

Historic
DOWNTOWN
DAHLONEGA
Georgia

YEAR IN
REVIEW
2023



Mission and Vision Statements



Downtown Dahlonega 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 Dahlonega's Downtown Development Authority and Main Street Program 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 & Staff

- Amy Thrailkill, Chair
- Wendi Huguley, Vice Chair
- Tony Owens, Treasurer
- Awtrey Moore
- Donna Logan
- Deb Rowe
- Ariel Alexander, DDA Director
- Skyler Alexander, Main Street Manager
- Ashley Phipps, Event Coordinator
- Professionally trained in Main Street Approach & Downtown Development
- Monthly Board Meetings
- Downtown Partner Walks
- Event Volunteer Hours
- Strategic Planning
- Special Funding Projects
- Community Engagement

Downtown Development Authority

Developing and promoting downtown and downtown businesses

Making long-range plans or proposals for downtown

Financing (by loan, grant, lease, borrow, or otherwise) projects for the public good

Executing contracts and agreements

Purchasing, leasing, and selling property

Issuing revenue bonds and notes

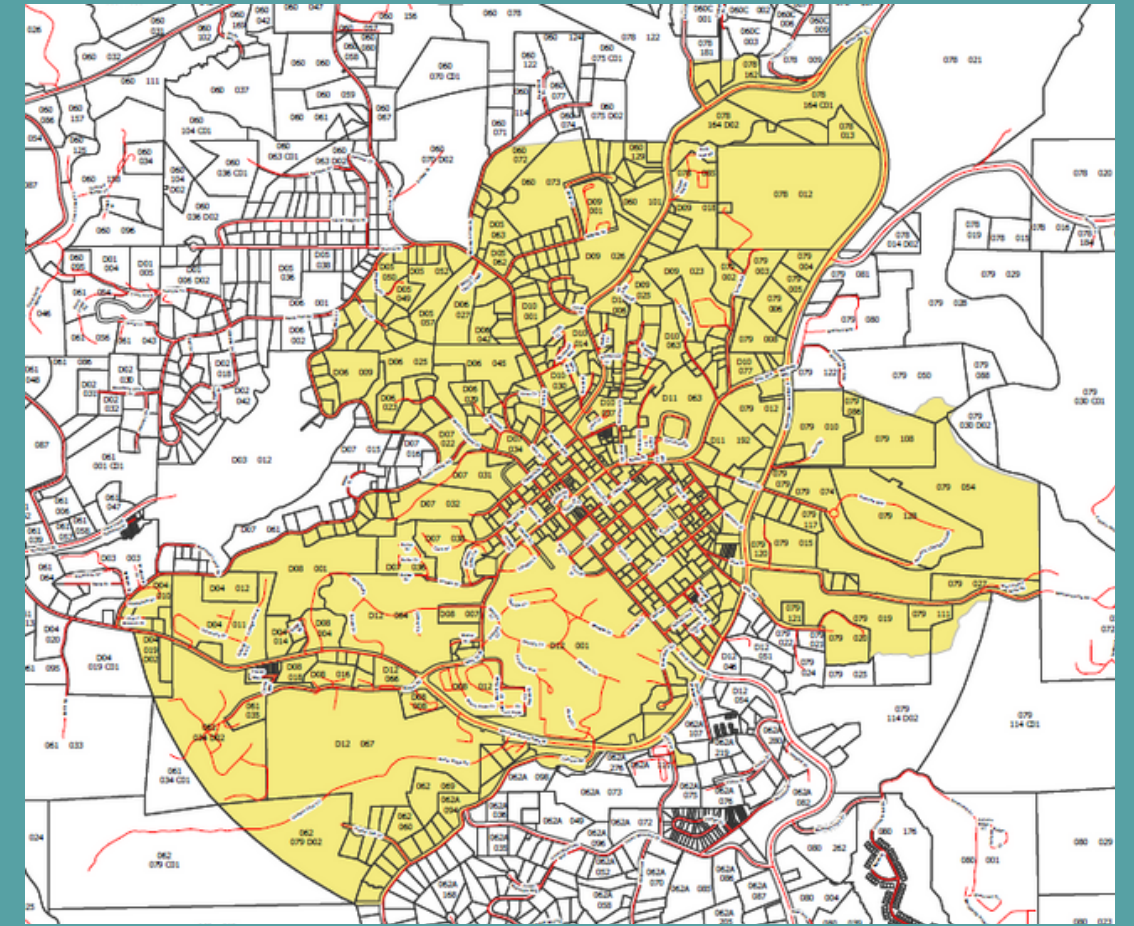
Main Street

Promotion

Economic Vitality

Organization

Design



DDA Boundary



Historic District/Main Street Area

Dahlonega Demographics

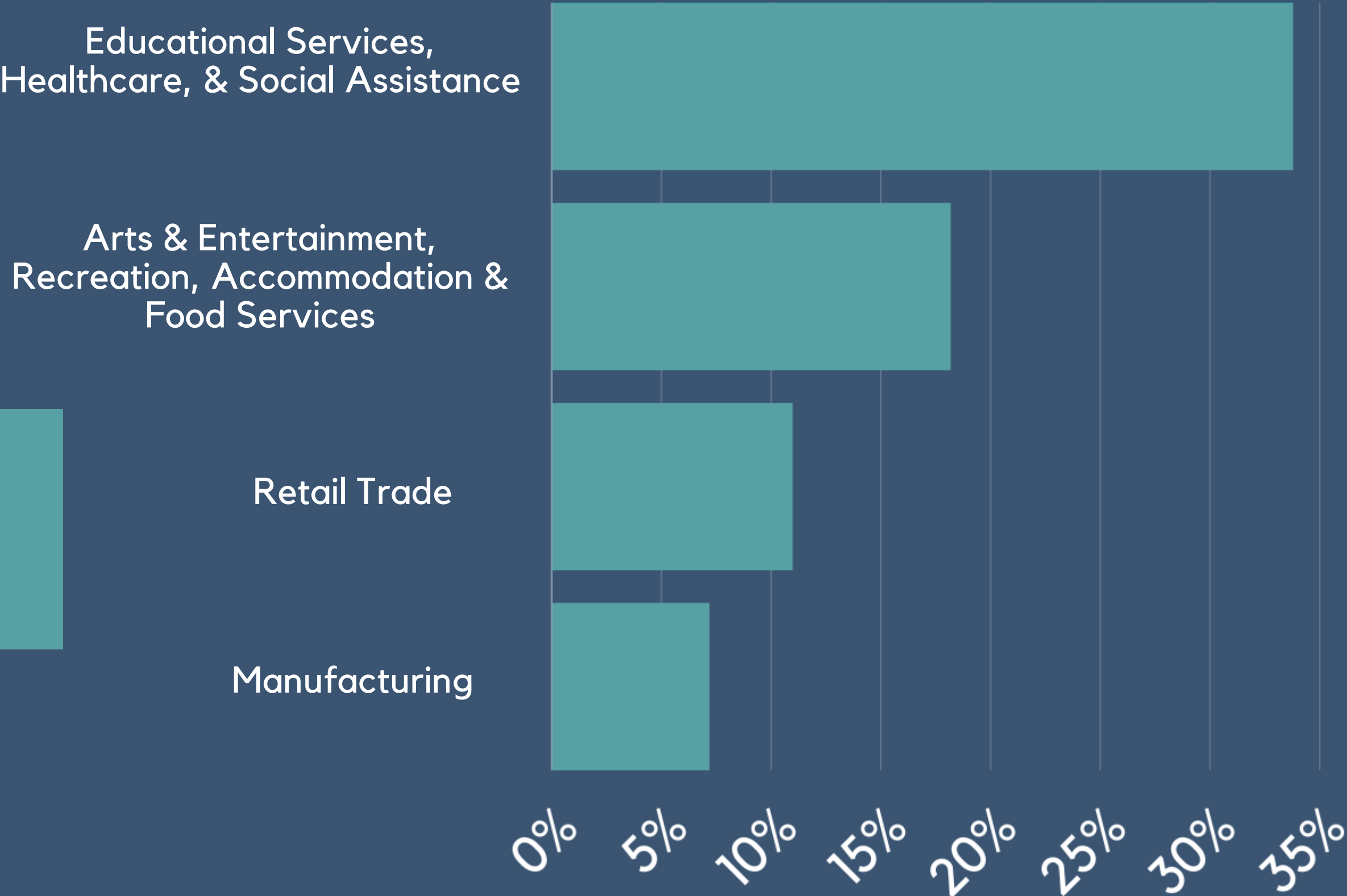
Population:
7,461

Over **1/2** of Residents
are 24 Years
old or Younger

Median Household Income:
\$64,349.00

400+
Business Licenses

Largest Employment Categories: Civilians 16 Years or Older



Goals

Repair and preserve downtown buildings

Preservation Education

Retain, Expand, and Recruit businesses



Our Plan

2022-2024

- Educate on the importance of business hours that coincide with commuter metrics in the city and the county.
- Plan and execute weeknight promotional events (ticketed events, crawls, etc.) once a month that incentivizes "after 5 p.m." sales and provide entertainment for locals; advertise current local discounts and encourage more businesses to offer them.
