

Historic DOWNTOWN DAHLONEGA Georgia



GEORGIA

MAIN STREET



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:

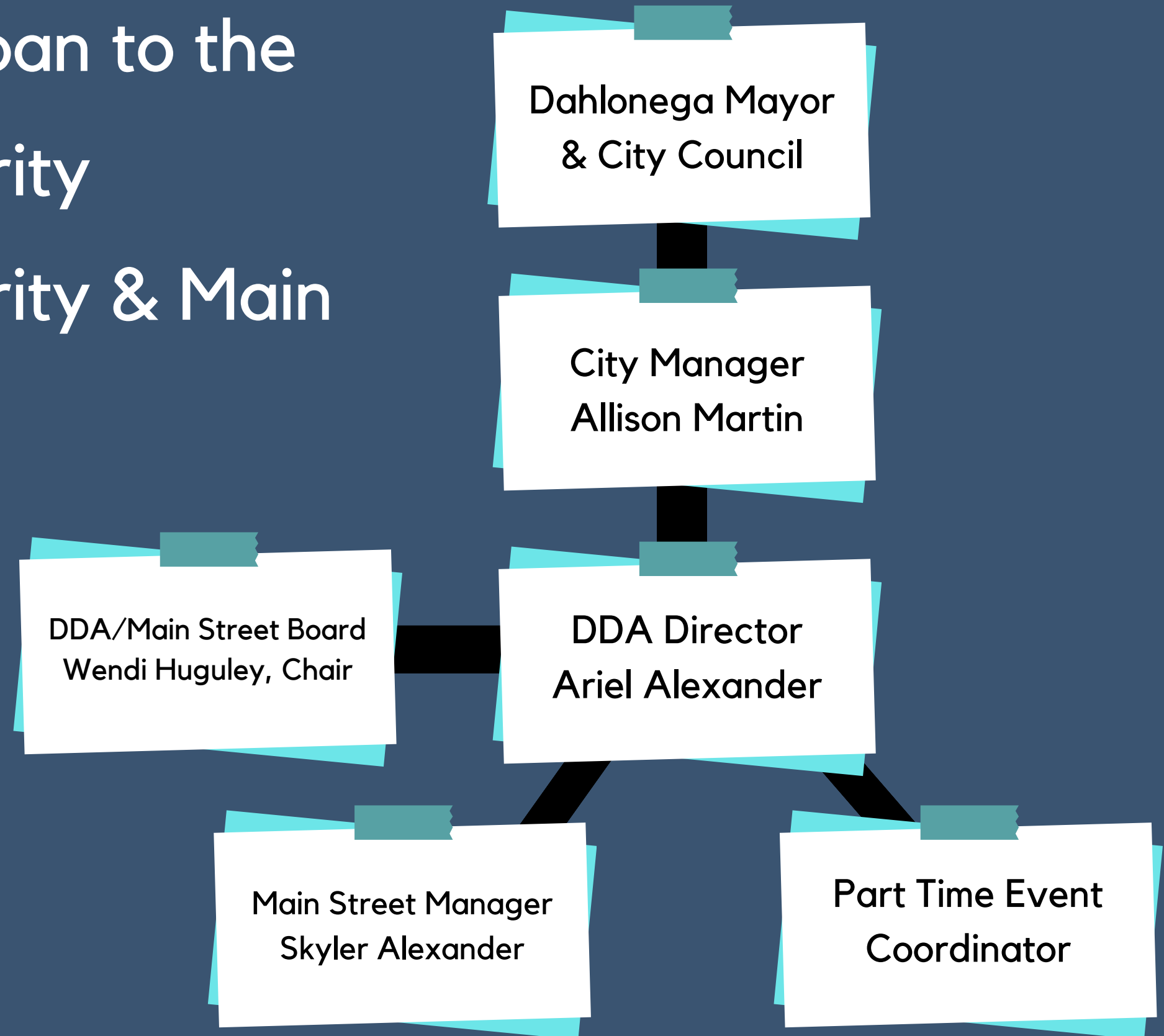
- Plan free programs for residents and visitors
- Work to make downtown a well designed hub for activity

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



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 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 THE YARDEN | JUNE MOONLIGHT RIDE | JULY RADFORD WINDHAM & STEP BACK CADILLAC |
| AUGUST ACROSS THE WIDE | SEPTEMBER UGLY COUSIN | OCTOBER 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!

