



Albemarle Downtown Development Corporation

# What is the Albemarle Downtown Development Corporation (ADDC)?

ADDC was established in August of 1989 and has accomplished many tasks over its 32 years in operation. Our purpose is to aid and promote the redevelopment, improvement, beautification, and revitalization of downtown Albemarle.

The organization is a 501(c)3, and is governed by a board of directors and activities are implemented by the Main Street Manager. The Main Street Manager is employed by the City of Albemarle under the department of Economic Development, and the objective is to oversee and execute the ADDC's mission, goals, and yearly plan of work.

The ADDC is an accredited North Carolina Main Street Community.

# Vision and Mission of the ADDC

- Vision:

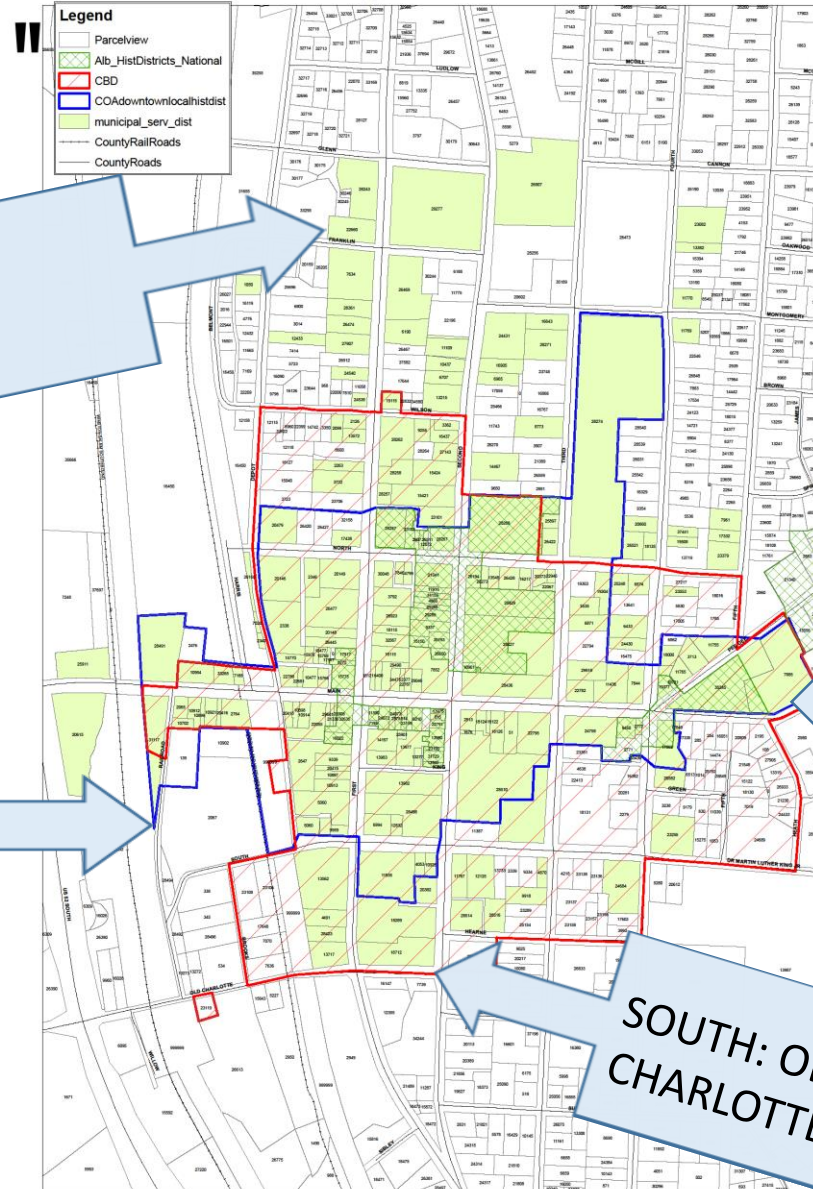
Downtown Albemarle, NC is the gateway to opportunities in the Uwharrie Lakes Region, promoting healthy living through recreation, arts, education and entertainment.

