasing the number of visitors to Dahlonega, encouraging overnight visitors and promoting hotel and inn lodging options can help Dahlonega increase visitor spending.

Dr. Jeffrey M. Humphreys, Selig Center for Economic Growth Terry College of Business The University Of Georgia, 2005.

Current and Future Real Estate Market

In this section of the report, the performance of the Downtown Dahlonega real estate market is examined in terms of residential (including owner-occupied and renter), commercial, and hotel land uses. The purpose of this section is to present an overview of the real estate market to serve as the basis to project growth and redevelopment potential in order to inform future land use and development decisions within the downtown Study Area.

RESIDENTIAL

As discussed in the preceding section, there are 432 housing units in Downtown Dahlonega, of which 362, or 83.8%, are occupied. Of the total units, there are 201 single family homes. Multifamily housing units total 161 units, and other housing types account for 80 units. The following section presents new home sales and resales to determine the current and future growth of residential units in Downtown Dahlonega. For additional data on sales, see the Appendix.

SINGLE FAMILY – NEW SALES

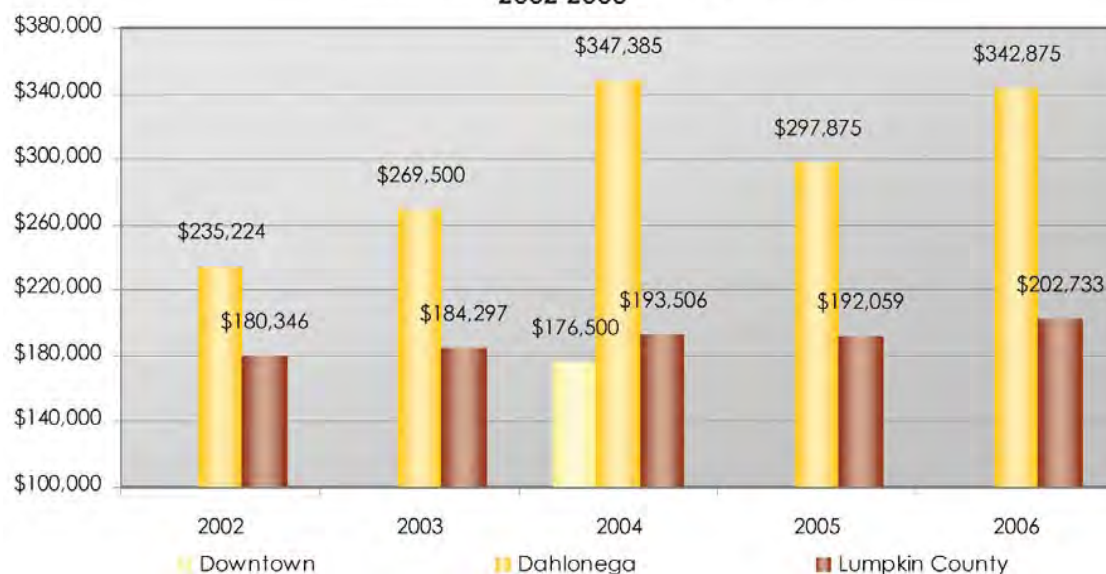
In Downtown Dahlonega from 2002 to 2006, there was only one new single family home sold. There were 70 new single family sales in the City of Dahlonega, or an average of 14 per year. In Lumpkin County from 2002 to 2006, there were 710 new single family sales during the same time period. New home sales in Dahlonega decreased to only 8 sales in 2006. In Lumpkin County, sales increased from 84 units in 2002 to 217 sales in 2006, a growth of 158.3%. From 2002 to 2006, sales in the City of Dahlonega represented 9.9% of Lumpkin County's new home sales.

New Single Family Sales Downtown Dahlonega, City of Dahlonega and Lumpkin County						
	2002	2003	2004	2005	2006	Total
Downtown						
Number of Sales	-	-	1	-	-	1
Average Price	\$ -	\$ -	\$ 176,500	\$ -	\$ -	\$ 176,500
Dahlonega						
Number of Sales	21	11	20	10	8	70
Average Price	\$235,224	\$269,500	\$ 347,385	\$297,875	\$342,875	\$ 293,909
Lumpkin County						
Number of Sales	84	86	151	172	217	710
Average Price	\$180,346	\$184,297	\$ 193,506	\$192,059	\$202,733	\$ 193,303

Source: Lumpkin County Assessor

From 2002 to 2006, the average sales price for a new single family home in Downtown Dahlonega was \$176,500. The average sales price for a single family home in the City of Dahlonega increased from \$235,224 in 2002 to \$342,875 in 2006, an increase of 45.8%. In Lumpkin County, the average price for a single family home increased 12.4%, from \$180,346 in 2002 to \$202,733 in 2006. From 2002 to 2006, the average sales price for a single family home in Downtown Dahlonega, \$176,500, was 60.1% of the average price in the City of Dahlonega, \$293,909 and 91.3% of the average sales price in Lumpkin County (\$193,303). While there were few new sales in the downtown area, there was significant growth in Dahlonega with 9.9% of Lumpkin County's sales and prices 152.1% higher than in the County. The County is experiencing significant growth in new home sales.

**Average Sales Price for a New Single Family
2002-2006**



SINGLE FAMILY – RESALES

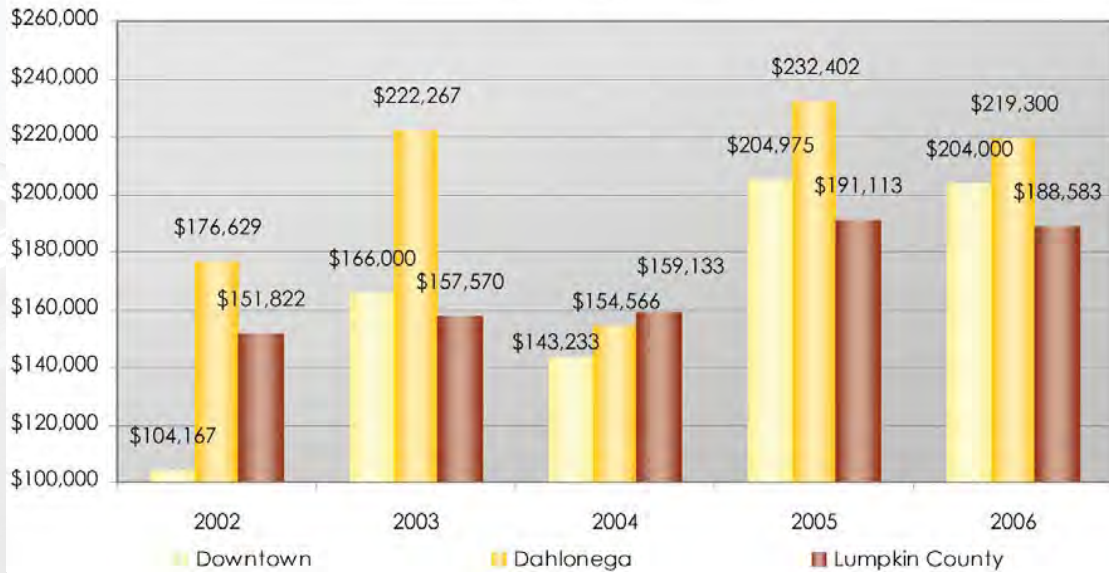
The number of resales in Downtown Dahlongega remained steady at 4 to 6 units per year from 2002 to 2006, an average of 4.8 per year. There were 186 single family resales in the City of Dahlongega, or an average of 37.2 per year. In Lumpkin County from 2002 to 2006, there were 1,006 single family resales during the same time period. Single family resales in Lumpkin County increased from 174 sales in 2002 to 235 sales in 2006. From 2002 to 2006, sales in downtown represented 2.4% Lumpkin County's single family resales.

The average resale price for a single family home in Downtown Dahlongega increased significantly from \$104,167 in 2002 to \$204,000 in 2006, an increase of 95.8%. The average sales price for a single family in the City of Dahlongega increased from \$176,629 in 2002 to \$219,300 in 2006, an increase of 24.2%. In Lumpkin County, the average price for a single family home increased 24.2%, from \$151,822 in 2002 to \$188,583 in 2006. From 2002 to 2006, the average resale price for a single family home in Downtown Dahlongega, \$157,679, was 78.5% of the average price in the City of Dahlongega, \$200,794, while the City's average was 117.4% of the average sales price in Lumpkin County (\$171,023). As with new unit sales, there were few sales in Downtown and values in Dahlongega are higher than in the County.