- **Maintain a downtown community calendar to share with city and county residents via, social media, email campaigns, and physical mail.**
- **Provide recommendations for alterations to the farmer's market ordinance to allow a diversified market. Recruit live music and food vendors to create a lively environment.**
- **Advocate for and recruit Downtown Dahlenega Program Sponsorships to not only add more dates for community events but enhance them as well: hire food trucks and allow for business pop-up sales.**
- **Connect business owners in need of trained staff with the Georgia Mountain Regional Commission WorkSource GA program.**
- **Further educate on the current incentives programs and contact business and property owners eligible for state incentives.**
- **Begin a strategic plan for residential improvement projects in conjunction with council's direction from housing study: to include code compliance, improvement zones, residential façade incentives, and legacy programs.**
- **Purchase "giant games" to activate underutilized space to create fun centers for family activities.**
- Develop and maintain a downtown ambassador program: a group of community volunteers who are eager to share positive news about downtown and provide information to visitors. Create a Victorian costume rental program to coincide with this.
- Design and implement a mini bronze statue program: unique, bronze statues placed strategically around the downtown area as a walking tour/scavenger hunt for families: Miners on Main & Bears on the Square.
- **Create a private Facebook for local merchants to receive updates from the DDA, Main Street, City, and fellow merchants. Send out bi-weekly email updates with this information also.**
- **Hire a UNG intern to develop and maintain a comprehensive social media program, coordinating with all businesses as well as other advertising entities: Tourism, Chamber, etc.**
