

2014-2015 ANNUAL REPORT

The Main Street Four-Point Approach® serves as the co-pilot and provides the directional navigation that hundreds of communities across the state are using to enhance the downtown experience. Streetscape improvement projects, wayfinding signage, upper-story housing development, branding campaigns, locally owned, independent business recruitment, farm-to-table restaurants and farmers' markets, purposeful special events and high quality, adaptive reuse projects, are the after burners used to fuel the local economies.

Four elements are combined to create a well-balanced program:

ORGANIZATION: Building partnerships to create a consistent revitalization program and develop effective management and leadership downtown.

DESIGN: Enhancing the visual quality of the downtown and the downtown environment elements - - buildings and storefronts, public improvements, facades, signs, landscaping, window display and graphic materials.

PROMOTION: Reestablishing downtown as a compelling place for shoppers, investors, and visitors. This means not only improving sales but also rekindling community excitement and involvement.

ECONOMIC RESTRUCTURING: Strengthening the existing economic assets of the business district while diversifying its economic base. Activities include conducting market analysis, adapting vacant buildings that have outlived their original purposes and sharpening the competitiveness of Main Street's traditional merchants.

By the Numbers

552

Number of cities and towns in North Carolina

65

Number of cities and towns designated as NC Main Street communities



Downtown Albemarle is the center location to recreational opportunities near the Uwharrie Lakes Region that promotes healthy living, arts and entertainment. Our purpose is to aid and promote the redevelopment, improvement, beautification, and revitalization of downtown Albemarle.

What's Happening in Downtown?

ORGANIZATION: For over 25 years the Albemarle Downtown Development Corporation has led the way for the preservation of historical assets, community festivals and events, and business development for the Downtown of Albemarle. This past year, our Board of Directors engaged in a candid discussion about the contribution and effectiveness of the ADDC Board and brainstormed opportunities for change.

Market Station is owned and operated by the ADDC. The event rentals for the facility increased by 50% for the 2014/15 fiscal year due to increased and targeted marketing activities.

DESIGN: Around Mother's Day weekend, 50 hanging baskets were hung in downtown along with planting 8 urns and two beds at Courthouse Square Park. The proceeds from the 2014 Holiday Tour of Homes paid for this beautification project. The partnership that we have with the City of Albemarle is greatly appreciated in that the Public Works department waters these areas 3 days a week.

The City also requested that the Design Committee create a draft Commercial Building Maintenance Code and the committee worked for several months to present a comprehensive draft code .

PROMOTION: During the spring months, we partnered with the Albemarle Downtown Business Association to promote their *First Saturdays* event series along with our annual events: Stanly County Winter Wine Fest, Outdoorsman's Bonanza, Farmers Market, Fall Festival, Downtown Christmas, Holiday Tour of Homes, and the Christmas Parade all of which fall within a six month period. Regular promotion of the Stanly County Farmer's Market has increased vendors to an all time high and increased customers for both the Wednesday and the Saturday markets.

A radio spot was secured on WSPC 1010AM to promote downtown news and regular advertisements with the Stanly News and Press are proving fruitful.

ECONOMIC RESTRUCTURING: The Downtown Holiday Pop Up contest was a success. One of the winning businesses expanded and is now selling product in a downtown store. The building that housed the market is rented and the new tenant is investing in upgrading the building for her bakery. Six new businesses opened in downtown: Big Bob's Flooring, Books and Baubles, Deeter Real Estate, Four Seasons Realty, Second Street Sundries, and Triple H Consignment; One existing business expanded: Vac and Dash. There are at least two more businesses that will open within the next three months. Due to increased business activity, the ADDC created a database of all the properties and current use within our service district to help determine the best location for new businesses.

By the Numbers

\$409,500

Amount of Public Investment dollars

\$731,088.35

Amount of Private Investment dollars

22

Number of full-time jobs created in downtown

16

Number of part-time jobs created in downtown

10

Number of facades redone with the help of the Design Grant Program

1278

Number of volunteer hours contributed to downtown

\$6,348.16

Amount of grant money awarded to property/ business owners for improvements