Single Family Resales Downtown Dahlongega, City of Dahlongega and Lumpkin County						
	2002	2003	2004	2005	2006	Total
Downtown						
Number of Sales	6	4	6	4	4	24
Average Price	\$104,167	\$166,000	\$ 143,233	\$204,975	\$204,000	\$ 157,679
Dahlongega						
Number of Sales	38	30	38	42	38	186
Average Price	\$176,629	\$222,267	\$ 154,566	\$232,402	\$219,300	\$ 200,794
Lumpkin County						
Number of Sales	174	176	215	206	235	1,006
Average Price	\$151,822	\$157,570	\$ 159,133	\$191,113	\$188,583	\$ 171,023

Source: Lumpkin County Assessor

Average Price for a Single Family Resale 2002-2006



TOWNHOMES-NEW SALES

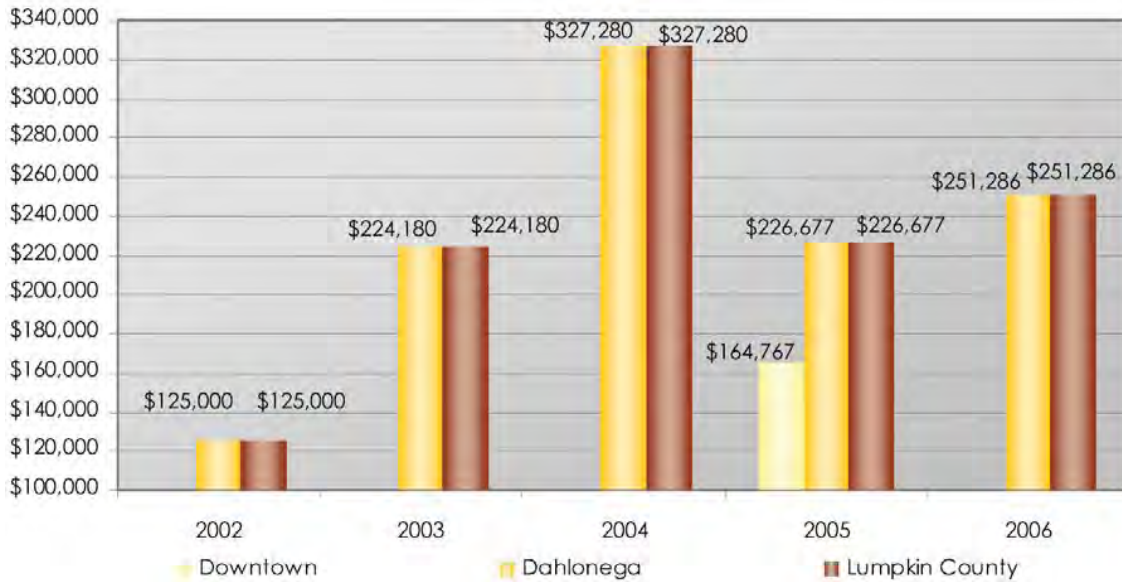
In Downtown Dahlonega from 2002 to 2006, there were three new townhomes sold, or an average of 0.62 units per year. There were 33 new townhome sales in the City of Dahlonega, or an average of 6.6 per year. All of the townhome sales in Lumpkin County were located in the City of Dahlonega. New townhome sales in Dahlonega increased from 1 sale in 2002 to 10 sales in 2006. The highest number of sales occurred in 2005 with 12 sales.

New Townhome Sales Downtown Dahlonega, City of Dahlonega and Lumpkin County						
	2002	2003	2004	2005	2006	Total
Downtown						
Number of Sales	-	-	-	3	-	3
Average Price	\$ -	\$ -	\$ -	\$164,767	\$ -	\$ 164,767
Dahlonega						
Number of Sales	1	5	5	12	10	33
Average Price	\$125,000	\$224,180	\$ 327,280	\$226,677	\$251,286	\$ 245,918
Lumpkin County						
Number of Sales	1	5	5	12	10	33
Average Price	\$125,000	\$224,180	\$ 327,280	\$226,677	\$251,286	\$ 245,918

Source: Lumpkin County Assessor

From 2002 to 2006, the average sales price for a new townhome in Downtown Dahlonega was \$164,767. The average sales price for a townhome in the City of Dahlonega and Lumpkin County increased from \$125,000 in 2002 to \$251,286 in 2006, an increase of 101.0%. The average sales price for a new townhome in Downtown from 2002 to 2006, \$164,767, was 67.0% of the average sales price in Dahlonega and Lumpkin County at \$245,918.

**Average Sales Price for a New Townhome
2002-2006**



TOWNHOMES-RESALES

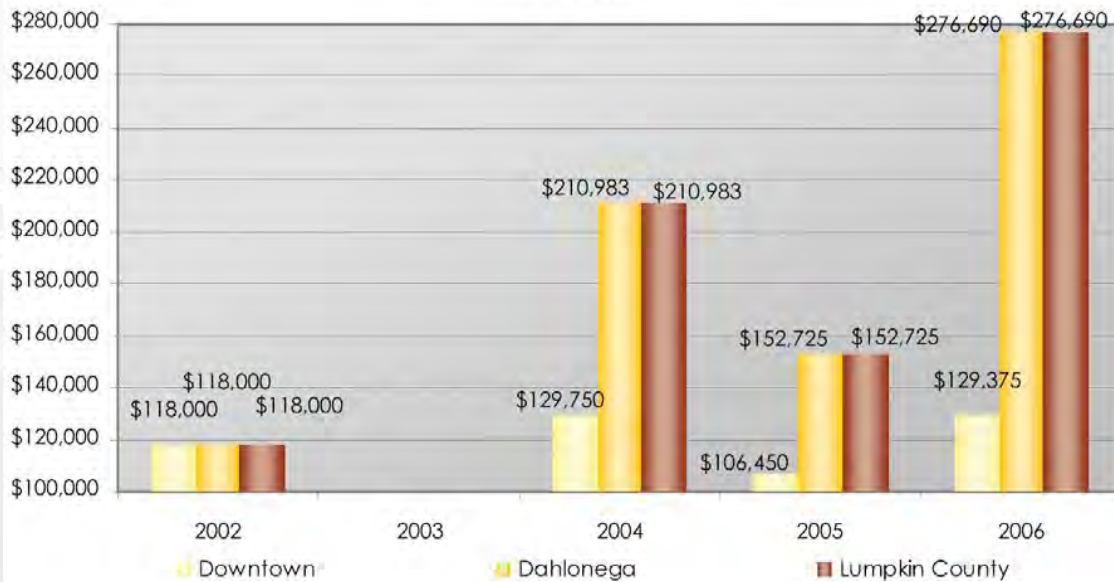
The number of townhomes resales in Downtown Dahlongega remained steady at 2 units per year from 2002 to 2006, a total of 8 units (with no sales in 2003). There were 26 townhome resales in the City of Dahlongega and Lumpkin County, or an average of 5.2 per year. From 2002 to 2006, sales in downtown represented 30.7% of Lumpkin County's townhome resales.

Townhome Resales						
Downtown Dahlongega, City of Dahlongega and Lumpkin County						
	2002	2003	2004	2005	2006	Total
Downtown						
Number of Sales	2	-	2	2	2	8
Average Price	\$118,000	\$ -	\$ 129,750	\$106,450	\$129,375	\$ 120,894
Dahlongega						
Number of Sales	2	-	6	8	10	26
Average Price	\$118,000	\$ -	\$ 210,983	\$152,725	\$276,690	\$ 211,177
Lumpkin County						
Number of Sales	2	-	6	8	10	26
Average Price	\$118,000	\$ -	\$ 210,983	\$152,725	\$276,690	\$ 211,177

Source: Lumpkin County Assessor

The average resale price for a townhome in Downtown Dahlongega increased from \$98,500 in 2002 to \$120,000 in 2006, an increase of 21.8%. The average sales price for a townhome in the City of Dahlongega increased from \$118,000 in 2002 to \$276,690 in 2006, an increase of 134.5%.

