

# DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/ MAIN STREET PROGRAM 2012 ACTIVITY REPORT

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

## PROMOTION

### ***Advertising to Promote Downtown Business***

- Implemented advertising strategies to promote downtown shopping, dining, lodging; produced ads with Chamber of Commerce on Comcast's HGTV channel in north metro Atlanta; produced series of Dahlonega Nugget ads for downtown Christmas shopping & a downtown shopping ad for the Nugget's Newcomers Guide magazine; downtown Christmas shopping ads in Big Canoe Smoke Signals newspaper & website; ads on Atlanta AM 1690 radio & on station website; ads in Mountain Vacation Guide magazine; ad in Chamber of Commerce's Community Guide (2012-2014 edition); ad in Georgia Trend magazine's NGCSU issue; ad in Achasta's NGA Pro Golf Tournament program; and ad in 52 issues of NGCSU "Saint Online" newsletter
- Produced annual DDA advertising budget, targets & partnerships plan with promotions committee members

### ***Marketing Projects to Promote Downtown Business***

- Partnered with Chamber, Nugget, DMA to produce Small Business Saturday local shopping campaign, and the "999" local shopping promotion campaign; co-produced "Monday Night Shopping Extravaganza" campaign with Chamber/Tourism staff for Southeastern Tourism Society and local shoppers
- Designed and ordered downtown shopping and dining promotional ink pens to build customer base; worked Downtown Halloween Trick or Treat and gave downtown promotion pens to 400 adults
- Coordinated efforts with NGCSU staff to promote downtown shopping to parents, staff, alumni, students; designed welcome & shopping signs for North Georgia Parents/Alumni weekend, Mother's Day, and North Georgia graduation for Merchant window display, Nugget ads, and social media.
- Assisted the Dahlonega Merchant Coalition with Facebook Fan page promotion
- Designed Father's Day shopping campaign sign for downtown business windows & Facebook page
- Distributed downtown shopping and dining guides at First Friday Night Concerts & Farmers Market

### ***Partner Events Assistance***

- Assisted with Old Fashioned Christmas Committee planning and production, budget, volunteers, sponsorships, advertising, and lights
- Advised Woman's Club on production of September Scarecrow promotional event, Dahlonega Arts Council on music production & permitting for Mountain Flower Festival, and Chestatee Artists on production of arts walk event
- Assisted production committee with 4<sup>th</sup> of July Celebration
- Assisted Chamber of Commerce with planning North Georgia student event "Saints on the Square"
- Assisted with production of downtown Halloween trick or treat
- Assisted Dahlonega Jaycees with Gold Rush street light post banners

**Comcast  
SPOTLIGHT.**

**HGTV**

Shop Your Dahlonega!  
★ ★ ★  
**JOIN US FOR**  
**SMALL BUSINESS**  
**SATURDAY**  
NOVEMBER 26

**Summer Shopping Extravaganza**  
Who: You (and Bring a Friend!)  
What: Shopping, Dining, The Kurt Thomas Band!  
Where: Downtown Dahlonega  
When: Monday, July 30, 5-9 PM



**Happy Father's Day!**  
**Shop & Dine**  
Downtown Dahlonega  
  
Celebrate Dad with great gifts & surprises!



**NORTH GEORGIA**  
COLLEGE & STATE UNIVERSITY  
**PARENTS**  
**ALUMNI**  
WEEKEND  
**2012**

## PROMOTION CONTINUED

### *DDA/Main Street Events Production*

- Produced twenty four Saturday Farmers Markets; surveyed market vendors, businesses, and shoppers; produced weekly news media bulletins; redesigned Farmers Market logo, poster, and street pole banners; adjusted policies to comply with Ga. Dept. of Agriculture rules; produced new market a-frame signs and shopper canvas bags; recruited vendors; recruited Lumpkin County High School Ag teacher for student participation in the market; designed and printed Farmers Market promo stickers; assisted Sharon Hall with “Young Farmers” story in the Nugget; designed Farmers Market ads for the Nugget; produced “Frequently Asked Questions” document for the Dahlonega Nugget; co-produced Appalachian Studies Center “seed swap” at the Market; shared market produce information weekly with Dahlonega restaurants to purchase for their weekend specials; registered Farmers Market with USDA online directory; daily setup and closing of event; maintained Facebook page
- Produced twenty five weeks of Appalachian Jams; produced ad for SEBA newsletter; wrote and submitted news media releases, Facebook page
- Planned and produced five First Friday Concerts in Hancock Park; updated print designs and Nugget ads; maintained Facebook page
- Posted news about all our events on newspapers, blogs, and magazine calendars
- Wrote and submitted news media releases for Historic Preservation Month and Georgia Cities Week events
- Designed, printed, and distribution all 2012 event posters (Jam, Market, Concerts)
- Produced DDA’s annual “Welcome Lunch” to orient new NGCSU faculty on downtown businesses, living

