



# 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.





*Ariel Alexander*  
Downtown Development  
Director



*Skyler Alexander*  
Main Street Manager

## Economic Development:

- Incentives
- Funds & Resources

## Communication:

- Relationships between business owners & City Staff
- Partnerships

## Community Building:

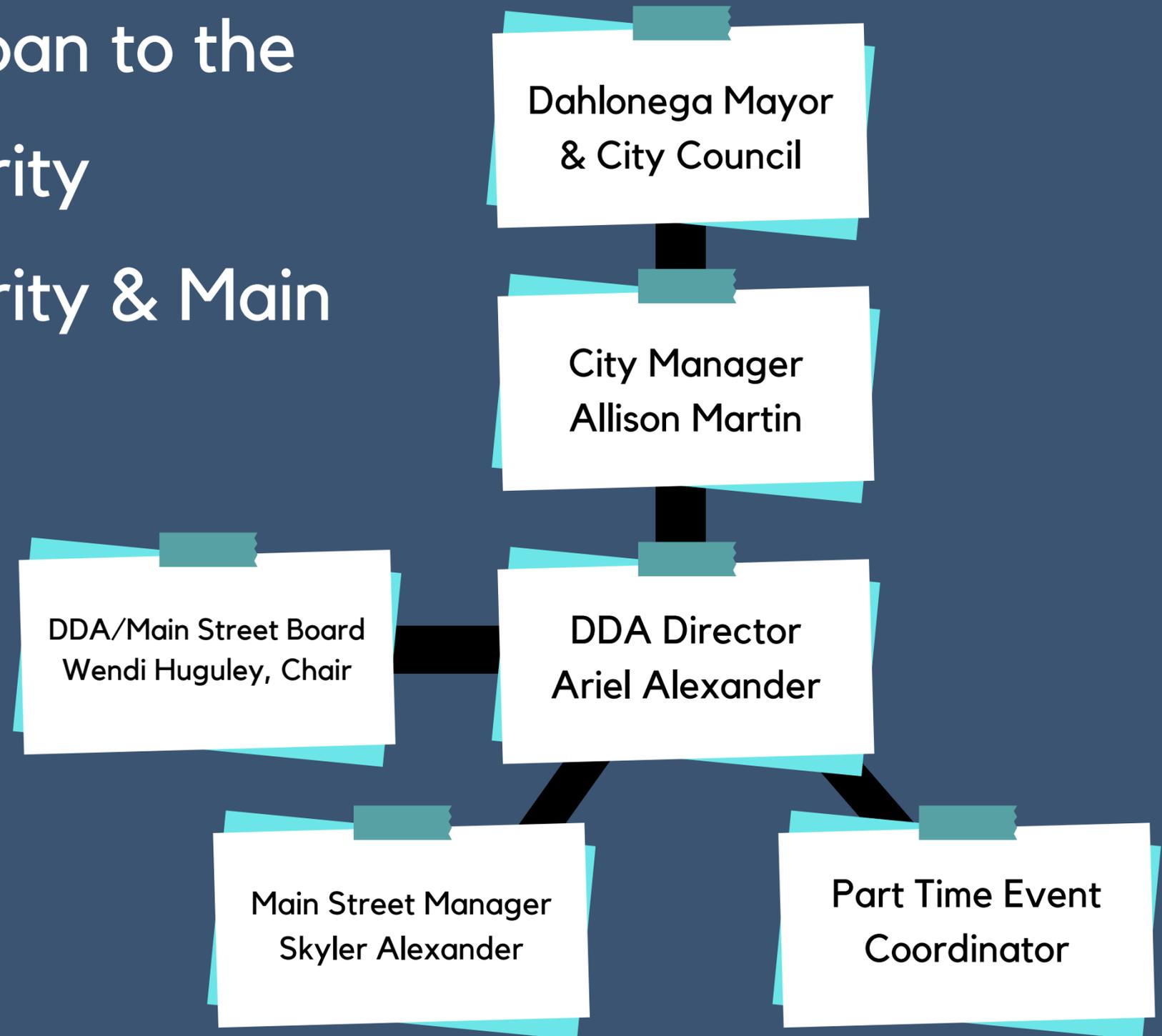
- Plan free programs for residents and visitors
- Work to make downtown a well designed hub for activity