Average Price for a Townhome Resale
2002-2006



APARTMENTS

As shown in the preceding section, there are 225 renter households in the Downtown Dahlonega Study Area. According to the US Census, in Downtown Dahlonega, 32.0% of renter households live in single family homes, 13.6% live in duplexes, 45.6% live in rental complexes and 8.8% live in mobile homes.

Downtown Dahlonega Renter Occupied Units by Unit Type

	Percent	Households
1 Unit Attached or Detached	32.0%	72
2 Units	13.6%	31
3+ Units	45.6%	103
Mobile Home	8.8%	20
Total		225

Source: US Census, Tract 9602.02 Block Group 4

There are two apartment complexes within the Study Area, Willow Trace and Sherman Green, both located across West Main Street from NGCSU and catering primarily to students. The two complexes have approximately 140 units and report occupancy rates of 92% to 94%. At Willow Trace, rents range from \$510 for a 650 s.f. unit to an average of \$673 for 825 s.f., averaging \$592 per unit. A sample of 26 single family homes for rent indicates that one-bedroom units average rents of \$510 per month, two-bedroom units average \$710 per month while three-bedroom units average \$996 per month. Overall, rents in Downtown Dahlonega average \$523 for a one-bedroom, \$688 for a two-bedroom and \$996 for a three-bedroom unit. Overall, rents average \$648 per month, or \$0.82 per square foot in Downtown.

Downtown Dahlonega Apartments

Name	Total Units	Vacancy Rate	1 BR		2 BR		3 BR		Total	Avg Rent
			SF	Rent	SF	Rent	SF	Rent	Avg SF	
Willow Trace	68	8.0%	650	\$ 510	825	\$ 673	NA	NA	738	\$ 592
Sherman Green	72	6.0%	NA	NA	NA	NA	NA	NA	NA	NA
Magnolia Townhomes	8	0	675	\$ 550	810	\$ 680	NA	NA	743	\$ 615
SF Rentals	-	-	700	\$ 510	850	\$ 710	1,100	\$ 996	883.3	\$ 739
Total/Average			675	\$ 523	828	\$ 688	1,100	\$ 996	788	\$ 648

Source: BAG, Management Interviews

RESIDENTIAL CHALLENGES AND OPPORTUNITIES

Downtown Dahlonega has several sources of residential demand-retirees looking to locate to a downtown location, persons looking for a second home, students and faculty at the local college and persons looking for alternatives to suburban development. The following challenges and opportunities exist in Downtown Dahlonega:

- 50%-75% of recent home sales at Achasta--the largest source of new home sales in Dahlonega--come from residents of the greater Atlanta MSA looking for retirement homes.
- Retailers have seen increases in persons living in Dahlonega seasonally, using it as a second home location.
- The housing stock in the Downtown Study Area cannot compete with starter homes in the surrounding areas. Many young new families do not want “fixer-uppers”, but would prefer a newer home on larger lots for less money than they can find in Dahlonega.
- In Downtown Dahlonega, there is no multifamily product designed to attract new families looking to own. Townhome/cluster home sales at Achasta have shown that there is a market for high-end attached housing product. The new Mountain View housing development located just outside the Study Area will also attract higher-income active adult households. However, there is potential for a townhome product affordable to younger families or employees at the college or medical center willing to trade a yard for location and a lower price point.
- Other than traditional garden style apartments and 2 story-attached row housing, there is not a very diverse stock of rental product in the Downtown Study Area. Due to the large student population, a larger variety of rental housing would do well, particularly a more “urban” product such as lofts or smaller units above retail in the Downtown area.

COMMERCIAL SPACE

Downtown Dahlonega is the commercial center of the City and Lumpkin County. Within the Study Area, there is approximately 443,900 square feet of commercial uses according to Lumpkin County tax data. The majority of this space, 292,000 square feet, or 65.8%, is retail space while 24.6% is Professional/Office space and 9.6% is restaurant space. The average size of commercial space in Downtown is 3,551 square feet. The average year built was 1953. Rents average \$18.00 per square foot with Retail space averaging the highest rents, \$19.20, Restaurant space averaging \$16.68 and Professional/Office space averaging \$15.12 per square foot. Approximately 27,600 square feet, or 6.2%, of commercial space in Downtown Dahlonega is vacant. Professional/Office space has the highest percentage of vacancy at 12.0%, Restaurant space has an estimated 6.1% vacant and Retail space has a vacancy rate of 4.1%. The majority of vacant space is located on the outer edges of the Downtown Study Area, with the public square seeing little to no vacancy, particularly in Retail space.

Commercial Space Downtown Dahlonega							
	Buildings*	Total SF	Avg. SF	Avg .Year Built	Rent per SF	Vacant SF	Vacant %
Retail	58	292,000	5,034	1952	\$ 19.20	11,900	4.1%
Professional/Office	34	109,300	3,215	1963	\$ 15.12	13,100	12.0%
Restaurant	16	42,600	2,663	1954	\$ 16.68	2,600	6.1%
Total	125	443,900	3,551	1953	\$ 18.00	27,600	6.2%

* Mixed Use Buildings were classified by the dominant use.

Source: Lumpkin County Tax Assessor, Owner Interviews, BAG

HOSPITALITY

There are two types of hotels in Dahlonega, limited-service motels and bed and breakfast inns. Three of the limited-service motels are located to the southeast of town, on or directly off of South Chestatee Street while one is located on North Grove Street to the northeast of town; however, all are within 1 mile of Downtown Dahlonega. These properties have a total 220 rooms, with an average size of 55 rooms per hotel. Their ADR (Average Daily Rate) ranges from \$34 to \$46, with an average of \$39. Occupancy ranges from 52% to 63% with an average occupancy rate of 59%.

There are three Bed and Breakfast Inns in Dahlonega (over 5 units). The three Bed and Breakfast Inns surveyed are located within the Downtown Dahlonega in walking distance of the public square. The inns contain 82 units, or an average of 27 units per inn. ADR ranges from \$98 to \$164 with an average ADR of \$117. Reported occupancy rates range from 61% to 64%, with an average of 64%.

Downtown Dahlonega Hotels					
Name	Address	Rooms	ADR	Occupancy	
Limited Service Motels					
Days Inn	833 South Chestatee	40	\$ 35	60%	
Econo Lodge	619-A North Grove Street	39	\$ 38	59%	
Holiday Inn Express	835 South Chestatee Street	81	\$ 46	63%	
Super 8 Motel	20 Mountain Drive, Dahlonega	60	\$ 34	52%	
Bed and Breakfast Inn					
Historic Worley B&B Inn	168 Main Street West	7	\$ 98	61%	
Park Place Hotel	27 S. Park Street	14	\$ 164	N/A	
Smith House Dining & Inn	84 S Chestatee St	61	\$ 108	64%	
Total/Average		302	\$ 60	60%	
Georgia Mountains			\$59	47%	

Source: BAG, Manager Interviews

FUTURE MARKET DEMAND

Over the next 10 years, the employment and residential demographics will change in Dahlonega as growth continues, generating demand for new housing, commercial and hospitality development. This section discusses the additional real estate demand generated from anticipated residential and employment growth in the Study Area.

RESIDENTIAL DEMAND

This section of the market report discusses the level and character of housing demand in Downtown Dahlonega. The demand analysis is based on an assessment of current conditions and projected growth in Dahlonega and Lumpkin County. The key data derived for this analysis is presented in the following table. The analysis focuses on housing demand derived from three main sources:

1. **Household Growth**—Over the next ten years, Lumpkin County in general and the City of Dahlonega are projected to add new households. Downtown Dahlonega will be completing for its share of these new households.
2. **Turnover in Households**—Every year a significant number of households, both renters and owners move for a variety of reasons, such as: changes in income status, changes in marital status, job-related factors and lifestyle preferences. Downtown Dahlonega will be competing for its share of these turnover-related moves.
3. **Other Sources of Demand**—A small portion of total demand in a market area will come from other sources including lifestyle preferences, relocation from another region or country, or other factors not captured in the two other demand sources above.

Since the focus of the market analysis is on market rate housing, we are concerned with growth from households with incomes sufficient to afford market rate rental or ownership units. We have defined the income qualified households as earning \$35,000 or more.

