

2011 ACTIVITY REPORT

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/ MAIN STREET PROGRAM

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

PROMOTION

Marketing and Advertising to Promote Downtown Shopping and Dining

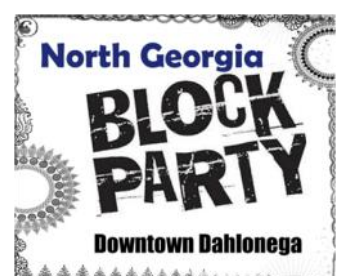
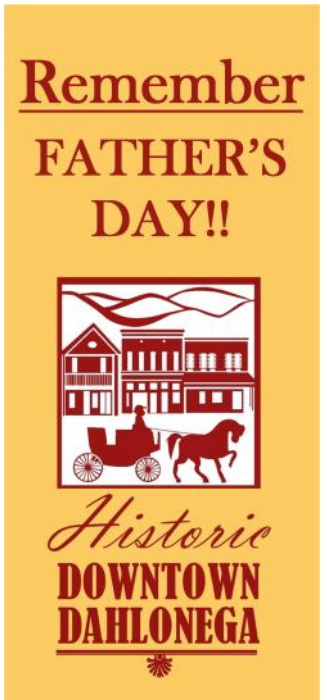
- Implemented advertising strategies to promote downtown shopping, dining, lodging; produced ads with Dahlonega Nugget, Atlanta AM1690, Big Canoe Smoke Signals newspaper, Vacation Guide in the Mountains, 400 Edition, Chamber and CVB newsletters, Southeast Bluegrass Association, and The Saint NGCSU newspaper
- Partnered on "Shop Your Dahlonega" shopping campaign sponsorship with Amy Booker and chamber staff, Merchants Association, Nugget and 104.3 FM
- Updated Facebook pages for Appalachian Jam, Farmers Market, Friday Concerts, Downtown Awards Program, DDA; created Facebook event pages for Coffee Talk and Arbor Day
- Created new graphics for shopping ads and lamp post banners
- Designed, purchased, and distributed ink pens promoting downtown shopping, dining, lodging, living
- Researched Chamber of Commerce shingle signs, purchased and installed Downtown promotional signs
- Coordinated ad partners planning of Comcast Cable advertising campaign
- Participated in NGCSU Leadership class' downtown shopping project incorporating surveys and research into social media and flyers/print
- Worked with Chamber Economic Development Committee to develop strategies for "Dahlonega Passport" (frequent shopping card/ customer appreciation card)
- Arranged partners meeting to plan local information kiosks at NGCSU South Chestatee Building

Sponsorship

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

Events Production

- Served on Old Fashioned Christmas committee; updated budget; arranged use of NGCSU lift for Christmas lights and decorations; assisted with merchant outreach and advertising
- Planned, produced, and promoted 26 Appalachian Jam events
- Planned, produced, and promoted 45 Farmers Market events
- Planned, produced, and promoted 6 First Friday Concerts at Hancock Park
- Assisted Chamber of Commerce with 6-Gap Ride, Criterion planning, & vendor setup
- Assisted Chamber of Commerce with NGCSU Welcome Back Students Block Party