- **Develop or sell the 147 North Park Street property.**
- **Install new "Dahlenega Stories" plaques, including one at the Head House and incorporate them into a new and improved walking tour, to be distributed through paper copies as well as digitally.**
- **Perform a walk-through of the central business district to identify key project areas and create design recommendations for both private and public areas.**
- Recruit a boutique grocery/beverage market w/tasting room, café (Ask existing area markets about expansion to downtown).
- Recruit a children's clothing store. Ask existing area businesses about expansion to downtown.
- **Advertise and share available vacant properties and meet with interested parties to educate them about the services Dahlenega is lacking.**
- **Continue to pursue a public art initiative and work to provide funding mechanisms for strategic murals and other art installations in the downtown area.**
- **Provide recommendations for "pro-business" alterations to city ordinances to streamline the process of opening a business downtown.**
- **Create and maintain a "Job Opportunities" page on dahlonegadda.org for downtown positions with contact information.**
- **Create and implement a Downtown Dollars program: a self-sufficient fund for gift certificates, managed by the DDA, to be used at participating businesses.**
- **Advocate for and support the installation of increased and diversified lighting downtown: streetlights at crosswalks, string lighting at storefronts and key streets, etc.**
- **Identify possible land acquisitions for pocket parks and greenspace.**
- **Continue to develop a comprehensive parking program and seek public-private partnerships to ease the burden on existing spaces. Research and develop a parking shuttle in conjunction with this effort.**

Main Street Programs

THE DAHLONEGA FARMERS MARKET
with 100% local vendors!