Downtown Dahlonega Residential Demand 2008-2018			
	City of Dahlonega	Lumpkin County	Total
Total Demand			
Owner			
I. Annual demand from household growth 2008-2018	3	12	
II. Annual demand from turnover of existing units	19	11	
III. Other demand @ 15%	3	2	
Total annual demand for owner housing	26	25	51
Renter			
I. Annual demand from household growth 2008-2018	5	4	
II. Annual demand from turnover of existing units	35	18	
III. Other demand @ 5%	2	1	
Total annual demand for rental housing	41	23	64

Sources: U.S. Census American Housing Survey, Claritas, Bleakly Advisory Group

Housing Demand for Household Growth

Between 2008 and 2018 the number of households with incomes of \$35,000 or more in the City of Dahlonega will increase from 512 to 664-- an increase of 152 households over the ten year period or 15.2 units annually. In the County, the number of income qualified households is projected to increase by 3,543 over the ten year period, or 354 annually. Of these new households an estimated 41.9% are expected to be owner occupants and 58.1% renters in the City and 74.8% owners and 25.2% renters in Lumpkin County. This results in demand for 2,714 new owner units from 2008-2018 and 981 rental units over the same period. Assuming that Downtown Dahlonega can capture 60% of the City's potential demand and 10% of Lumpkin County demand, the annual demand for housing in downtown due to growth in households is for 16 ownership units and 9 rental units per year over the ten year period.

Housing Demand from Household Turnover

A significant number of households in the region move in a given year due to a wide range of factors. Because of the growth and character of Dahlonega and the County, the area is poised to capture a significant portion of these annual moves.

Based on an assessment of mobility trends for the Atlanta MSA in 2004 as reported in the American Housing Survey, 16% of Atlanta homeowners move each year. Of these movers 47% go from one owner unit to another; 53% move from being an owner to a renter. Among renters 23% move each year, and among the movers 21% go from renters to owners and 79% stay renters. Applying these metro mobility rates to household characteristics for Dahlonega and Lumpkin County indicates that there will be additional income qualified demand due to turnover for 31 owner units and 53 rental units annually over the ten year period.

Other Demand

The category of other demand measures those households who move for a variety of reasons in addition to those captured above by household growth and turnover, such as lifestyle preferences, relocation from another region or country, and a range of other often highly individual factors that can trigger a move to an area. As Lumpkin is a key retirement community, it is estimated that 15% of owner demand will come from other sources of demand while 5% of renter demand will come from other sources of demand. In Downtown Dahlonega, other demand accounts for an additional 5 owner units and 3 rental units annually.

Total Income Qualified Housing Demand

Owner—Based on an analysis of the three sources of housing demand discussed above, over the 2008-2018 period there will be annual demand for 51 income qualified owner units in Downtown Dahlonega, or 510 owner-occupied units over the ten year period.

Renter—The income qualified demand for rental housing in Downtown Dahlonega is estimated to be 64 units annually over the next ten years, or 640 total.

For a complete presentation of the above analysis, see the Appendix.

Retail Demand

Between 2008 and 2018, the 1,270 potential new households in Downtown Dahlonega will generate approximately \$39.6 million in additional retail demand, as detailed below. This is based on Claritas estimates that annual retail expenditures of households in the market area will be \$31,199 in 2012. The additional retail demand from household growth in the years 2008-2018 will support approximately 95,056 square feet of retail space.*

Retail Demand Generated by Household Growth 2008-2018			
2008-2018 New Households			1,270
Average Household Expenditures	\$		31,199
Additional Retail Demand	\$	39,622,730	
Downtown Dahlonega Capture			55%
Retail Demand (Sq. Ft.)			95,056

Source: Claritas/Bleakly Advisory Group

Office Demand

Demand for additional office space will be driven by employment growth in the Downtown Dahlonega over the next 10 years. In the years 2008-2018, Study Area employment is expected to grow from 3,483 to 4,288 employees, an addition of 805 jobs in downtown by 2018. Of these jobs, an estimated 324 will be office-related employment, which are jobs created in the employment categories listed in the table below. Based on a ratio of 300 square feet of office space per employee, overall office-related employment growth over the next 10 years will generate potential demand for 97,199 square feet.

Office Related Employment Growth 2008-2018				
	2008	2018	Net Growth 2008-2018	Growth in Office Demand (s.f.)
Transportation, Communication and Utilities (40-49)	29	32	3	1,018
Finance, Insurance and Real Estate (60-67)	276	311	35	10,427
Services (70-89)	955	1,190	235	70,550
Public Administration (91-97)	343	394	51	15,205
Total	1,603	1,927	324	97,199

* 20% of TCU-Employment is considered office-related.

**75% of Service Employment is considered office-related

Source: BAG, Lumpkin County, Claritas

* According to the Urban Land Institute's Dollars & Cents of Shopping Centers survey, the median sales per square foot for community shopping centers in the U.S. South is \$229.26 per square foot.

Summary of Future Demand

Overall future demand for residential, retail and office space is summarized below.

Residential – In the years 2008-2018, population growth in Dahlonega and Lumpkin County will create demand for approximately 1,150 new households, of which an estimated 510 will be owners and 640 will be renters.

Retail – Due to household growth and related retail expenditures, total retail potential for the market area will increase by \$39.6 million, which will support 95,056 square feet of retail space.

Office – Office demand over the next 10 years in the market area will be modest and driven by moderate gains in office-related employment. Between 2008 and 2018, the market area will potentially add 324 new office-related jobs, generating demand for 97,199 square feet of office space downtown.

Downtown Dahlonega Potential Future Demand Summary		
	Annually	2008-2018
Residential Units	115	1,150
Owner-Occupied	51	510
Renter-Occupied	64	640
Commercial S.F.		
Retail	9,506	95,056
Office/Professional	9,720	97,199

Source: Bleakly Advisory Group

Conclusion

The Downtown Dahlonega Study Area is a vibrant community with many strengths and opportunities.

The public square which anchors the Study Area enjoys a mix of office, retail, hospitality and institutional uses which create balance and vitality—a charming destination for residents, employees and visitors. The historic nature of the square and the character of the built environment offer a setting that is attractive, vibrant and distinctive.

However, the City of Dahlonega is challenged to build upon and expand the success of its core while maintaining the character and balance which has proved so appealing. Luckily, the City has several opportunities for growth. Demand for housing, retail and services will come from several sources: residents of both the Study Area and the greater Lumpkin County, employees who work in or near the Study Area, students who attend NGCSU and tourists visiting the Study Area for a daytrip or longer.

The key to successfully strengthening and expanding the public square will be to capitalize on these sources of demand while maintaining a balance of land uses.

- Housing options that cater to a broad range of householders—renters and owners, students and retirees, families and singles—will be required to expand the population of Downtown without creating either a “college town” or a retirement village atmosphere.
- Maintaining and expanding office and professional land uses is important to generate employment beyond retail jobs and expand the tax base of the City.
- Building additional retail space, particularly around the public square that continues the public square character will be needed in order to expand the geographic scope of downtown. In addition, more retail space and related uses would help draw new shoppers downtown who are not attracted to current offerings.
- Retail uses should be expanded to include a wider variety of product offerings. Many residents prefer to shop in Dawsonville or Gainesville and while Downtown will not be able to compete with “big box” national retailers, there is room for more specialty/“niche” shops, those that cater to tourist, residents and/or students.
- There is additional demand for a broader and more numerous selection of restaurants and other food service establishments. Stakeholders mentioned a lack of high-end restaurants catering to theater patrons, retirees and overnight visitors.
- The Study Area could benefit from additional hospitality uses. A small hotel and conference center would provide additional lodging units as well as meeting space, becoming a source of demand.

Downtown Dahlonega is a successful and vibrant downtown. With a balanced and careful approach, the Study Area can build upon its successes, growing in residents, visitors and students without losing the charm and character which makes the area so desirable to such a broad range of visitors.