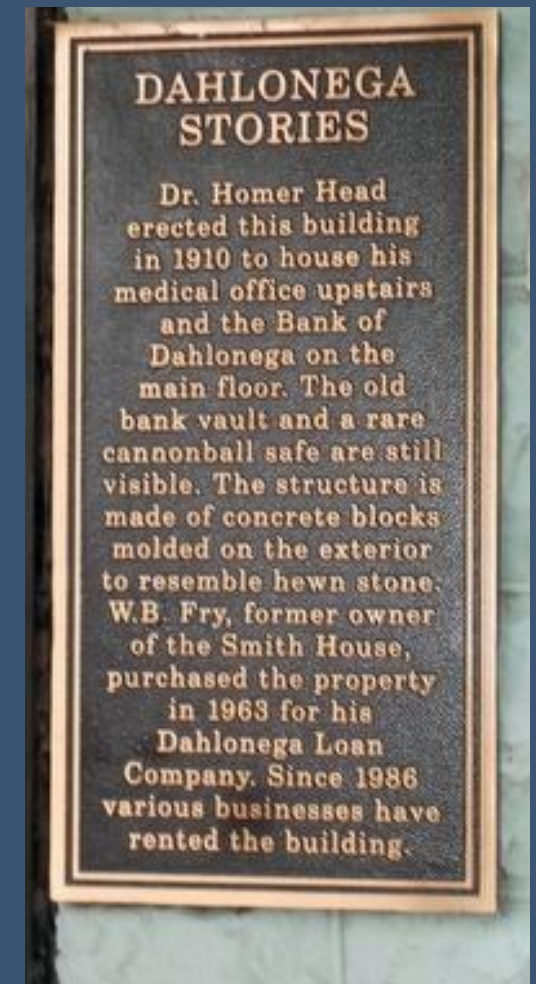
DAHLONEGADDA.ORG



Love Letter to Downtown



Dahlonega SELFIE SPOT TRAIL



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!

DAHLONEGA

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



- 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

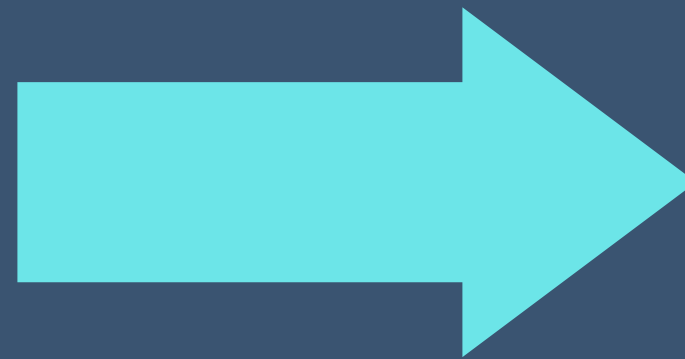
Transformation Strategies

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.