### *Sponsorship*

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



### *First Friday Night Concert Series*





# DESIGN

## ***Streetscape Projects***

- Selected and installed new decorative banner arms for street light pole downtown shopping banners; completed an inventory of banner distribution and condition
- Organized Robert & Co. streetscape meetings for council reports, burying overhead wires, revising phase 1 boundaries, right of way
- Worked with Planning Office to improve banner requests for special events; shared banner size specifications with community festival committees

## ***Landscape Projects***

- Arranged spring mulching of downtown's public trees; revised landscape contracts with Premier Land Care and B&K Landscaping; arranged winter season & summer season flower selection and installation with Premier Landcare; arranged pruning of city's knockout roses
- Coordinated Mike Crann and City Public Works to update landscaping at Grove/Main intersection and tree pruning around Public Square and South Park Street
- Facilitated Modern Woodmen donation of memorial tree for Hancock Park

## ***History Projects***

- Completed Dahlonge Stories plaque orders for Adams Insurance and Parks Clothing Shop; coordinated Anne Amerson text draft; finalized & distributed info sheets & display racks for business interiors; updated program brochure and re-filled display racks
- Researched options for preservation consultants to develop historic district design guidelines

## ***Design Assistance***

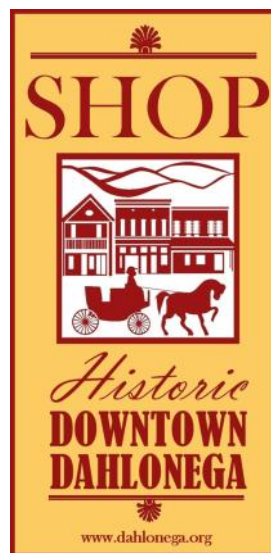
- Arranged UGA/Main Street design drawings for buildings restoration & site plan for Owens' East Main Street redevelopment project
- Arranged site visit by UGA/Main Street design staff for drawings of building repairs and courtyard landscape and hardscape improvements at Pizzolato's building
- Coordinated preservation repair resources from Ga. Main Street Design Office for Holly Theatre marquee

## ***Restoration & Repair Projects***

- Provided Dahlonge 2000 Inc. fire safety/historic preservation grant for Robert M. Moore Building
- Provided Dahlonge 2000 Inc. façade grant for Randy Allen Building (Carriage House Shoppes)
- Updated content for Dahlonge 2000 façade, wiring, and sprinkler grant documents
- Provided Jeff & Frankie Jones with façade grant documents for Mercantile building
- Mailed packs with history plaque, façade, & wiring/sprinkler grant info for all 40 downtown property owners

## ***Preservation Resource Advisement***

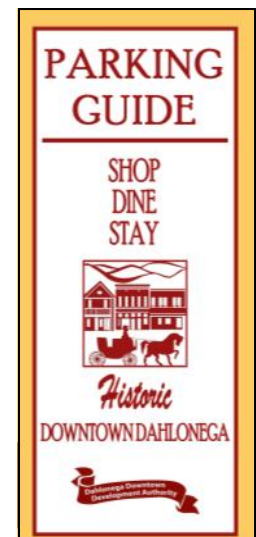
- Updated preservation resource website URLs on DDA website for use by property and business owners