Age Group	Percentage
18-24	0.0%
25-34	0.0%
35-44	0.0%
45-54	0.0%
55-64	0.0%
65-74	0.0%
75-84	0.0%
85-94	0.0%
95+	0.0%

Age Group	Percentage
18-24	0.0%
25-34	0.0%
35-44	0.0%
45-54	0.0%
55-64	0.0%
65-74	0.0%
75-84	0.0%
85-94	0.0%
95+	0.0%

Demographic Characteristics Downtown Dahlonega, City of Dahlonega, Lumpkin County and Atlanta MSA

	Downtown Dahlonega		City of Dahlonega		Lumpkin County		Atlanta MSA	
Households								
1990	285		866		4,976		1,140,838	
2000	337		1,060		7,537		1,554,154	
2007	362		1,174		9,155		1,865,741	
2012	381		1,247		10,247		2,074,295	
Growth 1990-2000	18.2%		22.4%		51.5%		36.2%	
Growth 2000-2007	7.4%		10.8%		21.5%		20.0%	
Growth 2007-2012	5.2%		6.2%		11.9%		11.2%	
Size								
1 person	125	34.5%	373	31.8%	2,076	22.7%	427,813	22.9%
2 persons	125	34.5%	410	34.9%	3,193	34.9%	582,870	31.2%
3 persons	55	15.2%	184	15.7%	1,712	18.7%	345,168	18.5%
4 persons	35	9.7%	127	10.8%	1,320	14.4%	296,135	15.9%
5+ persons	22	6.1%	80	6.8%	854	9.3%	213,755	11.5%
Total	362	100.0%	1,174	100.0%	9,155	100.0%	1,865,741	100.0%
Average Household Size	2.21		2.30		2.58		2.70	
Family Type								
Married-Couple Family	125	34.6%	490	41.7%	5,279	57.7%	984,655	52.8%
Other Family, Male Householder	12	3.3%	34	2.9%	386	4.2%	77,459	4.2%
Other Family, Female Householder	40	11.1%	108	9.2%	849	9.3%	244,301	13.1%
Nonfamily, Male Householder	75	20.8%	220	18.7%	1,310	14.3%	268,328	14.4%
Nonfamily, Female Householder	109	30.2%	322	27.4%	1,331	14.5%	290,998	15.6%
Total	361	100.0%	1,174	100.0%	9,155	100.0%	1,865,741	100.0%
Household Income								
Less than \$24,999	174	48.1%	486	41.4%	2,483	27.1%	324,463	17.4%
\$25,000 - \$49,999	100	27.6%	300	25.6%	2,572	28.1%	462,538	24.8%
\$50,000 - \$74,999	45	12.4%	144	12.3%	2,005	21.9%	393,791	21.1%
\$75,000 - \$99,999	18	5.0%	88	7.5%	1,019	11.1%	260,683	14.0%
\$100,000 - \$149,999	16	4.4%	91	7.8%	739	8.1%	260,334	14.0%
\$150,000 - \$249,999	6	1.7%	60	5.1%	268	2.9%	115,212	6.2%
\$250,000 and more	3	0.8%	5	0.4%	69	0.8%	48,720	2.6%
Total	362	100.0%	1,174	100.0%	9,155	100.0%	1,865,741	100.0%
2006 Est. Average Household Income	\$39,582		\$48,416		\$55,699		\$76,863	
2006 Est. Median Household Income	\$26,190		\$30,734		\$45,010		\$59,261	
2006 Est. Per Capita Income	\$ 22,977		\$18,176		\$ 20,988		\$28,239	
Source: Claritas								

Source: Claritas

Demographic Characteristics
Downtown Dahlongega, City of Dahlongega, Lumpkin County and Atlanta MSA

	Downtown Dahlonega		City of Dahlonega		Lumpkin County		Atlanta MSA	
Housing Type								
1 Unit Attached	8	1.9%	20	1.5%	124	1.2%	65,487	3.2%
1 Unit Detached	201	46.5%	713	52.5%	7,052	68.0%	1,360,614	67.0%
2 Units	42	9.7%	140	10.3%	222	2.1%	40,289	2.0%
3 to 19 Units	85	19.7%	220	16.2%	390	3.8%	329,604	16.2%
20 to 49 Units	33	7.6%	78	5.7%	79	0.8%	49,679	2.4%
50 or More Units	1	0.2%	4	0.3%	4	0.0%	87,600	4.3%
Mobile Home, Boat, RV, Van, etc.	62	14.4%	182	13.4%	2,503	24.1%	98,032	4.8%
Total	432	100.0%	1,357	100.0%	10,374	100.0%	2,031,305	100.0%
Housing Tenure								
Owner Occupied	137	37.8%	492	41.9%	6,681	73.0%	1,279,580	68.6%
Renter Occupied	225	62.2%	682	58.1%	2,474	27.0%	586,161	31.4%
Total	362	100.0%	1,174	100.0%	9,155	100.0%	1,865,741	100.0%
Owner-Occupied Housing Values								
Less than \$99,999	18	13.0%	43	8.7%	1,596	23.9%	169,038	13.2%
\$100,000 - \$199,999	44	31.9%	120	24.4%	2,853	42.7%	592,825	46.3%
\$200,000 - \$299,999	44	31.9%	172	35.0%	1,190	17.8%	267,002	20.9%
\$300,000 - \$399,999	18	13.0%	84	17.1%	469	7.0%	119,669	9.4%
\$400,000 - \$499,999	3	2.2%	26	5.3%	197	2.9%	49,828	3.9%
Over \$500,000	11	8.0%	47	9.6%	376	5.6%	81,218	6.3%
Total	138	100.0%	492	100.0%	6,681	100.0%	1,279,580	100.0%
Median Owner-Occupied Housing Values	\$216,667		\$248,266		\$149,659		\$177,571	
Year Structure Built								
1999 to 2006	71	16.4%	235	17.3%	2,661	25.7%	498,871	24.6%
1990 to 1998	99	22.8%	389	28.7%	3,091	29.8%	418,234	20.6%
1980 to 1989	63	14.5%	187	13.8%	1,712	16.5%	397,804	19.6%
1970 to 1979	73	16.8%	185	13.6%	1,091	10.5%	289,128	14.2%
1960 to 1969	34	7.8%	104	7.7%	736	7.1%	193,368	9.5%
1959 or Earlier	94	21.7%	257	18.9%	1,083	10.4%	233,900	11.5%
Total	434	100.0%	1,357	100.0%	10,374	100.0%	2,031,305	100.0%
Median Year Structure Built	1983		1987		1992		1988	

Source: Claritas

Business Establishments Downtown Dahlonega, City of Dahlonega and Lumpkin County

SIC Code	Business Description	Downtown Dahlonega	City of Dahlonega	Lumpkin County
TOT	All Industries	358	574	1,074
MAN	All Manufacturing (SIC 20-39)	13	21	40
RET	All Retailing (SIC 52-59)	103	149	241
ADM	Public Administration (SIC 90-97)	27	34	38
01	Agricultural Production - Crops	2	2	8
02	Agricultural Production - Livestock	2	4	6
07	Agricultural Services	4	4	25
08	Forestry	1	1	1
09	Fishing, Hunting and Trapping	0	0	0
10	Metal Mining	0	0	1
12	Coal Mining	0	0	0
13	Oil and Gas Extraction	0	0	0
14	Mining NonMetalics, Except Fuels	0	0	2
15	Building Construction and General Contractors	9	13	44
16	Heavy Construction, Except SIC 15	5	6	21
17	Construction-Special Trade Contractors	13	17	72
20	Food and Kindred Products	3	4	5
21	Tobacco Manufacturers	0	0	0
22	Textile Mill Products	0	0	0
23	Apparel and Other Fabric Products	0	1	1
24	Lumber and Wood Products, Except Furniture	1	1	5
25	Furniture and Fixtures	0	0	0
26	Paper and Allied Products	0	0	0
27	Printing, Publishing and Allied Industries	3	3	7
28	Chemicals and Allied Products	0	0	1
29	Petroleum Refining and Related Industries	0	0	0
30	Rubber and Miscellaneous Plastics Products	0	0	0
31	Leather and Leather Products	0	0	0
32	Stone, Clay, Glass and Concrete Products	1	2	3
33	Primary Metal Industries	0	0	0
34	Fabricated Metal Products	0	1	2
35	Industry and Commercial Machinery and Computers	1	3	9
36	Electrical and Electronic Equipment(Ex. Computers)	1	2	2
37	Transportation Equipment	0	1	1
38	Measuring and Analyzing Instruments	1	1	1
39	Miscellaneous Manufacturing Industries	2	2	3
40	Railroad Transportation	0	0	0
41	Local, Suburban and Interurban Transportation	0	1	2
42	Motor Freight Transportation and Warehouse	6	9	25
43	U.S. Postal Service	1	1	3
44	Water Transportation	0	0	0
45	Transportation by Air	1	1	1
46	Pipe Lines, Except Natural Gas	0	0	0
47	Transportation Services	0	0	2
48	Communication	0	1	2
49	Electric, Gas and Sanitary Services	3	3	12

