



# City of Albemarle Downtown/Main Street Business Retreat

Monday, Feb. 1, 2021

*Presentation by City of Albemarle  
Economic Development Director  
Keith Tunnell*



*Sometimes we take people  
like you for granted...*

*On behalf of the Mayor, City Council, City Staff, and all  
the citizens of the City of Albemarle, we would like to  
thank YOU, the many business owners who have invested  
your money, time, energy, effort and heart into this  
community.*

*We are here to serve you and we're proud you chose to  
invest in the City of Albemarle!*

*Thank You For Investing &  
Believing In Albemarle, NC*



Thank  
You

# Why We're Here

- To Listen *(Really)*
  - To our business owners
  - Building owners
  - Allies, Civic Leaders, Leadership
  - Citizens
  - Youth
- To Learn *(from you)*
  - What are we doing well?
  - Where can we improve?
  - What can we do differently?
  - Share your vision and ideas
  - How to get involved
- To Educate & Communicate *(what we think we know)*
  - City programs and services
  - Econ. Dev./Main Street initiatives, plans, and programs
  - City & ADDC update
  - Programs from allies (ADDC, Pfeiffer, Stanly CC, Small Biz Center, Chamber of Commerce, etc.)
- To Get Your Feedback *(and put it to good use)*
  - On The Tentative 2021 Calendar & Events
  - Issues of Concern / Solutions
  - How we can better involve the biz community in the ADDC
  - We want your honest advice, feedback, and ideas on any issue or concern you have about anything related to your business and downtown.

# A New Economic Development Director

- Keith Tunnell is Albemarle's new Economic Development Director, having joined the City in mid-October 2020
- Tunnell oversees economic development which includes industrial recruitment as well as retail recruitment and the City's Main Street Program. Tunnell also serves on the Board of the non-profit ADDC. The City of Albemarle provides budget and staffing support to the ADDC. Tunnell manages both employees tied to the ADDC.

## *Focus Of The First 100 Days...*

- Presented plan to complete and open the Albemarle Business Center
- Listen & Learn: Met with dozens downtown business owners, building owners, leadership, allies, stakeholders, and citizens to learn as much as possible about the City, its people, and their concerns, vision, and hopes for the City.
- In the process of assessing each event, program or service currently managed by the City or ADDC to determine quality, success, and areas for improvement.
- Implementing a training and improvement plan for staff so all employees will have knowledge of all facets of economic development, the Main Street Program, and the mission of the ADDC. Major focus on enhancing or developing skills in internal and external communication, sales, development, marketing, promotions, and public relations.
- Identifying and implementing best practices
- Continue to work closely with the ADDC Board and staff to begin the discussion and process of developing the organization into one of the top development corporations in the region that can have an even more successful impact on redevelopment of downtown Albemarle.

# Economic Development – Major Focus Areas 2021

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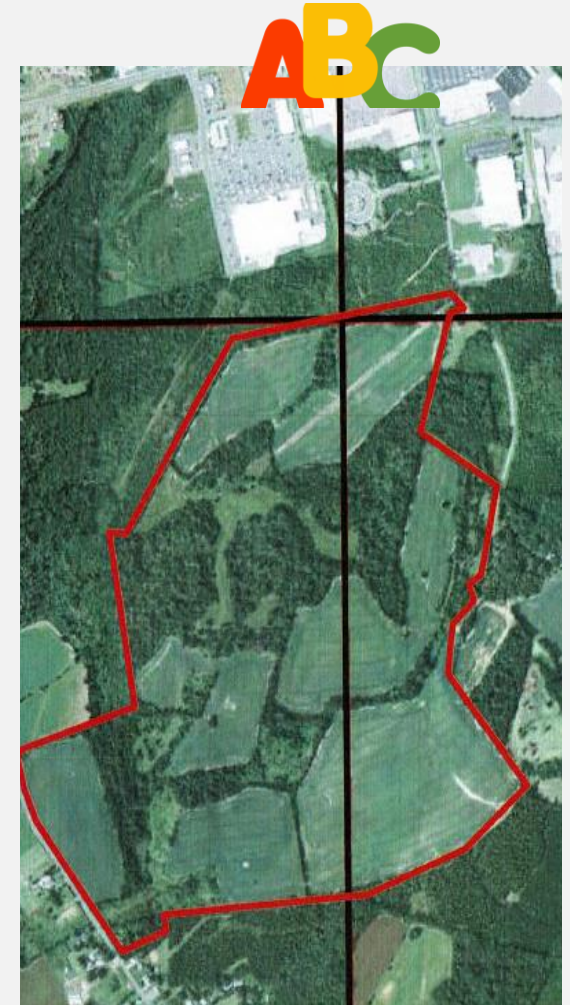
- Albemarle Business Center
- Main Street/Downtown
- Existing Business & Industry Program
- Staff Training / Best Practices / Improved & Enhanced Delivery of Services & Programs / Improved Communication & Collaboration /