# ECONOMIC DEVELOPMENT

## Business Retention, Expansion, Recruitment, Education

- Updated inventory of business spaces for sale and lease monthly
- Developed a “retail opportunity event” to market the Randy Allen building to multiple prospects for subdividing; led to Carriage House Shoppes and 10 new businesses
- Coordinated quarterly meetings of local arts agencies for economic development plans
- Provided information to Jay Stone, Bill Hardman, Ren Woodward, Moggly, Chris Welch, Mark Steiner, Lisa Pizzolato, Wanda Marlowe, Herb Andrews, Jim Glizenzski, John Jones, Dennis Hoover, Joseph Gee, Angelia Wilson, Wes Richmond, Page Pethel, Bredoskys, Scott Dixon, Michael McCarthy, Roderick Bonner, Tom & Reggie Curtiss, Glenn Savastano, Sharon Haney, Briana & Caleb Kidd, Barbara Ames, Jim Kinnard, Randy Allen, Jim Lovell on available properties, prospects, market data, demographics for startups and expansions
- Produced monthly “Business Tips” newsletter for downtown business owners; shared business development articles to downtown business database, on Facebook, and on the DDA website
- Met Mountain Park property owners Ethica Healthcare regarding redevelopment, new construction
- Arranged project finance meetings for two potential projects on North Grove St. and East Main St.
- Updated list of financial incentive programs for downtown construction projects
- Assisted the North Georgia Network consultant in contacting downtown property owners for broadband fiber optic installation offers
- Assisted film production company business manager with local film project research
- Assisted Vic Dover with drawings of Hillcrest property to use in marketing plans
- Provided interview with fund raising consultant regarding potential museum/arts center construction
- Coordinated two DDA boundary expansions aiming for potential economic expansion projects
- Assisted Mary Ellen Wharry with information on preservation tax credits, loan sources, façade/wiring/sprinkler grants; considering downtown property purchase
- Updated, printed, and distributed downtown Parking Guide
- Assisted Holly Theatre board and staff members with strategies for fund raising and grants
- Assisted businesses with creation of Facebook fan pages as requested
- Researched models and drafted a Request for Proposals/Statement of Qualifications for a community economic development plan in cooperation with County Development Authority and Chamber; met with Bruce Abraham about fiber optic broadband involvement in economic development plan production
- Researched material for a package to market the North Park Street School property





# ORGANIZATION

## ***Grants***

- Prepared and submitted TIGER 2 federal grant quarterly and annual reports for streetscape design work; coordinated TIGER 2 grant site visit by Federal Highway Administration; coordinated two TIGER 2 public and partner input meetings and presentations by Robert & Company for design concept comment; coordinated field report meeting of consultants, GDOT, and Federal Highway Administration representatives; completed addendum to TIGER contract
- Prepared and submitted Tennessee Valley Authority and Appalachian Regional Commission quarterly grant reports for Chestatee River Diving Bell project
- Researched Ga. Dept. of Community Affairs regulations on city's Qualified Local Government status and impact on grants and loans
- Acquired Appalachian Jam sponsorship funding from Bear on the Square Mountain Festival Committee
- Set up Dahlonega site visit by ARC grants coordinators to follow up on 2008 "Project C" sewer upgrade project; provided data on job creation and business development
- Assisted Georgia Mountain Regional Commission with Mt. Hope Cemetery grant application



## ***Awards and Designations***

- Prepared and submitted all materials to Ga. Dept. of Community Affairs for annual recertification as National Main Street City
- Received Lumpkin County Historical Society Award for production of Ga. Trust for Historic Preservation Fall Ramble 2011
- Applied for and received recertification as a National Tree City and produced annual Arbor Day event; partnered with NGCSU for the Liberty Tree/Arbor Day program
- Drafted a nomination for Georgia Downtown Association "Awards for Downtown Excellence" which won 2012 Best Downtown Business Anchor for the Fudge Factory



## ***Strategic Planning***

- Held DDA annual work plan meeting; formed monthly meeting agenda around 2012 priority projects
- Updated staff work plan for 2012
- Produced Dahlonega 2000, Inc. work plan for 2012-2013

## ***Reports***

- Published DDA's 2011 year-end activity report
- Attended monthly Chamber of Commerce board meetings and presented DDA reports
- Attended monthly Downtown Merchants Group meetings and provided DDA reports

## ***Training***

- Project Coordinator attended National Main Streets Conference (with Ga. Downtown Assoc. scholarship)
- Attended "Legal Issues Around Social Media" for content to share with downtown businesses
- Attended Georgia Main Street managers meeting at Dept. of Community Affairs' Main Street Institute
- Attended Georgia Downtown Association's annual conference



# ORGANIZATION CONTINUED

## ***Presentations***

- Presented downtown business program for the Young Professionals Group
- Presented a historic preservation program with intern Sarah Edwards for Ms. Hogan's high school art class in preparation for Historic Preservation Month
- Presented "The Power of Facebook" with Chamber staff for the Women in Lumpkin Leadership group
- Presented programs to Women in Lumpkin Leadership group and to Leadership Lumpkin class on downtown development, master plan, Main Street program
- Presented DDA annual activity report for City Council
- Prepared and presented a DDA orientation for new councilman Bruce Hoffman
- Presented program on downtown and City operations for Youth Leadership Program; arranged Youth Leadership product presentation at City Council meeting
- Composed Dahlonega streetscape program history for city use in Leadership Lumpkin presentation
- Presented update on TE and TIGER 2 streetscape design for Ga. Dept. of Transportation Board Member Emily Dunn and for Congressman Graves' Washington staff member Jason Lawrence
- Presented Downtown Master Plan/streetscape program at Ga Planning Association state conference