Source: Claritas

Business Establishments Downtown Dahlonega, City of Dahlonega and Lumpkin County

SIC Code	Business Description	Downtown Dahlonega	City of Dahlonega	Lumpkin County
50	Wholesale Trade-Durable Goods	6	10	24
51	Wholesale Trade-NonDurable Goods	3	4	9
52	Building Materials, Garden Supply and Mobile Homes	4	9	22
53	General Merchandise Stores	5	9	9
54	Food Stores	8	15	33
55	Automobile Dealers and Gas Service Stations	5	8	21
56	Apparel and Accessory Stores	4	6	6
57	Home Furniture, Furnishings and Equipment	13	15	28
58	Eating and Drinking Places	25	38	51
59	Miscellaneous Retail	39	49	71
60	Depository Institutions	8	9	13
61	NonDepository Credit Institutions	5	8	10
62	Security and Commodity Brokers and Service	1	4	5
63	Insurance Carriers	1	1	1
64	Insurance Agents, Brokers and Service	8	13	17
65	Real Estate	17	26	38
67	Holding and Other Investment Offices	0	0	0
70	Hotels and Other Lodging Places	4	10	31
72	Personal Services	16	31	51
73	Business Services	9	13	31
75	Automobile Repair, Services and Parking	6	11	37
76	Miscellaneous Repair Services	0	2	14
78	Motion Pictures	1	2	3
79	Amusement and Recreational Service (Ex. Movies)	6	13	21
80	Health Services	11	44	55
81	Legal Services	9	14	16
82	Educational Services	4	9	18
83	Social Services	10	21	29
84	Museums, Art Galleries, Zoos, Etc.	2	2	2
86	Membership Organizations	23	30	53
87	Eng. Acct, Research and Mgmt Related Services	6	14	19
89	Miscellaneous Services	0	1	1
91	Exec., Leg. and Gen. Govt. (Except Finance)	13	18	22
92	Justice, Public Order and Safety	7	8	8
93	Public Finance, Taxation and Monetary Policy	2	2	2
94	Administration Of Human Resource Programs	1	1	1
95	Admin. Of Environ. Quality and Housing Programs	2	3	3
96	Administration Of Economic Programs	1	1	1
97	National Security and International Affairs	1	1	1
99	NonClassifiable Establishments	12	15	30

Source: Claritas

Business Employment Downtown Dahlonega, City of Dahlonega and Lumpkin County

SIC Code	Business Description	Downtown Dahlonega	City of Dahlonega	Lumpkin County
TOT	All Industries	3,483	6,804	10,305
MAN	All Manufacturing (SIC 20-39)	119	953	1,136
RET	All Retailing (SIC 52-59)	1,000	1,785	2,404
ADM	Public Administration (SIC 90-97)	340	496	529
01	Agricultural Production - Crops	6	6	39
02	Agricultural Production - Livestock	7	14	21
07	Agricultural Services	23	23	129
08	Forestry	12	12	12
09	Fishing, Hunting and Trapping	0	0	0
10	Metal Mining	0	0	2
12	Coal Mining	0	0	0
13	Oil and Gas Extraction	0	0	0
14	Mining NonMetalics, Except Fuels	0	0	19
15	Building Construction and General Contractors	45	81	195
16	Heavy Construction, Except SIC 15	64	68	175
17	Construction-Special Trade Contractors	55	100	371
20	Food and Kindred Products	34	62	67
21	Tobacco Manufacturers	0	0	0
22	Textile Mill Products	0	0	0
23	Apparel and Other Fabric Products	0	350	350
24	Lumber and Wood Products, Except Furniture	1	1	49
25	Furniture and Fixtures	0	0	0
26	Paper and Allied Products	0	0	0
27	Printing, Publishing and Allied Industries	16	16	38
28	Chemicals and Allied Products	0	0	25
29	Petroleum Refining and Related Industries	0	0	0
30	Rubber and Miscellaneous Plastics Products	0	0	0
31	Leather and Leather Products	0	0	0
32	Stone, Clay, Glass and Concrete Products	6	12	18
33	Primary Metal Industries	0	0	0
34	Fabricated Metal Products	0	23	30
35	Industry and Commercial Machinery and Computers	10	289	358
36	Electrical and Electronic Equipment(Ex. Computers)	3	103	103
37	Transportation Equipment	0	48	48
38	Measuring and Analyzing Instruments	18	18	18
39	Miscellaneous Manufacturing Industries	31	31	32
40	Railroad Transportation	0	0	0
41	Local, Suburban and Interurban Transportation	0	27	34
42	Motor Freight Transportation and Warehouse	86	109	296
43	U.S. Postal Service	25	25	37
44	Water Transportation	0	0	0
45	Transportation by Air	1	1	1
46	Pipe Lines, Except Natural Gas	0	0	0
47	Transportation Services	0	0	7
48	Communication	0	17	20
49	Electric, Gas and Sanitary Services	31	31	116

Source: Claritas

Business Employment
Downtown Dahlonega, City of Dahlonega and Lumpkin County

SIC Code	Business Description	Downtown Dahlonega	City of Dahlonega	Lumpkin County
50	Wholesale Trade-Durable Goods	48	74	240
51	Wholesale Trade-NonDurable Goods	17	18	38
52	Building Materials, Garden Supply and Mobile Homes	117	240	422
53	General Merchandise Stores	226	576	576
54	Food Stores	51	75	141
55	Automobile Dealers and Gas Service Stations	59	78	171
56	Apparel and Accessory Stores	14	31	31
57	Home Furniture,Furnishings and Equipment	42	48	100
58	Eating and Drinking Places	358	578	757
59	Miscellaneous Retail	133	159	206
60	Depository Institutions	114	139	191
61	NonDepository Credit Institutions	22	34	44
62	Security and Commodity Brokers and Service	4	14	15
63	Insurance Carriers	3	3	3
64	Insurance Agents, Brokers and Service	30	39	47
65	Real Estate	100	142	199
67	Holding and Other Investment Offices	0	0	0
70	Hotels and Other Lodging Places	322	397	777
72	Personal Services	51	98	193
73	Business Services	70	86	216
75	Automobile Repair, Services and Parking	18	32	86
76	Miscellaneous Repair Services	0	12	29
78	Motion Pictures	6	12	15
79	Amusement and Recreational Service (Ex. Movies)	54	123	142
80	Health Services	99	615	675
81	Legal Services	22	37	41
82	Educational Services	382	589	1,008
83	Social Services	58	170	234
84	Museums, Art Galleries, Zoos, Etc.	13	13	13
86	Membership Organizations	128	234	300
87	Eng. Acct, Research and Mgmt Related Services	21	69	82
89	Miscellaneous Services	0	1	1
91	Exec., Leg. and Gen. Govt. (Except Finance)	114	205	238
92	Justice, Public Order and Safety	171	231	231
93	Public Finance, Taxation and Monetary Policy	12	12	12
94	Administration Of Human Resource Programs	14	14	14
95	Admin. Of Environ. Quality and Housing Programs	10	15	15
96	Administration Of Economic Programs	10	10	10
97	National Security and International Affairs	9	9	9
99	NonClassifiable Establishments	87	105	173

Source: Claritas

Business Sales (In Millions)
Downtown Dahlonega, City of Dahlonega and Lumpkin County