Fresh Corn, Squash, Lettuce
Hot Peppers, Tomatoes, Zucchini
Goat Soaps, Lotions, and Lip Balms
Microgreens
Homemade Breads and Cookies
Wild Flower and Sourwood Honey

Homegrown Cut Flower Bouquets
Handmade Jams and Jellies
Spinach, Onions, and Cucumbers
Georgia Made BBQ Sauce
Homemade Dog Foods and Treats
Fresh Eggs

SATURDAYS MAY-OCTOBER
8:00 A.M. - 1:00 P.M.
HANCOCK PARK

DAHLONEGADDA.ORG (706) 482-2726

FIRST FRIDAY CONCERT SERIES
FREE LIVE MUSIC LOCAL FOOD FUN FOR ALL!
HANCOCK PARK 6:30 - 8:30 P.M.

MAY	JUNE	JULY
 THE VARDEN	 MOONLIGHT RIDE	 RADFORD WINDHAM & STEP BACK CADILLAC
AUGUST	SEPTEMBER	OCTOBER
 ACROSS THE WIDE	 UGLY COUSIN	 KURT THOMAS

706.482.2726 | DAHLONEGADDA.ORG

APPALACHIAN JAM

EVERY SATURDAY FROM 2-6 PM ON THE FRONT LAWN OF THE DAHLONEGA GOLD MUSEUM, UNTIL OCTOBER 14TH. ENJOY AN AFTERNOON OF FUN WITH NORTH GEORGIA'S MOUNTAIN MUSIC PICKERS AND SINGERS PLAYING FOLK MUSIC THROUGHOUT DOWNTOWN DAHLONEGA!

DAHLONEGADDA.ORG



MAIN STREET MOVIES

HANCOCK PARK MOVIE STARTS @ DARK FREE ADMISSION

JUNE 9	JULY 14	AUGUST 11

DAHLONEGADDA.ORG

SECOND ANNUAL Mother's DAY CRAWL
MAY 10-14, 2023

SPEND THE WEEK

- Karaoke @ Shenanigans Irish Pub Wednesday @ 6:30 p.m. - 9:30 p.m.
- Mother's Day Trivia @ Etowah Meadery Thursday @ 7 p.m.
- Comedy Show @ Canopy + The Roots Friday @ 7 p.m.
- Mother's Day Trivia @ Gold City Growlers Friday @ 8 p.m.
- Farmers Market @ Hancock Park Saturday @ 8 a.m.-1 p.m.
- Live Music @ Shenanigans Irish Pub Saturday @ 1 p.m. - 4 p.m.
- Jam @ Gold Museum Front Lawn Saturday @ 2 p.m.-4 p.m.
- Live Music @ Gold City Growlers Saturday @ 6 p.m.-8 p.m.
- Jim Curry & the Music of John Denver @ The Holly Theater Saturday @ 8 p.m. AND MORE!

CRAWL SPOTS

- Bourbon Street Grille
- Corner Kitchen Dahlonega
- Grateful Days
- Dahlonega Fudge Factory
- Dahlonega Tasting Room
- Cranberry Corners
- Dahlonega Square Hotel & Villas
- Shenanigans Irish Pub
- Crown + Bear
- My Vintage Gypsy Teas
- Gold City Growlers
- Canopy + the Roots
- Kilwins Chocolates, Fudge, Ice Cream

Scan QR Code for more info on deals, specials, and prizes!

