



State of Economy Summary

(706) 482-2707
www.dahlonegadda.org

Our Purpose: Vision and Mission Statements

Downtown Dahlonaga will retain its role as the heart of the region and the center for community and economic development. It will have an inviting appearance, highlighted by historic architecture. It will enhance the civic, cultural, and economic vitality of the entire community.

The purpose of Downtown Dahlonaga is to stimulate and sustain economic development in downtown area by encouraging cooperation and building leadership; by advancing a positive image of downtown and promoting it as an exciting place to live, shop, and invest; by sustaining and improving the appearance of downtown; and by strengthening and expanding the economic base of downtown.

Meet Our Board

- **Amy Thrailkill, Chair**
- **Joel Cordle, Vice Chair**
- **Tony Owens**
- **Donna Logan**
- **A.C. Moore**
- **Ryan Puckett**
- **Wendi Huguley-Rothier**

Meet Our Staff

- **Ariel Alexander,
Downtown Manager**
- **Skyler Alexander, Project
Coordinator**
- **Ashley Phipps, Special
Event Coordinator**



@downtowndahlonaga



Dahlonaga Main Street Program & DDA



Our Plan

2022-2024

Goals

Repair and preserve downtown buildings
Preservation Education
Retain, Expand, and Recruit businesses

- Perform a partner walk through downtown
- Gather a group of preservation experts to review historical photos for rehab advice
- Educate property owners on available incentives
- Prepare a database of local contractors and make available to property owners
- Purchase additional benches and add more shade trees, and small pockets of green space to increase visual appeal of corridors
- Partner with city Public Works to freshly paint crosswalks, add crosswalk lighting, and replace crosswalk signage
- Implement public art initiative that highlights Dahlonega history
- Develop and distribute 6 or more Dahlonega Stories Plaques
- Visit and partner with Historical Society to launch a "Throwback Thursday" campaign
- Collaborate with the University of North Georgia to gather downtown historical information
- Create education program for local school system to involve families downtown
- Revive and update the walking tour promotional materials for the historic plaque program and the Historic District
- Proactively work with business owners on community programs
- Assist downtown businesses with marketing and promotion efforts
- Recruit a boutique grocery store w/tasting room, cafe, etc.
- Get essential information on each vacant property from owners and use it to maintain a property inventory
- Maintain a "waiting list" of prospective businesses to connect to owners
- Develop or sell 147 N. Park Street
- Create a parking education program including stronger signage and marketing
- Research and develop a parking shuttle

Statistics



4,489

workers commute
into Dahlonaga for
work

Population
7,537

69%

of Dahlonaga residents
are aged 0-39

3.8%
unemployment rate
for 2020

2-3%

Steady
population
growth rate

47%

of median household
income is \$50,000 or
higher

Employment Share

37%

Educational
Services

24%

Accodommation &
Food service

14%

Entertainment &
Recreation

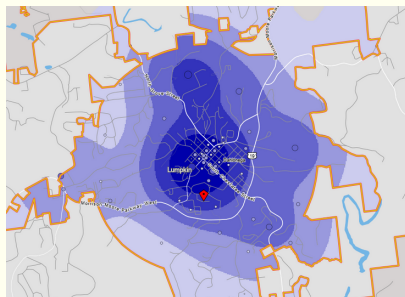


156,192,000
retail trade sales

Over 120 Businesses
in downtown area



52,796,000
accommodation &
food service sales



- 1 - 3 Jobs
- 4 - 36 Jobs
- 37 - 179 Jobs
- 180 - 564 Jobs
- 565 - 1,376 Jobs

Analysis Selection /cedsci/



648
retail trade
employees



917
accommodation &
food service
employees



20

New Businesses
opened in the
downtown core

Dec. 2021 - Sep. 2022



1,319,044.37

invested in downtown properties through Main Street & DDA partnerships

2019-2022



9,396.000.00

commercial property sales in the DDA boundary

2021-2022

Breakdown:

- Completed two façade grants for downtown properties
- Acted as a conduit for a grant from the Appalachian Regional Commission and the Georgia Department of Community Affairs as well as the Georgia Mountain Regional Commission for the restoration of the Holly Theater
- Restoration of the Historic Head House
- Electrical Improvements to Hancock Park and Square for Christmas Season
- New benches purchased to be installed in 2023
- Received Georgia Mural Trail Grant

Financial Resources

- **Sprinkler & Wiring System**
 - We provide 50% or up to \$5,000 incentive in a five year period per location.
- **Facade Grant**
 - Available for exterior restorations/repairs. We provide 50% or up to \$5,000 in a five year period per location.
- **Monitored Fire Alarm System**
 - We provide 50% or up to \$5,000 incentive in a five year period per location.
- **Bronze History Plaque Program Dahlonga Stories**
 - A system of signs intended to share the stories of our historic buildings as well as draw customers into existing businesses. We provide 50% of the plaque cost.
- **Downtown Development Revolving Loan Fund**
- **Access to Capital for Entrepreneurs**
- **Georgia Mountain Regional Commission**
- **Wayfinding Sign Program**
 - A system of signs that guides people by vehicle, bicycle, or on foot to important destinations downtown. One time installation payment and maintenance fee required.

Full guidelines and applications are available at: dahlongegadda.org/financialtools/



Special Projects

- Construction of Wimpy Mill Picnic Area & Kayak Launch
- Construction of All-Abilities Playground
- Creation of Sidewalk Master Plan
- Awarded a Georgia Mural Trail Grant



125 Events in 2021

131 Events in 2022

>308,000 visitors

Permitted January 2021-September 2022



Main Street Programs

- First Friday Concert Series
- Dahlonega Farmers Market
- Appalachian Music Jam
- Scares on the Square: Dahlonega Trick-or-Treating
- Dahlonega 4th of July
- Main Street Movies Series
- Annual Mother's Day Crawl through Downtown

Other Special Projects

- Attended City of Dahlonega Historic Preservation Committee meetings
- Attended Dahlonega-Lumpkin County Tourism Board meetings
- Hosted the Chamber's Lumpkin Youth Leadership Class of 2023 for a downtown tour
- Redesigned and updated dahlonegadda.org to include an "Available Properties" page for prospective businesses
- Distributed informational newsletters
- Increased overall social media presence on Facebook and Instagram
- Partnered with various University of North Georgia departments for promotional efforts
- Recertified Dahlonega as a National Main Street Community and a Classic Georgia Main Street Program
- Coordinated sidewalk sales and food truck presence at several events
- Created the Dahlonega Selfie Spot Trail
- Attended regular Downtown Dahlonega Business Association Meetings
- Delivered New Business Welcome Packets year-round.

Main Street Matters

THE  OF THE CITY