# Albemarle Business Center

## Development and completion of the **Albemarle Business Center**

- 287-acre industrial park with proposal before Council to phase in completion of the park
- Initial investment of approximately \$8 million with possible construction to begin 3<sup>rd</sup> quarter of 2021 with completion by 3<sup>rd</sup> quarter 2022.
- At full buildout the industrial park is estimated to create over 2,800 high paying manufacturing jobs and generate just under \$1 billion in new investment.
- Payroll from jobs created by these new companies will benefit the local economy, including the downtown and allow locals to work close to home.
- Revenues from property taxes and city-owned utilities from new industry could be earmarked to support redevelopment, business incentives and grant programs, and further City investment in the downtown/Main Street Corridor
- Develop and implement detailed industrial recruitment marketing plan with ABC as key property being promoted.



# Main Street / Downtown

- Research, review, train, and implement best practices to improve our Main Street program and all ADDC/City programs, events, and services that support our downtown business owners, property owners, stakeholders, and allies.
- 2021 Initiatives
  - ❑ ENGAGE - LISTEN - LEARN
  - ❑ Review and Assess all existing ADDC & City events. Implement best practices. Improve marketing, etc.
  - ❑ Complete and keep up-to-date economic development contact lists (business, industry, allies, media, etc.)
  - ❑ Review and improve City/ADDC digital and traditional marketing plans
  - ❑ Free public Wi-Fi in the downtown/Main Street district.
  - ❑ New standalone Economic Development/Main Street website with digital marketing plan
  - ❑ GIS-Webtech website add-on to market available buildings and property in downtown and at ABC.
  - ❑ Branded social media with consistent messaging and promotion (LinkedIn, Facebook, Twitter, Instagram, Pinterest, Google Business, YouTube, websites)
  - ❑ Improved marketing and promotion of both City and ADDC events and initiatives.
  - ❑ Cooperative and Collaborative relationship with Stanly CC Small Business Center to provide assistance to small business and be a voice and advocate for the business community. Streamlined easy-to-understand process.

# Main Street / Downtown cont'd

- ❑ Research and develop best practices to reach and assist Women, Youth, and Minorities seeking to open a business.
- ❑ Develop an Albemarle Downtown App and market locally and regionally as well as to target audiences (Air National Guard, Pfeiffer)
- ❑ Partner with Stanly CC Broadcast Center and utilize public access TV channel to promote and market downtown businesses, events, festivals, seminars, City department programs and services, etc. Produce content that advertises local restaurants and businesses.
- ❑ Pfeiffer Liaison – single point of contact to work with the University on programs and services to support students, faculty, staff, and visitors.
- ❑ Launch City of Albemarle Small Business Revolving Loan Fund
- ❑ Continue partnership with Retail Strategies on recruitment of national and regional retailers
- ❑ Determine with support of business community and citizens the key anchors missing in the downtown to make it a destination for visitors, locals, day-trippers, and weekenders from surrounding metro areas (i.e. boutique hotel, additional apartments and housing, pizzeria, sandwich shops, delis, breweries, tapas, beer gardens, specialty food shops. Develop recruitment and possible incentive program to attract.
- ❑ Support wayfinding completion, mural concepts where appropriate, alleyway project. Vision public arts program (i.e. silos? Mascot street art?)
- ❑ Develop paid internship program with Stanly CC and Pfeiffer to utilize talent for specific roles to support downtown (PR, digital marketing, student liaison, events, etc.).
- ❑ Take downtown building and property database to next phase and develop online listing database with data and information on all available properties. Develop online marketing plan to promote listings and create professional property flyers.
- ❑ Continue to provide professional permitting & zoning process and assistance in cooperation and collaboration with City Planning & Development Staff.