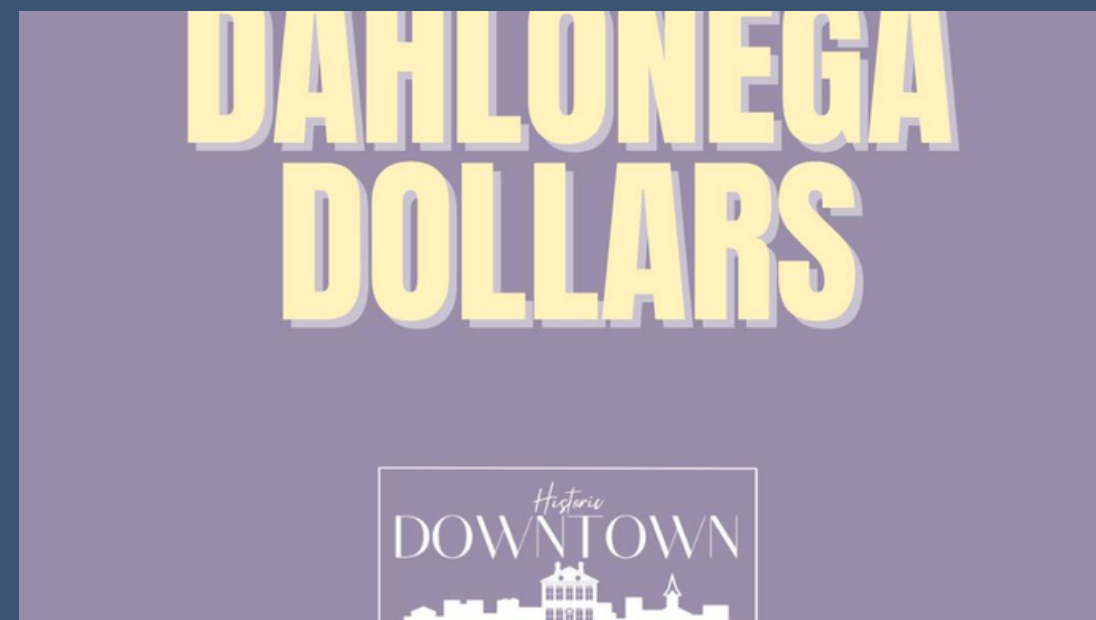
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4TH of JULY