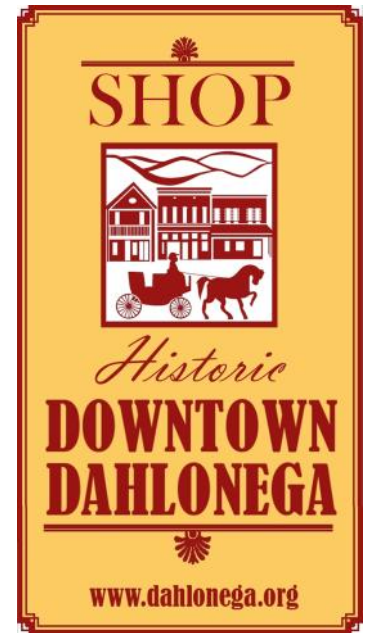


DESIGN



Special History, Landscape, & Streetscape Projects

- Coordinated services of landscape companies for downtown flowers and parkway/city hall maintenance; purchased additional planter barrels; coordinated winter pruning of parkway roses, shrubs, and trees
- Reviewed Request for Proposals for arborist services for 2011 and selected Hulsey Tree; planned arborist activities and priorities; arranged emergency tree services
- Assisted streetscape design committee activities with consultants Robert and Co.
- Completed bronze history plaque for Dale Solomich's Sargent Building; worked with Anne Amerson on bronze history plaque texts; distributed letter to property owners to promote bronze history plaque incentive program; redesigned and printed detailed property history sheets for interiors of buildings
- Held downtown walk and inspection events with City Council, Preservation Commission, DDA and staff to review and address design and economic activity issues
- Researched vendors, design, and costs for replacing downtown shopping promotion banners; revised design, ordered, and installed new banners; inventoried and cleaned reusable old lamp post banners; acquired and installed new decorative pole arms for banners
- Coordinated Christmas lights dimmer approval and installation
- Hosted "Tree Pruning and Maintenance Workshop" by Ga. Forestry Commission



Design Assistance

- Provided design help with paint color choices for Fudge Factory building and Masonic Lodge building
- Provided historic preservation resources to Jerry Butler and Mason Family for repairs and paint at the Battle Branch building

Restoration & Repair Projects

- Closed out Dahlonega 2000 façade grant with Worley Homestead B&B
- Provided grant packages to Dana LaChance (Crimson Moon/Parker-Nix Storehouse Building) with details on wiring/sprinkler, façade, and bronze history plaque programs

Preservation Resource Advisement

- Provided mortar repair report to Kevin Ash for Moore Building and Jay Stone for Halls Block
- Provided historic preservation resources to Steven Leibel for Conner House window repair



ECONOMIC DEVELOPMENT

Business Retention, Expansion, Recruitment, Education

- Maintained an up to date inventory of buildings for sale and lease; shared information with prospects; assisted new and expanding businesses seeking lease space in downtown Dahlonega (Wilson, Glass, Chadwick, local artists guild, Saint, Stevenson, Broadway, King, Smith, Harmon, Lloyd, Moggy, Steiner, Bergeron, Bredosky, Pellerin, Curtiss, Burnell); advised on startup and marketing as needed
- Assisted property owners with locating prospects for available lease spaces (Pizzolatos, LaChance, Welch, Stone, Ash, Masonic Lodge, Thompsons)
- Obtained and distributed an updated market data report from consultant Ken Bleakly
- Assisted an existing local business with expansion project plans (anonymous)
- Produced two retail training events for downtown merchants with consultants Kennedy Smith and Barbara Wold
- Provided letter of support for Chestatee Hospital program expansion
- Drafted and submitted letters of support for new skilled nursing facility in Dahlonega
- Held meeting with NGN Board Member Bryson Payne on opportunities for downtown business growth through availability of fiber optic broadband technology
- Produced monthly "Business Tips" newsletter for downtown businesses
- Presented the "Power of Facebook" educational program in partnership with Chamber of Commerce
- Attended meeting with Koyo Plant management, County Development Authority, and Georgia officials to support plant expansion initiative; prepared city's letter of support

Special Projects

- Worked with city and NGCSU representatives to prepare Ga. Music Hall of Fame location proposal and assisted with fund raising targets
- Held meetings of community arts partners for downtown arts strategies development
- Met with NGCSU architects for input on Visual Arts Center location, streetscape, and design features; went to Auburn Museum with NGCSU group in support of campus museum/art center concept
- Met with NGCSU Alumni staff with goal of increasing alumni shopping downtown
- Completed a local group fact finding road trip to downtown Blue Ridge, GA
- Arranged meeting with church leaders regarding future of S. Chestatee property; researched RFP models and updated downtown project developers list
- Attended seminar on business loans by Georgia Cities Foundation and Home Depot Foundation related to energy conservation
- Attended NGCSU ribbon cutting events for bookstore building and dining hall