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

Retain, recruit, and expand businesses

Improve quality of life for residents and experiences for visitors

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

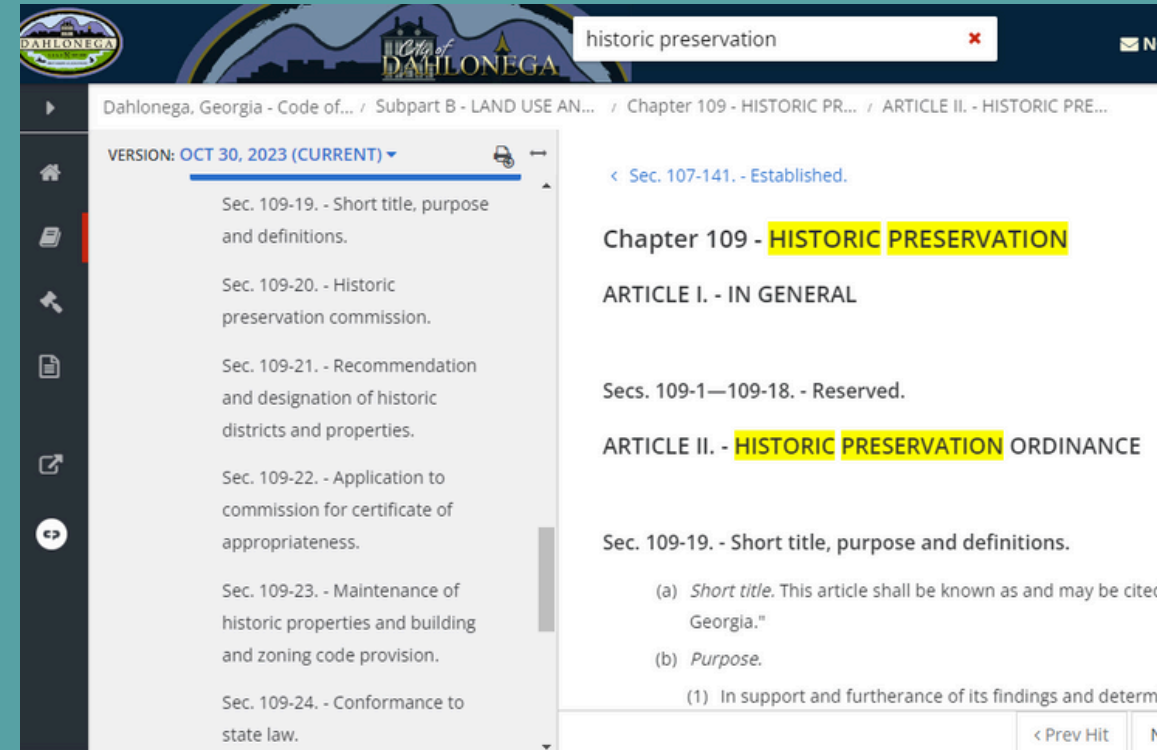
Public and Interactive Art



PRESERVATION-BASED ECONOMIC DEVELOPMENT



Weekly Merchant
Office Hours
Downtown



Codified Historic
Preservation Policies

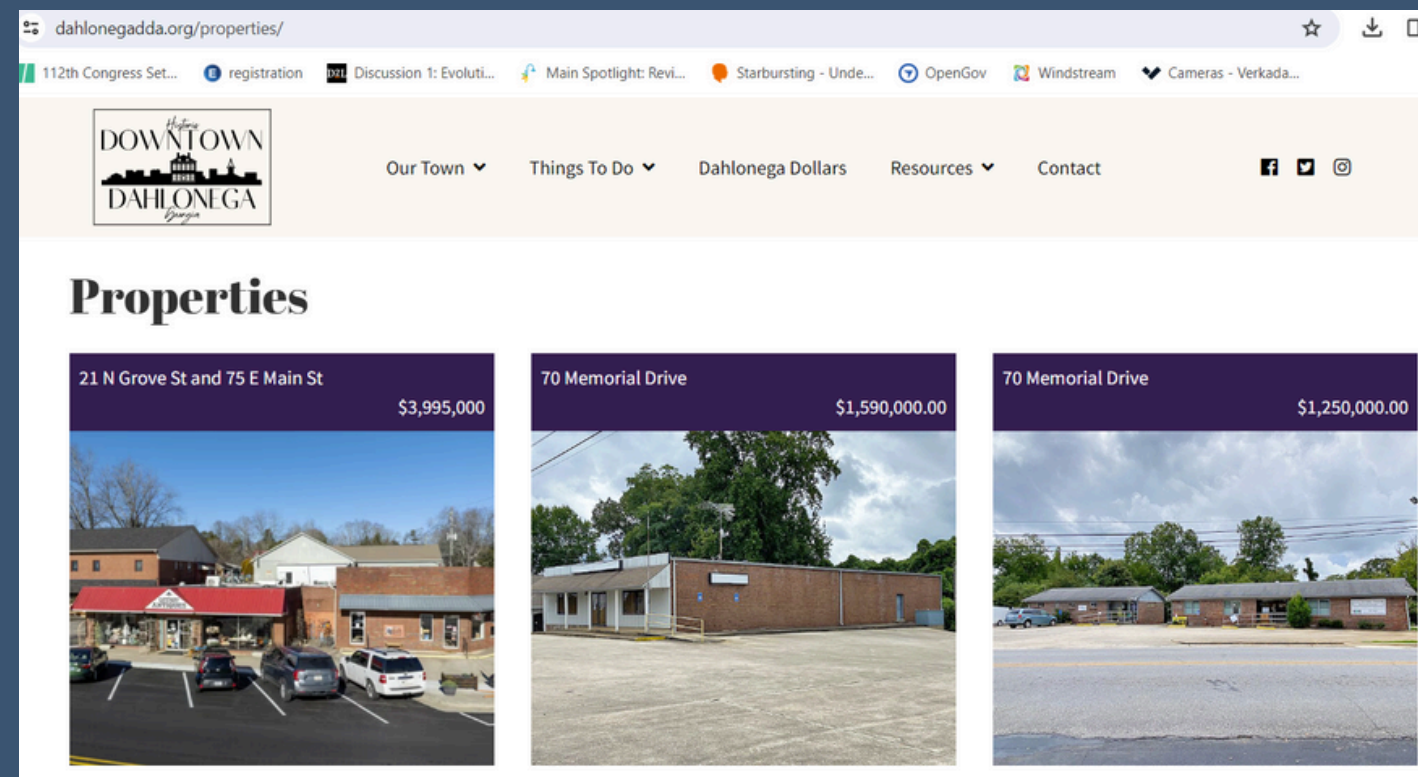


Annual Downtown Partner
Walks to Review Historic
Properties

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.



- 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



2022/2023