# MEET OUR BOARD & STAFF

- City Department with staff on loan to the Downtown Development Authority
- Downtown Development Authority & Main Street Program Joint Board

## Board of Directors

- Wendi Huguley, Chair
- Awtrey Moore, Vice Chair
- Melanie Dunlap, Treasurer
- Tony Owens
- Donna Logan
- Deb Rowe
- Zach Payne



# STANDARD 1

## COMMUNITY EDUCATION

- Presentations at Leadership Lumpkin County & Chamber Events
- Free Community Building Programs such as Scares on the Square
- Public Ribbon Cuttings for New City Facilities



# COMMUNITY ENGAGEMENT: MAIN STREET PROGRAMS

## THE DAHLONEGA FARMERS MARKET

*with 100% local vendors!*

Fresh Corn, Squash, Lettuce	Homegrown Cut Flower Bouquets
Hot Peppers, Tomatoes, Zucchini	Handmade Jams and Jellies
Goat Soaps, Lotions, and Lip Balms	Spinach, Onions, and Cucumbers
Microgreens	Georgia Made BBQ Sauce
Homemade Breads and Cookies	Homemade Dog Foods and Treats
Wild Flower and Sourwood Honey	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.

<b>MAY</b> THE VARDEN	<b>JUNE</b> MOONLIGHT RIDE	<b>JULY</b> RADFORD WINDHAM & STEP BACK CADILLAC
<b>AUGUST</b> ACROSS THE WIDE	<b>SEPTEMBER</b> UGLY COUSIN	<b>OCTOBER</b> 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!

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## SCARES ON THE SQUARE

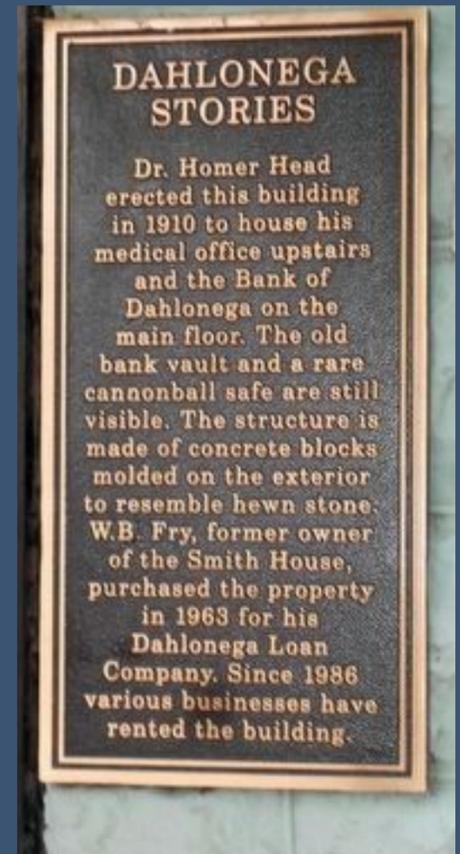
Dahlonega Halloween

## Love Letter to Downtown

## SMALL BUSINESS SATURDAY

EST. 2010

## Dahlonega SELFIE SPOT TRAIL



## MAIN STREET MOVIES

HANCOCK PARK MOVIE STARTS @ DARK FREE ADMISSION

<b>MINIONS</b>	<b>TOP GUN</b>	<b>THE GOONIES</b>
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**JUNE 9 JULY 14 AUGUST 11**

DAHLONEGADDA.ORG

## SECOND ANNUAL Mother's DAY CRAWL

MAY 10-14, 2023

SPEND THE WEEK CRAWL SPOTS

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.-11 p.m.  
Live Music @ Shenanigan's 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!

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!