ORGANIZATION

Grants, Awards, and Designations

- Received TIGER II grant award of \$720,000 for downtown streetscape design and engineering; processed contract documents; held kick-off meeting with Ga. DOT and partners; handled grant reports
- Received \$1,000 grant award from Ga. Council for the Arts for 2011 Appalachian Jam; completed grant contract, final report, and reimbursement request
- Prepared GDOT streetscape grant application requesting \$1 million for construction; arranged TE Grant project briefing for Sen. Gooch and GDOT Board Member Emily Dunn; received notice of \$500,000 DOT TE grant award for streetscape construction; handled DOT contracts and payment request materials for TE streetscape grant with Finance Director
- Filed quarterly progress report for Ga. Forestry Commission grant (arborist project); completed Ga. Forestry Commission \$10,000 grant final report package & reimbursement request
- Completed ARC grant application documents for Chestatee Diving Bell project with GMRC; composed letters of support for local and state leaders; received notice of \$50,000 grant award; processed Tennessee Valley Authority and Appalachian Regional Commission grant contracts and documents
- Met with Senators Chambliss and Isakson staff members regarding support for federal grant programs and local projects
- Received \$975 sponsorship for Appalachian Jam from Bear on the Square Committee
- Prepared annual Tree City recertification package and received recertification
- Prepared DCA package for annual recertification as Georgia Main Street city; received recertification



Strategic Planning

- Produced DDA annual planning retreat; formed monthly meeting agenda around 2011 priority issues and projects
- Drafted Dahlonega 2000 work plan for 2011-2012
- Produced first progress report session for Downtown Master Plan Core Team

Reports and Presentations

- Attended Chamber of Commerce Board meetings and reported on DDA items
- Attended Merchants Association meetings and provided DDA reports
- Presented DDA and downtown economic development report to Leadership Lumpkin class
- Presented a program on “historic downtowns as tourism destinations” at the Southeastern Tourism Society spring conference
- Attended Lumpkin County Historical Society meetings periodically to provide project reports



ORGANIZATION cont.

Reports and Presentations (cont.)

- Attended city's Historic Preservation Commission meetings periodically to provide reports
- Director served on DDA practitioners panel at GMA conference
- Presented downtown economic development program to China's Liaocheng University Vice Presidents and Deans

Training

- Director took written exam, presented case study, and achieved designation as Level 2 GDA Downtown Professional; Project Coordinator took exams and achieved designation as Level 1 GDA Downtown Professional; Project Coordinator was awarded a scholarship to attend 2012 National Main Street Conference
- Attended National Main Streets Conference
- Attended regional Main Street managers meeting
- Arranged DDA training event provided by Paul Kreager and Kirby Glaze; prepared case study materials
- Attended all 2011 Ga. Downtown Association board meetings and annual membership meeting; served on state awards committee; assisted with production of annual state conference; attended state conference in Rome, GA

Special Projects and Programs

- Assisted Tim Haahs Associates staff with parking study data and issues for report; provided editorial comments on draft report; arranged presentation to city council
- Produced welcome and orientation event for new NGCSU President Dr. Bonita Jacobs
- Produced "Arbor Day" events February 18 in cooperation with NGCSU
- Produced Annual Downtown Business Reception and property awards program February 15
- Produced and promoted Art in Hancock Park activities with local schools for Georgia Cities Week and Historic Preservation Month
- Produced 2011 Ga. Main Street Institute events (downtown meeting spaces, lodging, receptions, post-event tours)
- Produced local details and provided marketing assistance for Ga. Trust for Historic Preservation's Dahlonega October Ramble
- Attended DOT SR 52 Morrison Moore Parkway Subarea stakeholder meetings and provided input
- Attended Gov. Deal's Economic Development Competitiveness Initiative meeting



ORGANIZATION cont.

Special Projects and Programs (cont.)

- Assisted Mayor and DDA Chairman in filling vacancies and reorganizing Master Plan Core Team
- Assisted UGA Fanning Institute on local surveys for GMA study of downtown development needs
- Advised UGA Fanning Institute on collecting downtown economic development data
- Wrote federal budget letters to Cong. Graves, Senators Isakson and Chambliss to support TIGER II and ARC grants programs
- Director served as Ga. Downtown Association State President - planned and hosted Board of Directors planning retreat in Dahlonega Feb. 21-22; worked on GDA projects (annual state conference, legislative lobbying day at the Capitol, annual membership meeting, GMA conference presentation, Heart & Soul Bus Tour, Ga. Cities Foundation Advisory Board meetings)
- Oriented Fire Chief Wimpy on wiring and sprinkler grant program for historic buildings
- Produced Merchants Association membership survey for work plan development
- Advised Cornelia DDA on reorganization and budget issues; advised Jefferson Better Hometown on façade grant guidelines and application; advised City of Ellijay Better Hometown on committee structures and function; advised Athens Main Street/DDA on downtown master plan development; provided sample bylaws to City of Dublin DDA