## ***Partner Business Events***

- Attended monthly Chamber of Commerce Tourism committee meetings, "Morning Mingle" and "Business After Hours" events, and Economic Development Committee meetings
- Assisted Dahlonega Young Professionals Group membership recruitment, organization, and programs
- Assisted Holly Theatre's Fox Theatre Institute grant application with a letter of support from DDA; attended Holly Theatre grant review meeting with Fox Theatre Institute & advocated for Holly
- Assisted Chamber with organization of new downtown merchants group; assisted Downtown Merchant Coalition with Facebook group development ; attended monthly Merchants group meetings
- Attended NGCSU community focus group on campus merger
- Attended Lumpkin County Schools' Career Technology & Ag. Education Advisory Committee meetings
- Attended ribbon cutting ceremony for NGCSU Liberty Hall dorm (DDA bonds project)

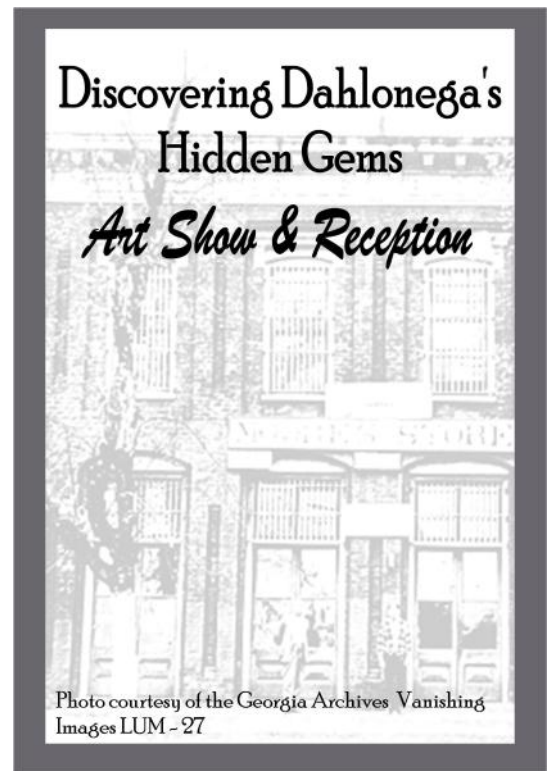




## ORGANIZATION CONTINUED

### *DDA/Main Street and City Projects and Programs*

- Produced annual DDA construction awards, business reception, and annual report event
- Prepared a list of downtown projects for BB&T sponsorship
- Provided Georgia Municipal Cemetery Association information with lodging, meeting places etc. for potential conference in downtown Dahlonega
- Arranged preliminary plans and meeting for hosting 2013 Leadership Georgia three day, two night sessions in Dahlonega with Leadership Georgia President-elect Alex Wayne and Chamber of Commerce partners
- Produced Georgia Cities Week and Historic Preservation Month event - Lumpkin County High School Art show & reception; prepared city proclamation declaring May "Historic Preservation Month"
- Provided DDA letter to city council offering support for parking and zoning/ordinance update
- Provided official Appalachian Trail sign to the Chamber for display in the Visitor Center
- Interviewed and selected intern candidate Sarah Edwards; supervised intern with project participation and training experiences, career and interview advice
- Hosted Ga. Municipal Association regional Spring meeting at city hall
- Provided material for Ga. Municipal Association Conference training session with Councilman Norton and GMA's Alan Dickerson
- Represented city staff at Ga. DOT meeting on Dahlonega/Lumpkin transportation improvement project list
- Researched music performance licensing fees and paid SESAC invoice
- Coordinated May 19 downtown partners walk; compiled notes; provided maintenance list to Public Works
- Coordinated streetscape drawings and talking points package for NGCSU use in Washington, DC trip
- Provided city logo and copyright information for promotional product printing
- Assisted City Clerk with Ga. Mountains Regional Commission and regional city clerks' luncheon events
- Researched and reported "Ecotality" electric vehicle charger program information for city council.
- Assisted City Clerk with City website maintenance.
- Assisted Diving Bell Committee with signage, plaques, and event production details.
- Assisted with staffing the city hall customer service counter until the vacant position was filled