FIRECRACKER 5K CAR SHOW
PATRIOTIC PARADE
FREE CONCERT
FOOD TRUCKS
GAMES & FACE PAINTING
SHOPPING & DINING

FIREWORKS SHOW AT DARK

TUESDAY, JULY 4, 2023
FULL SCHEDULE AT DAHLONEGADDA.ORG



Strategic Plan at Work: Downtown Investments



The Historic Head House



New Seating Areas



Downtown Walkthrough



Farmers Market



New Lighting



Small Business Development

Strategic Plan at Work: Partnerships



Greenspace & Beautification



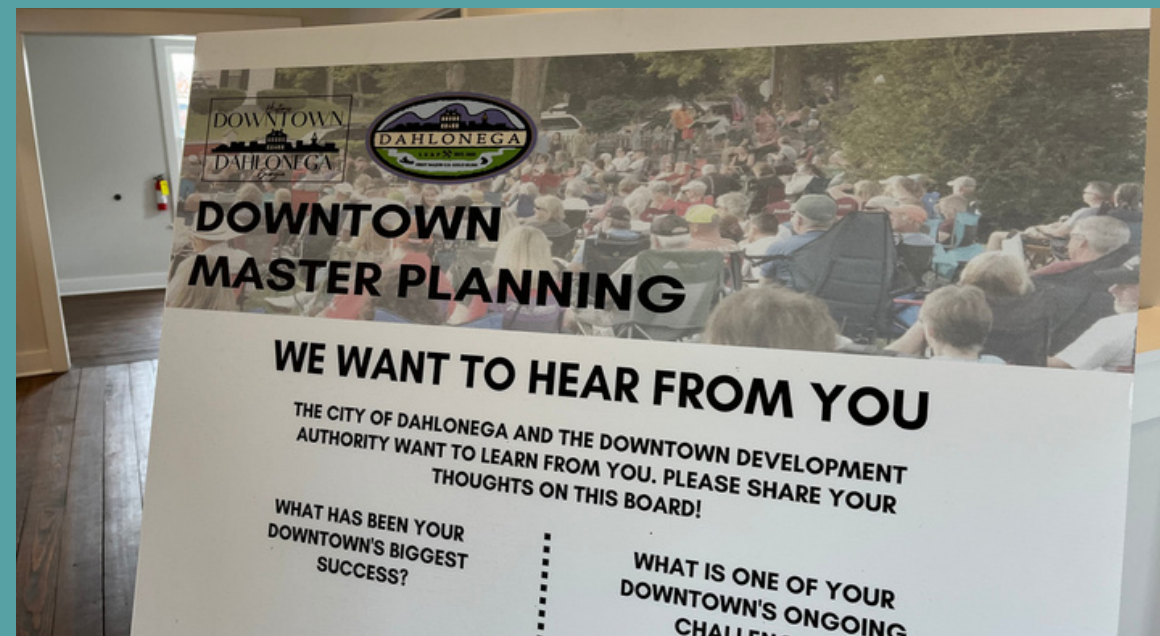
Town & Gown Emphasis



Housing



Networking & Training



Public Input



City Public Relations

Strategic Plan at Work: Façade Improvements

Before



After



Before



After



Before



After



Before



After



\$73,982.22

Invested in Downtown through DDA's Façade Grant Program from 2022-2023

2022/2023 Program Snapshot



 **37** Net New or Expanded Businesses

 **12** Façades Improved

114  Net Jobs Created

575  Volunteer Hours

\$1,434,319

Public/Private Investment in
Downtown Revitalization Efforts

\$554,328

Invested in Public
Improvement Projects

 **241**  Promotional Events

 **300,000+**
Visitors to Downtown

We're Social!

14,541 Social Media Followers

Reached over 140,000 new people this year



@downtowndahlonega



Dahlonega Main Street Program & DDA

A poster titled "WEEKEND BREAKDOWN" listing events for Thursday, Friday, Saturday, and Sunday. The background shows a street scene with trees and buildings.

WEEKEND BREAKDOWN

Thursday

- **Pint Night @ 5 PM-8 PM:** The Station
- **Trivia @ 7 PM:** Shenanigans Irish Pub

Friday

- **Live Music @ 6:30-9:30 PM:** Shenanigans Irish Pub
- **Weekly Comedy Series:** 7 - 9:30 pm @ Canopy + the Roots
- **On Tap Trivia @ 8 PM:** Gold City Growlers

Saturday

- **Farmers Market @ 8 AM-1 PM:** Hancock Park
- **Trail Fest @ 10 AM-5 PM:** Downtown
- **Live Music with Tom & Juli @ 1 PM-4 PM:** Shenanigans Irish Pub
- **Appalachian Jam @ 2-4 PM:** Gold Museum Lawn
- **Live Music with Jesse Williams @ 6 PM-9 PM:** The Station
- **Concert in the Courtyard @ 6 PM:** Gold City Growlers
- **Live Music @ 6:30-9:30 PM:** Shenanigans Irish Pub
- **Morgan Beck: Indie Pop Live in the Roots @ 7:30PM:** Canopy + the Roots, Tickets \$16

Sunday

- **Bloody Mary Brunch Bar @ 11 AM-4 PM:** Spirit's Tavern
- **Live Music and Wine on the Porch @ 2:30PM-5:30PM:** Dahlonega Walking Tours
- **Wing Night @ 4 PM-9 PM:** Shenanigans
- **Sunday Funday Trivia:** Naturally Georgia Wine Tasting
- Visit www.dahlongagadda.org for more shopping and dining options!

DOWNTOWN DAHLONEGA