Administrative

- Prepared and submitted monthly economic activity report for Ga. Dept. of Community Affairs
- Advertised job opening for Program Coordinator, held interviews, selected Rebecca Shirley
- Updated DDA-City Council annual service agreement for council approval
- Filed the required annual DDA registration with Ga. Dept. of Community Affairs
- Attended the annual Georgia Main Street luncheon in Atlanta
- Filed Dahlonega 2000, Inc. tax form and updated Ga. Sec. of State corporate registration

Communications

- Updated website content; changed front rotation photos
- Created database of email addresses of downtown business owners for communications bulletins

DDA Work Plan Items 2012- 2013

- Explore Conference Center/Hotel Feasibility
- Support Park St. Historic District Designation and Downtown District Expansion
- Assist with Master Plan Implementation
- Support City Council on Parking Plan
- Develop Downtown Arts Strategies Engaging Arts Groups
- Support Master Plan Catalytic Real Estate Projects; Support Property Owners Development and/or Redevelopment Of Strategic Sites
- Support Design & Construction of Main St. & S. Chestatee Streetscapes
- Hold Walk-Arounds with Partners to Pinpoint Issue Areas; Monitor Implementation of Findings
- Continue Bronze Historic Plaque Program
- Retail Promotion & Advertising Workgroup Layout Specific Plans and Implement
- Obtain an Update of Master Plan Market Data from Bleakly Consultants; Use Data for Local Decisions, Action

Continued Projects and Programs

PROMOTION

Marketing and Advertising

- Implement advertising strategies appealing to local residents and visitors for downtown shopping using newspapers, TV, Facebook, newsletters, radio

Sponsorship

- Provide sponsorship for Old Fashioned Christmas and Fourth of July celebration

Events Production

- Plan, produce, promote 26 Appalachian Jam events, 20 Farmers Market events, 6 First Friday Concerts
- Assist Chamber of Commerce with NGCSU Welcome Back Students Block Party, Halloween Trick or Treat, and Old Fashioned Christmas production

DESIGN

Special History, Landscape, & Streetscape Projects

- Coordinate services for flowers, roses, shrubs, and trees
- Assist streetscape design committee activities
- Manage “Dahlonga Stories” bronze history plaque program
- Hold downtown walk and inspection events to review and address design and economic activity issues
- Manage downtown shopping promotion banners

Design Assistance

- Provide historic preservation resources to property owners for repairs and paint

Restoration & Repair Projects

- Provide wiring/sprinkler, façade, and bronze history plaque grants for downtown property owners

Continued Projects and Programs

ECONOMIC DEVELOPMENT

Business Retention, Expansion, Recruitment, Education

- Maintain inventory of buildings for sale and lease; share information with prospects; assist new and expanding businesses seeking lease space downtown; advise on startup and marketing as needed
- Assist property owners with locating prospects for available lease spaces
- Produce retail training events for downtown merchants
- Obtain updated market data report from consultant Ken Bleakly
- Produce monthly "Business Tips" newsletter for downtown businesses

Special Projects

- Handle special projects as needed

ORGANIZATION

Grants, Awards, and Designations

- Seek further project grant funding; handle reports and administration of current grants
- Maintain annual recertifications for Main Street and Tree City designations

Strategic Planning

- Conduct DDA annual planning retreat; form monthly meeting agenda around priority issues and projects
- Produce progress report session for Downtown Master Plan Core Team

Reports and Presentations

- Provide DDA reports at Chamber of Commerce Board and Merchants Association meetings, Leadership Lumpkin class, and for other groups as requested

Training

- Attend National Main Streets Conference and Georgia Downtown Association Conference

Special Projects and Programs

- Assist with parking plan implementation as needed
- Produce "Arbor Day" events
- Produce Annual Downtown Business Reception and property awards program
- Produce and promote activities with local schools for Georgia Cities Week/Historic Preservation Month

Administrative

- Prepare monthly economic activity report for Ga. Dept. of Community Affairs
- Update DDA-City Council annual service agreement for council approval
- File annual DDA registration with Ga. Dept. of Community Affairs
- File Dahlenega 2000, Inc. tax form and Ga. Sec. of State corporate registration

Communications

- Update website design and content
- Send news bulletins to downtown business owners