SIC Code	Business Description	Downtown Dahlonega	City of Dahlonega	Lumpkin County
TOT	All Industries	\$313.50	\$580.60	\$983.00
MAN	All Manufacturing (SIC 20-39)	\$8.70	\$59.90	\$80.00
RET	All Retailing (SIC 52-59)	\$106.10	\$183.90	\$270.50
ADM	Public Administration (SIC 90-97)	\$0.00	\$0.00	\$0.00
01	Agricultural Production - Crops	\$0.50	\$0.50	\$3.40
02	Agricultural Production - Livestock	\$0.40	\$0.80	\$1.10
07	Agricultural Services	\$1.00	\$1.00	\$5.30
08	Forestry	\$0.80	\$0.80	\$0.80
09	Fishing, Hunting and Trapping	\$0.00	\$0.00	\$0.00
10	Metal Mining	\$0.00	\$0.00	\$0.40
12	Coal Mining	\$0.00	\$0.00	\$0.00
13	Oil and Gas Extraction	\$0.00	\$0.00	\$0.00
14	Mining NonMetalics, Except Fuels	\$0.00	\$0.00	\$2.20
15	Building Construction and General Contractors	\$12.60	\$23.40	\$56.30
16	Heavy Construction, Except SIC 15	\$8.00	\$8.50	\$21.40
17	Construction-Special Trade Contractors	\$7.80	\$13.90	\$55.70
20	Food and Kindred Products	\$1.90	\$3.50	\$4.00
21	Tobacco Manufacturers	\$0.00	\$0.00	\$0.00
22	Textile Mill Products	\$0.00	\$0.00	\$0.00
23	Apparel and Other Fabric Products	\$0.00	\$22.80	\$22.80
24	Lumber and Wood Products, Except Furniture	\$0.10	\$0.10	\$4.10
25	Furniture and Fixtures	\$0.00	\$0.00	\$0.00
26	Paper and Allied Products	\$0.00	\$0.00	\$0.00
27	Printing, Publishing and Allied Industries	\$1.00	\$1.00	\$2.80
28	Chemicals and Allied Products	\$0.00	\$0.00	\$1.80
29	Petroleum Refining and Related Industries	\$0.00	\$0.00	\$0.00
30	Rubber and Miscellaneous Plastics Products	\$0.00	\$0.00	\$0.00
31	Leather and Leather Products	\$0.00	\$0.00	\$0.00
32	Stone, Clay, Glass and Concrete Products	\$0.70	\$1.50	\$2.50
33	Primary Metal Industries	\$0.00	\$0.00	\$0.00
34	Fabricated Metal Products	\$0.00	\$1.90	\$2.40
35	Industry and Commercial Machinery and Computers	\$0.80	\$16.40	\$26.80
36	Electrical and Electronic Equipment(Ex. Computers)	\$0.50	\$6.10	\$6.10
37	Transportation Equipment	\$0.00	\$2.90	\$2.90
38	Measuring and Analyzing Instruments	\$1.30	\$1.30	\$1.30
39	Miscellaneous Manufacturing Industries	\$2.40	\$2.40	\$2.50
40	Railroad Transportation	\$0.00	\$0.00	\$0.00
41	Local, Suburban and Interurban Transportation	\$0.00	\$1.70	\$2.00
42	Motor Freight Transportation and Warehouse	\$10.60	\$13.00	\$34.40
43	U.S. Postal Service	\$0.10	\$0.10	\$0.30
44	Water Transportation	\$0.00	\$0.00	\$0.00
45	Transportation by Air	\$0.10	\$0.10	\$0.10
46	Pipe Lines, Except Natural Gas	\$0.00	\$0.00	\$0.00
47	Transportation Services	\$0.00	\$0.00	\$1.50
48	Communication	\$0.00	\$1.60	\$1.80
49	Electric, Gas and Sanitary Services	\$1.90	\$1.90	\$12.40

Source: Claritas

Business Sales (In Millions)
Downtown Dahlonega, City of Dahlonega and Lumpkin County

SIC Code	Business Description	Downtown Dahlonega	City of Dahlonega	Lumpkin County
50	Wholesale Trade-Durable Goods	\$7.80	\$12.20	\$45.50
51	Wholesale Trade-NonDurable Goods	\$4.70	\$5.00	\$8.70
52	Building Materials, Garden Supply and Mobile Homes	\$15.10	\$31.60	\$56.90
53	General Merchandise Stores	\$24.40	\$62.60	\$62.60
54	Food Stores	\$8.40	\$11.50	\$22.00
55	Automobile Dealers and Gas Service Stations	\$21.10	\$24.60	\$53.80
56	Apparel and Accessory Stores	\$0.80	\$2.60	\$2.60
57	Home Furniture, Furnishings and Equipment	\$5.90	\$7.10	\$14.70
58	Eating and Drinking Places	\$18.20	\$28.80	\$37.90
59	Miscellaneous Retail	\$12.20	\$15.10	\$20.00
60	Depository Institutions	\$31.70	\$38.90	\$53.80
61	NonDepository Credit Institutions	\$6.70	\$10.20	\$13.30
62	Security and Commodity Brokers and Service	\$0.70	\$2.40	\$2.60
63	Insurance Carriers	\$0.70	\$0.70	\$0.70
64	Insurance Agents, Brokers and Service	\$7.00	\$9.10	\$11.00
65	Real Estate	\$13.60	\$19.50	\$27.70
67	Holding and Other Investment Offices	\$0.00	\$0.00	\$0.00
70	Hotels and Other Lodging Places	\$6.80	\$8.80	\$18.10
72	Personal Services	\$2.50	\$4.30	\$9.20
73	Business Services	\$13.10	\$15.30	\$32.80
75	Automobile Repair, Services and Parking	\$1.00	\$2.00	\$6.30
76	Miscellaneous Repair Services	\$0.00	\$1.80	\$4.50
78	Motion Pictures	\$0.10	\$1.00	\$1.70
79	Amusement and Recreational Service (Ex. Movies)	\$3.80	\$7.60	\$9.10
80	Health Services	\$8.80	\$41.90	\$46.10
81	Legal Services	\$4.10	\$6.90	\$7.70
82	Educational Services	\$23.30	\$45.20	\$87.80
83	Social Services	\$4.20	\$11.40	\$14.10
84	Museums, Art Galleries, Zoos, Etc.	\$0.30	\$0.30	\$0.30
86	Membership Organizations	\$10.40	\$16.00	\$22.20
87	Eng, Acct, Research and Mgmt Related Services	\$3.60	\$8.90	\$10.10
89	Miscellaneous Services	\$0.00	\$0.10	\$0.10
91	Exec., Leg. and Gen. Govt. (Except Finance)	\$0.00	\$0.00	\$0.00
92	Justice, Public Order and Safety	\$0.00	\$0.00	\$0.00
93	Public Finance, Taxation and Monetary Policy	\$0.00	\$0.00	\$0.00
94	Administration Of Human Resource Programs	\$0.00	\$0.00	\$0.00
95	Admin. Of Environ. Quality and Housing Programs	\$0.00	\$0.00	\$0.00
96	Administration Of Economic Programs	\$0.00	\$0.00	\$0.00
97	National Security and International Affairs	\$0.00	\$0.00	\$0.00
99	NonClassifiable Establishments	\$0.00	\$0.00	\$0.00

Source: Claritas

New Single Family Sales
Downtown Dahlonega, City of Dahlonega and Lumpkin County

	2002	2003	2004	2005	2006	Total
Downtown						
Number of Sales	-	-	1	-	-	1
Minimum Price	\$ -	\$ -	\$ 176,500	\$ -	\$ -	\$ 176,500
Maximum Price	\$ -	\$ -	\$ 176,500	\$ -	\$ -	\$ 176,500
Average Price	\$ -	\$ -	\$ 176,500	\$ -	\$ -	\$ 176,500
Average SF	-	-	1,696	-	-	1,696
Average Acreage	-	-	0.34	-	-	0.34
Average Year Built	-	-	2004	-	-	2004
Dahlonega						
Number of Sales	21	11	20	10	8	70
Minimum Price	\$ 72,000	\$130,000	\$ 119,500	\$129,900	\$135,000	\$ 72,000
Maximum Price	\$371,600	\$470,000	\$1,015,900	\$439,900	\$459,900	\$1,015,900
Average Price	\$235,224	\$269,500	\$ 347,385	\$297,875	\$342,875	\$ 293,909
Average SF	2,750	2,705	3,469	3,427	2,716	3,041
Average Acreage	0.61	0.75	0.62	0.62	0.58	0.63
Average Year Built	2002	2002	2004	2005	2006	2003
Lumpkin County						
Number of Sales	84	86	151	172	217	710
Minimum Price	\$ 72,000	\$ 95,000	\$ 85,000	\$117,300	\$ 75,000	\$ 72,000
Maximum Price	\$490,900	\$470,000	\$1,015,900	\$439,900	\$504,864	\$1,015,900
Average Price	\$180,346	\$184,297	\$ 193,506	\$192,059	\$202,733	\$ 193,303
Average SF	2,263	2,074	2,016	1,943	1,834	1,979
Average Acreage	1.44	1.31	1.18	1.28	1.17	1.25
Average Year Built	2002	2003	2004	2005	2006	2004