DAHLONEGADDA.ORG

## 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

# DAHLONEGA DOLLARS



24 Farmer's Markets, 6 First Friday Concerts, 27 Appalachian Jams, 3 Main Street Movies

# ENGAGING & EDUCATING CITY LEADERSHIP



- Annual Planning Meeting with City Council & DDA/Main Street
- Annual Presentation of Updated Work Plan to Council
- Monthly Staff Reports to Council
- City Manager completed DDA 101 & Main Street 101
- DDA Director Attends Council Retreat
- Council Members regularly attend monthly board meetings

# ORGANIZATIONAL CAPACITY

## WEEKEND BREAKDOWN

### Thursday

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

### 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

### Friday

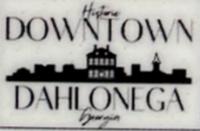
- **Live Music @ 6:30-9:30 PM:** Shenanigans Irish Pub
- **Weekly Comedy Series: 7 - 9:30 pm @ Canopy + the Roots**
- **On Tap Trivia @ 8 PM:** Gold City Growlers

### 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.dahlongegadda.org](http://www.dahlongegadda.org) for more shopping and dining options!

## UNG Discount Card - Business Partners

 ungsa 
  [go.ung.edu/sga](http://go.ung.edu/sga)
 Dahlonega Hoag Student Center Room 409

<b>19 Degrees North</b> 10% off - no alcohol	<b>Giggle Monkey</b> 10% off	<b>Paul Thomas Chocolates</b> 10% off
<b>Connie's Ice Cream</b> 10% off	<b>Grapevine's</b> 10% off - no alcohol	<b>Pueblos</b> 10% off - no alcohol
<b>Cranberry Corners</b> 10% off - cash only	<b>Kilwin's Dahlonega</b> 10% off	Co-sponsored by:  @downtowndahlonega
<b>Dahlonega Walking Tours</b> \$5 off - tours only	<b>My Vintage Gypsy Teas</b> 10% off - (Tuesdays only)	
<b>Dress Up</b> 7% off	<b>Outlaw Jerky</b> 10% off	

**ALL DAHLONEGA LOCATIONS**  
Valid for 2023-2024 Academic Year




# Constant Contact

- Social media posts, City of Dahlonega website, DDA website, quarterly newsletters, community presentations
- Supportive and welcoming of student population

# DIVERSIFIED FUNDING & SUSTAINABLE PROGRAM OPERATIONS

## Funding Sources

City's  
General Fund

DDA  
Funds

Hotel Motel  
Tax

Sponsorships

Use of fund balance from past projects has allowed for larger investment in new projects.

# STRATEGY-DRIVEN PROGRAMMING

- 2021 Community survey: Over 350 responses
- 2021 & 2022 Business Owner Survey
- Leadership & Board Survey
- Joint Planning Meeting with the following entities: City Staff, DDA Board, Chamber of Commerce, Tourism & CVB, Downtown Business Association, University of North Georgia Staff
- 2023 Placer.ai Subscription: Market data, visitor demographics, spending trends

# STRATEGY DRIVEN PROGRAMMING

## Transformation Strategies

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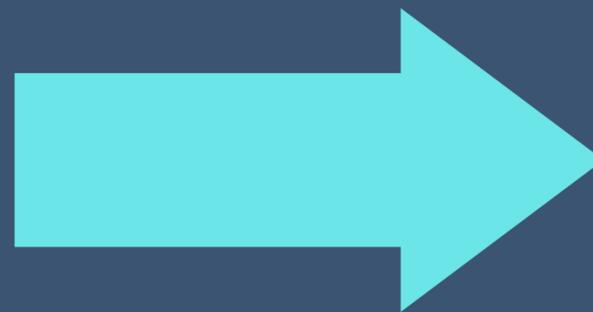
### Community Serving

Develop an environment that is entrepreneur-friendly and intentionally incentivizes businesses, which serve the needs of the residents of the city and county as well as the greater region.

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### Beautification Initiatives and Design

Improve the visual appeal of the residential and commercial historic district, as well as public spaces. Address the visual attributes of buildings and the downtown's built environment.



## Goals

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Retain, recruit, and expand businesses

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Improve quality of life for residents and experiences for visitors

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Repair and preserve downtown buildings and public properties

# COMMUNITY SERVING

- Lake Zwerner Restroom Facilities
- Free Life Jacket Station & Camera Installation
- Morrison Moore Pedestrian Bridge Design
- Small Business Saturday & Dahlonega Old Fashioned Christmas
- Attend Plan Review Meetings with applicants & City Staff
- Creation of Parking Committee: Advocated for the suspension of restrictive parking ordinance
- Hand Deliver Welcome to Downtown Small Business guides to new businesses
- Increasing Facade Grant Matching Amount from \$1,500 to \$5,000
- Mondays on Main event

