



STAFF REPORT

MEETING DATE: 03/04/2024

PRESENTED BY: Amber Whisner, Business Development- Economic Development Committee

AGENDA ITEM DESCRIPTION (Agenda Content):

March 2024

Department Report:

Tax-

Occupational Tax- As of 02/20/2024 there are still 179 expired Business License. Penalties and Interest will go on April 1st in accordance with State Law. (report attached)

In 2023, we transitioned to being able to accept renewals and new business license applications online. For 2024 issued license, 15 new business applied online, 156 renewed online, 20 new business applied in person and 210 renewed in person. This is a major advancement as only 1 year prior, 100 % of license applications were done in person.

Property Tax- 5,152 Property Tax Statements were mailed out in October of 2023. As of date, 249 remain unpaid. Interest accrues each month on the 21st. Leins will be placed on outstanding 2023 tax bills on March 22nd. The city was able to cancel 108 liens this fiscal year that was placed on prior years due to payment being received on those bills.

Main Street Update- Our condolences go out to the families of Mrs. Helene Jones and Dr. John Sparti as they both passed away in February. Mrs. Jones has made a huge impact on Main Street with her efforts towards revitalization and vitality and she will be deeply missed by all. She passed on February 17th 2024 Dr Sparti was the owner of Dallas Family Practice on Main Street for almost 50 years. His practice opened in 1975 and he was still actively practicing up until just a few days before his passing on February 16th.

The Downtown Ambassadors program has kicked off and they will have their first meet and greet on March 7th. We are looking forward to the great things this group of volunteers can do in Dallas.

“Coffee and Conversations” kicked off in February. These meetings are for small business owners and are intended to provide tools, training and resources to our small business owner community. The first meeting

was held on 02/15 at Good Stuff Coffee House and we hosted guest speaker Peter Matthews from the UGA Small Business Development Center.

Special Event Update-

Galentines night was a huge success. Number of people attending doubled from last year. Several of the stores on Main Street had record breaking sales.

2024 Enchanted Ball was on Sunday February 11th and it was an amazing event. We had 130 kids and an additional 200 plus adults that attended over 2 sessions at the Civic Center.

Next events coming up will be City Fest and Night Market in April.

We opened Food Truck Vendor applications and City Fest Vendor applications in late January and have closed both due to an overwhelming number of applications and date selections. Food truck vendors have been selected and we have 212 trucks scheduled to attend 2024 events. We received more than 150 Vendor applications for CityFest and we are currently working through those to finalize vendors.