Source: Lumpkin County Assessor

Single Family Resales
Downtown Dahlonega, City of Dahlonega and Lumpkin County

	2002	2003	2004	2005	2006	Total
Downtown						
Number of Sales	6	4	6	4	4	24
Minimum Price	\$ 72,500	\$ 85,000	\$ 93,000	\$ 85,000	\$ 85,000	72,500
Maximum Price	\$153,000	\$220,000	\$ 181,400	\$380,000	\$460,000	460,000
Average Price	\$104,167	\$166,000	\$ 143,233	\$204,975	\$204,000	\$ 157,679
Average SF	1,631	1,699	2,060	2,058	2,425	1,953
Average Acreage	0.25	0.34	0.33	0.20	0.56	0.33
Average Year Built	1970	1949	1955	1906	1957	1950
Dahlonega						
Number of Sales	38	30	38	42	38	186
Minimum Price	\$ 62,500	\$ 85,000	\$ 35,000	\$ 77,000	\$ 41,000	35,000
Maximum Price	\$459,000	\$568,800	\$ 370,000	\$670,490	\$555,000	670,490
Average Price	\$176,629	\$222,267	\$ 154,566	\$232,402	\$219,300	200,794
Average SF	2,213	2,252	2,003	2,493	2,342	2,266
Average Acreage	0.74	0.86	1.06	0.91	1.19	0.95
Average Year Built	1978	1979	1975	1984	1984	1980
Lumpkin County						
Number of Sales	174	176	215	206	235	1,006
Minimum Price	\$ 45,000	\$ 52,500	\$ 31,100	\$ 35,000	\$ 41,000	\$ 31,100
Maximum Price	\$459,000	\$568,800	\$ 440,000	\$750,000	\$590,000	750,000
Average Price	\$151,822	\$157,570	\$ 159,133	\$191,113	\$188,583	\$ 171,023
Average SF	1,818	1,740	1,905	2,028	1,922	1,890
Average Acreage	1.78	1.69	1.64	1.67	1.71	1.69
Average Year Built	1988	1988	1987	1993	1992	1990

Source: Lumpkin County Assessor

New Townhome Sales
Downtown Dahlonega, City of Dahlonega and Lumpkin County

	2002	2003	2004	2005	2006	Total
Downtown						
Number of Sales	-	-	-	3	-	3
Minimum Price	\$ -	\$ -	\$ -	\$162,000	\$ -	\$ 162,000
Maximum Price	\$ -	\$ -	\$ -	\$169,000	\$ -	\$ 169,000
Average Price	\$ -	\$ -	\$ -	\$164,767	\$ -	\$ 164,767
Average SF	-	-	-	1,412	-	1,412
Average Acreage	-	-	-	0.09	-	0.09
Average Year Built	-	-	-	2005	-	2005
Dahlonega						
Number of Sales	1	5	5	12	10	33
Minimum Price	\$125,000	\$113,900	\$ 119,000	\$119,000	\$128,800	\$ 113,900
Maximum Price	\$125,000	\$393,000	\$ 387,900	\$465,052	\$522,600	522,600
Average Price	\$125,000	\$224,180	\$ 327,280	\$226,677	\$251,286	\$ 245,918
Average SF	1,228	1,925	2,541	2,020	1,913	2,028
Average Acreage	0.11	0.07	0.05	0.15	0.07	0.10
Average Year Built	2002	2002	2003	2005	2006	2004
Lumpkin County						
Number of Sales	1	5	5	12	10	33
Minimum Price	\$125,000	\$113,900	\$ 119,000	\$119,000	\$128,800	\$ 113,900
Maximum Price	\$125,000	\$393,000	\$ 387,900	\$465,052	\$522,600	522,600
Average Price	\$125,000	\$224,180	\$ 327,280	\$226,677	\$251,286	\$ 245,918
Average SF	1,228	1,925	2,541	2,020	1,913	2,028
Average Acreage	0.11	0.07	0.05	0.15	0.07	0.10
Average Year Built	2002	2002	2003	2005	2006	2004

Source: Lumpkin County Assessor

Townhome Resales
Downtown Dahlonega, City of Dahlonega and Lumpkin County

	2002	2003	2004	2005	2006	Total
Downtown						
Number of Sales	2	-	2	2	2	8
Minimum Price	\$ 98,500	\$ -	\$ 119,500	\$ 95,000	\$120,000	95,000
Maximum Price	\$137,500	\$ -	\$ 140,000	\$117,900	\$138,750	\$ 140,000
Average Price	\$118,000	\$ -	\$ 129,750	\$106,450	\$129,375	\$ 120,894
Average SF	1,885	-	1,885	1,258	1,885	1,728
Average Acreage	0.07	-	0.06	0.02	0.06	0.05
Average Year Built	1999	-	1999	1992	1999	1997
Dahlonega						
Number of Sales	2	-	6	8	10	26
Minimum Price	\$ 98,500	\$ -	\$ 115,000	\$ 95,000	\$104,900	95,000
Maximum Price	\$137,500	\$ -	\$ 379,900	\$408,500	\$469,900	469,900
Average Price	\$118,000	\$ -	\$ 210,983	\$152,725	\$276,690	\$ 211,177
Average SF	1,885	-	2,000	1,488	2,189	1,906
Average Acreage	0.07	-	0.06	0.06	0.06	0.06
Average Year Built	1999	-	2001	2000	2002	2001
Lumpkin County						
Number of Sales	2	-	6	8	10	26
Minimum Price	\$ 98,500	\$ -	\$ 115,000	\$ 95,000	\$104,900	95,000
Maximum Price	\$137,500	\$ -	\$ 379,900	\$408,500	\$469,900	469,900
Average Price	\$118,000	\$ -	\$ 210,983	\$152,725	\$276,690	\$ 211,177
Average SF	1,885	-	2,000	1,488	2,189	1,906
Average Acreage	0.07	-	0.06	0.06	0.06	0.06
Average Year Built	1999	-	2001	2000	2002	2001

Source: Lumpkin County Assessor

**Downtown Dahlonega
Residential Demand 2008-2018**

	City of Dahlonega	Lumpkin County	Total
I. Estimated Housing Demand Due to Growth			
Income qualified households (\$35,000+) 2008	512	5,536	
Income qualified households (\$35,000+) 2018	664	9,079	
Net growth in income qualified households 2008-2018	152	3,543	
Percentage growth in income qualified households	29.7%	64.0%	
Estimated percentage owner occupied	41.9%	74.8%	
Estimated percentage renter occupied	58.1%	25.2%	
Estimated Owner Demand 2008-2018	64	2,650	
Estimated Renter Demand 2008-2018	88	893	
Downtown Dahlonega Area Capture Rate	60%	5%	
Annual Owner Demand --Market Area	3	12	16
Annual Renter Demand- Market Area	5	4	9
II. Estimated Demand Due to Turnover			
Total occupied housing units	1,174	9,155	
Total owner occupied housing units	492	6,848	
% of owners who moved in previous year	16%	16%	
Annual Owner Turnover	79	1,096	
Annual turnover owner to owner (47%)	37	515	
Annual turnover owner to renter (53%)	42	581	
Total renter occupied housing units	682	2,307	
% of renters who moved in previous year	23%	23%	
Annual Renter Turnover	157	531	
Annual turnover renter to owner (21%)	33	111	
Annual turnover renter to renter (79%)	124	419	
Annual Owner Demand due to Turnover	70	626	
Annual Renter Demand due to Turnover	166	1,000	
Income Qualified Households	34.8%	60.5%	
Income qualified owner demand due turnover	24	379	
Income qualified renter demand due to turnover	58	605	
Downtown Dahlonega Capture Rate	60%	3%	
Annual Turnover Demand for Owner Housing	19	11	31
Annual Turnover Demand for Rental Housing	35	18	53
Total Demand			
Owner			
I. Annual demand from household growth 2008-2018	3	12	
II. Annual demand from turnover of existing units	19	11	
III. Other demand @ 15%	3	2	
Total annual demand for owner housing	26	25	51
Renter			
I. Annual demand from household growth 2008-2018	5	4	
II. Annual demand from turnover of existing units	35	18	
III. Other demand @ 5%	2	1	
Total annual demand for rental housing	41	23	64

Sources: U.S. Census American Housing Survey, Claritas, Bleakly Advisory Group