

CAVE SPRING DDA REPORT, JANUARY 2022

Submitted by Larry Dolan, Executive Director

- I. During the month of January, the DDA managed to do 2 “Business after Hours” events.
 - A. The first was at QUINT FAMILY CARE on January 12
 - 1) We had, by my count, 26 attendees present
 - a) The owner, Karen Thompson, pointed out that we couldn’t have fit many more in the office
 - 2) We gave away 3 door prizes and received 19 registration forms to build our database
 - 3) Karen later reported to me she made appointments with 5 new patients from that event, which is excellent
 - B. The second was at Cave Spring Market on January 26
 - 1) By my count, we had 28 at that event.
 - 2) We gave away 2 door prizes and received 8 new registrations
 - C. I would say that the reason we have been able to “raise the bar” on these events is because of the database
 - 1) We are having attendees returning to these events as they are being notified by email, and as the database expands; so does the number of attendees.
 - 2) The beauty with this formula is that the more often you do these events, the better the attendance
- II. We had our DDA training on January 24th.
 - 1) This was essential because we had 5 members who needed to be certified
 - a) This was taken care of on one day.
 - 2) In addition to that, the information provided by Ann Arnold was extremely valuable
 - 3) Because there were 4 outside participants from other DDAs, the extraneous costs such as food and our church donation were covered.
 - a) The city agreed to pay for ½ of our tuition of \$1,000. We paid the other half
 - 4) We were also gratified to have 3 council members present
 - a) Our hope is that we can understand all of our roles better and work more cohesively
- III. We finally received the check from GA Power
 - A. The amount was \$5,000.
 - 1) It was deposited with the cooperation of United Community Bank
 - B. I was able to purchase a computer to replace the broken one.
 - 1) The cost was \$875.
 - 2) Once I have it all set up, this will allow me to spend most of my days in the Welcome Center