# Main Street / Downtown cont'd

- ☐ Best practices by attending Main Street NC and Main Street USA conferences and workshops, IEDC, and NCEDA conferences and workshops.
- ☐ Professional training and certification programs for all staff and identify grant writing support or training.
- ☐ Hire a professional photographer or skilled photography intern to take photos of all downtown building facades and other areas of interest to create a photo library
- ☐ Annual Main Street/Downtown Retreat
- ☐ Discussions with all stakeholders on ideas for future large annual downtown event with regional scope and attraction (2023). (Air National Guard Theme?)
- ☐ Identify properties within Main Street/Downtown district for potential purchase and reuse.
- ☐ Engage tourism, arts and agriculture community to develop, brand, and promote an annual Ag&Art Tour.
- ☐ Partner with County business and tourism entities to develop other tourism trails that could also be developed to promote tourism especially day-trips and/or weekend trips from Charlotte region residents such as a Wine & Spirits Trail, Great Outdoors Trail, etc.
- ☐ Research potential for Agribusiness Center incubator located in downtown to promote small business entrepreneurship focused on support for local farmers, artists, craftsmen, natural goods, and small lot food production. Visit facility in Western NC with interested parties to see successful operation.
- ☐ Research potential for event or festival oriented to the City's youth that could be grown into a regional festival for youth.
- ☐ Begin laying foundation for 5-Year Economic Development Strategic Plan to include section on Main Street/Downtown.

# Existing Business & Industry Program

- ☐ Develop professional business and industry program to call on all of the City's business and industry owners, managers, etc. on a regular basis. Identify any issues or concerns, report back, work to address issues and assist with expansions.
- ☐ Review and assess the impact and level of success of each of the City's programs and services designed to support business and industry.
- ☐ Identify new programs or services using best practices from other communities and implement.
- ☐ Organize, plan and implement an annual Business & Industry Appreciation Event
- ☐ Career Education, Counseling & Outreach: Work with Stanly CC, Pfeiffer, private K-12, Stanly County Schools and City business and industry to develop digital career marketing .Utilize career fairs, apprenticeship programs, internships, and biz and industry tours for older students. Tours of local biz and industry with administrators and guidance counselors. Detailed data to students and families as to types of jobs, skills required, certificate or degrees required, average salaries, etc. for biz and industry in the City via an up-to-date database Soft skills education for younger students.
- ☐ Develop and implement a Franklin Covey Leder In Me program for youth
- ☐ High potential to promote niche market to attract business and industry to the ABC and/or Downtown that are involved, engaged, support, manufacture, or provide services in the Health Sciences, Autism, or other medical fields utilizing partnerships, talent, and networks of Pfeiffer, GHA, Atrium, and possibly the Kannapolis Food Science campus programs in Kannapolis.

# City of Albemarle Economic Development

## *Our Open-Door Policy*

We want to hear from our business and industry, stakeholders, allies, and citizens. The Economic Development has an *Open-Door Policy* and we will be happy to meet with you most any time to discuss your needs at your place of business or ours. Our offices are located in City Hall on the second floor adjacent to the City Planning & Development Department.



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# To Our Volunteers

The City of Albemarle leadership along with the Economic Development, Main Street Program, and ADDC staff would be remiss if we didn't take a moment to thank the dozens of volunteers who sit on our many committees and assist us each year as volunteers putting in thousands of man-hours in support of our events, festivals, seminars, and other initiatives.

Each of you are special and appreciated!

*Thank You!*

**WE**  **VOLUNTEERS**



# Thank you for attending today's retreat!

Information from today's retreat will be posted on the City of Albemarle and the ADDC website. If you would like additional information on one or more of the topics covered today, please see a member of the economic development team and they will be happy to assist you.

*Please be COVID Safe & Drive Safely Home.*