# 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

# SMALL BUSINESS IMPROVEMENT



Creation of Small Business Improvement Grant:  
50% matching grant up to \$500 for 2024. Eligible purchases could be:

- Training
- Inventory/Supplies
- Business Equipment
- Marketing/Advertising
- Interior/Exterior Renovations
- Security System
- Professional Services



# BEAUTIFICATION INITIATIVES & DESIGN

- Investing in native plants & flowers
- Celebrating 21 years as a Tree City USA
- Creation of Community Housing Team
- Partnership with City Code Enforcement to improve residential neighborhoods- Education before Enforcement
- Public Art Initiatives: UNG Mobile Art Project and "Bears Around the Square" bronze statue trail

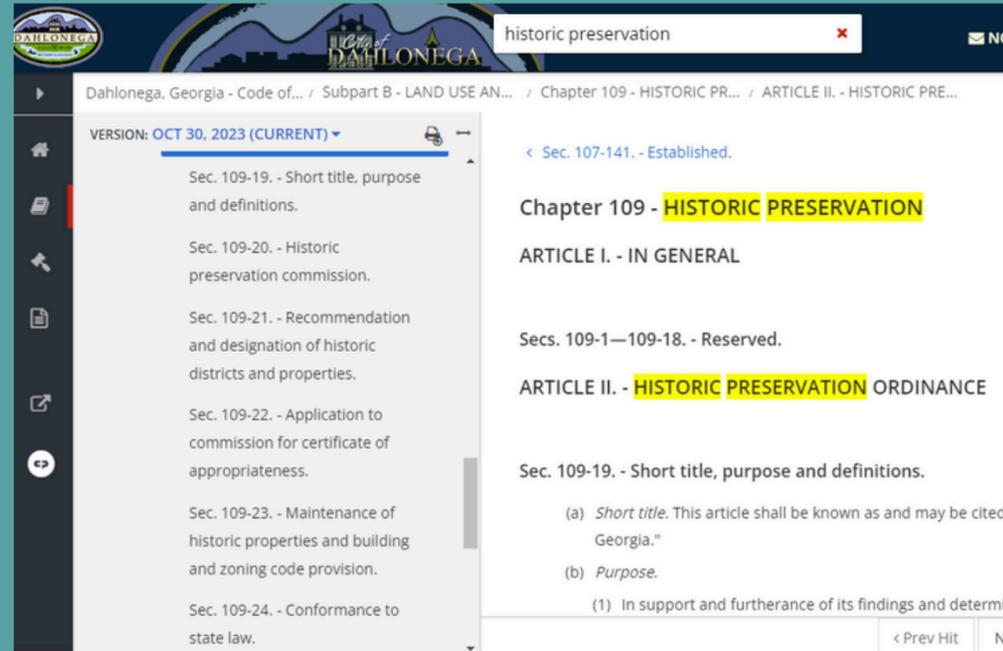
# Public and Interactive Art



# PRESERVATION-BASED ECONOMIC DEVELOPMENT



Weekly Merchant Office Hours Downtown



Codified Historic Preservation Policies



Annual Downtown Partner Walks to Review Historic Properties

Maintaining a property and business inventory list on our website.

# Three Year Goals

Facilitate the purchase and redevelopment of properties on East Main Street to enhance the look and feel of our downtown.



The screenshot shows a web browser displaying the 'Properties' section of the Dahlonega Georgia website. The page lists three properties for sale:

Address	Price
21 N Grove St and 75 E Main St	\$3,995,000
70 Memorial Drive	\$1,590,000.00
70 Memorial Drive	\$1,250,000.00

- Key Property redevelopment in progress: Carriage House Building
- SPLOST funds allocated for a downtown parking deck
- Advertisement and promotion of significant properties for sale

# DEMONSTRATED IMPACT & RESULTS



 **40** Net New or Expanded Businesses

 **12** Façades Improved

**129**  Net Jobs Created

**595**  Volunteer Hours

**\$1,585,319**

Public & Private Investment in Downtown Revitalization Efforts

 **243**  Promotional Events

**\$554,328**

Invested in Public Improvement Projects

 **500,000+** Visitors to Downtown