## **ORGANIZATION CONTINUED**

### ***Main Street Network Assistance***

- Advised Roswell DDA on budget development for operations & programs; UGA graduate researcher Sarah Concannon and City of Rockmart on DDA operations; Toccoa Main Street on Appalachian Jam event production; Carrollton Main Street on Appalachian Jam event production & Dahlonega sign ordinance
- Provided Kingsland Better Hometown with Dahlonega special events ordinance & event application; Ellijay DDA with Dahlonega DDA bylaws, oath, and contract; Dahlonega sign ordinance document to Cartersville DDA/Main Street; Hinesville DDA with parking consultant RFP and parking documents; downtown business survey document to Ellijay Better Hometown manager; Roswell DDA with information about construction bonds sponsorship; information about downtown public wi-fi access to Madison Main Street
- Assembled Downtown Dahlonega weekend get-away package for Main Street McDonough
- Attended Ga. Municipal Assoc./Ga. Cities Foundation leaders meeting for Georgia Downtown Partnership programs advising
- Recruited business sponsors for Ga. Downtown Association's 2012 state conference; attended Georgia Downtown Association Board of Directors meetings serving as past-president; handled Ga. Downtown Association's board member nominating committee, board meeting agenda, executive committee agenda, 2012 conference plans, board planning retreat plans, membership recruiting

### ***Administrative***

- Prepared and submitted monthly economic activity reports required by Ga. Dept. of Community Affairs
- Completed annual DDA registration required by Ga. Dept. of Community Affairs
- Filed renewal of registration with Ga. Secretary of State for Dahlonega 2000, Inc.
- Consulted with attorney and CPA to meet requirements for Dahlonega 2000's 501(c)3 classification and filed with IRS for reclassification
- Filed Dahlonega 2000, Inc. online tax return for 2011
- Updated grants.gov username and password
- Prepared DDA budget for FY2013 with finance committee
- Composed letters to Georgia's U.S. senators and congressmen for Dahlonega group's Washington visit
- Assisted Mayor and Council with reappointment of three DDA members
- Prepared agenda, minutes, and meeting package items for monthly DDA meeting

### ***Communications***

- Arranged news conference to announce Dahlonega recertification as Main Street City
- Updated website pages - minutes, newsletters, events, property for sale, rotating photos, logos, Main Street label, links; updated domain names of DDA website; updated GoDaddy information
- Prepared news releases about Lumpkin Youth Leadership, and recertification as a National Main Street City
- Prepared article about National Main Street Conference for Ga. Downtown Association newsletter
- Updated database of contact information for all 115 downtown businesses
- Drafted and mailed thank you letters to local groups for 2012 partnerships
- Maintained DDA Facebook pages



# **DDA WORK PLAN ITEMS 2013-2014**

- Support Convocation/Conference Center with local partners
- Support city council in Park Street residential historic district designation and expansion of historic downtown business district
- Assist city council with Downtown Master Plan implementation
- Support city council on parking management plan
- Develop downtown arts strategies and support facilities
- Support master plan catalytic real estate projects; support property owners' development and/or redevelopment of strategic sites
- Support design & construction of streetscapes/pedestrian facilities
- Expand Dahlonga Stories historic plaque program

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Facebook.com/DahlongeDowntownDevelopmentAuthority

[www.dahlongegadda.org](http://www.dahlongegadda.org)



## ***DOWNTOWN DAHLONEGA ECONOMIC ACTIVITY REPORT***

This Economic Activity Report is summarized from monthly reports that we compile and submit to the Georgia Department of Community Affairs. These reports are among the items required in order to retain our “Main Street” designation. Data sources are building permits, business licenses, bond funded construction projects, and owner information.

<b>ANNUAL ECONOMIC INVESTMENT SUMMARY</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>6 YEAR TOTAL</b>
Total # of downtown construction projects	17	16	20	45	55	14	167
Total private construction investment	\$2,052,500	\$27,400,000	\$1,263,500	\$1,357,821	\$11,722,800	\$492,800	\$44,289,421
Total public construction investment	\$21,300	\$149,500	\$119,850	\$97,950	\$320,200	\$243,000	\$951,800
Total # of new businesses to locate downtown	15	11	17	18	23	30	114
Total # of businesses closing downtown	3	13	10	12	16	16	70
Total # of businesses expanding downtown	3	4	4	4	6	4	25
Total # of jobs created	40	38	63	45	77	66	329
Total # of jobs lost	6	28	19	35	60	33	181
Net new jobs created	34	10	44	10	17	30	145