- Mission:

To create an environment for development that enhances Downtown Albemarle as the cultural, historic, social, economic and educational center of the community.

# WHAT IS CONSIDERED DOWN- TOWN ALBEMARLE?

## City of Albemarle



REFERENCE USE ONLY  
0 200 400 600 Feet

City of Albemarle  
Department of Engineering Services  
GIS Division (704) 984-9437

# What Does the ADDC Do?

Public Spaces/Property Management



Courthouse Square Park  
*Corner of Main and Second Streets*



Market Station  
*West Main Street*



Liberty Gardens  
*Corner of W. Main & Depot Streets*

# Promotions Committee – EVENTS and Activities!



Saturday, Feb. 26, 2022



Outdoorsman's Bonanza  
Saturday, March 27, 2021



April-October



Small Business Saturday  
Nov. 27, 2021

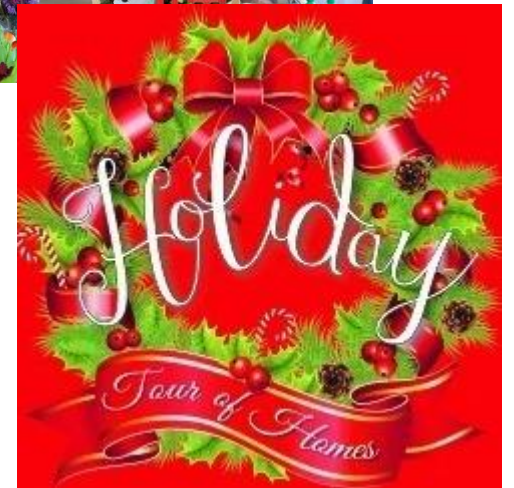


SOUNDS AT THE SQUARE

Alec & Austin

COURTHOUSE SQUARE PARK  
(Corner of Main & 2nd Streets)

Friday  
Nov. 1st  
6-8PM



ADDC Holiday Tour of Homes –  
Second Sunday in December

*(Partner w/COA/Parks & Rec on Holiday Events, TDE, Thurs. @ Station)*

# *Design Committee- Beautification and Visual Improvements*



*Alleyway Improvement Project  
W. Main St.  
Spring 2018*

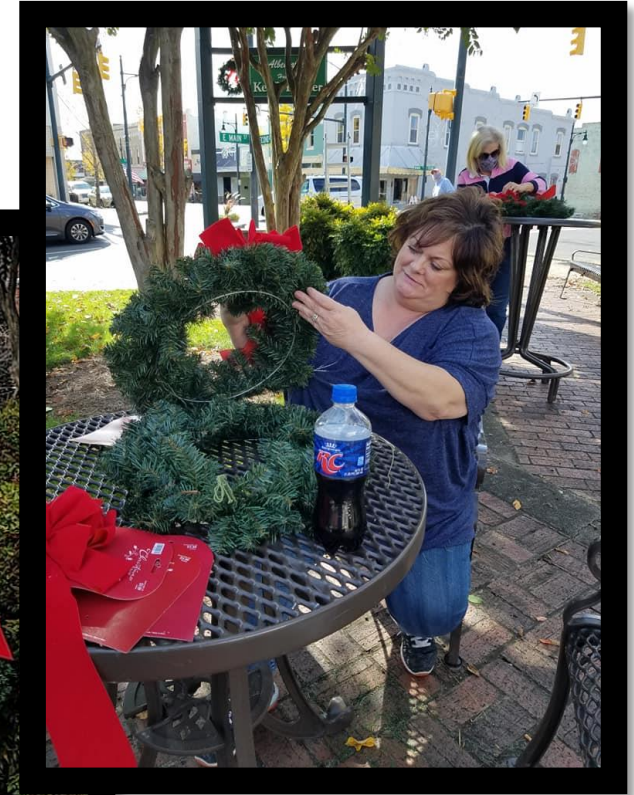


***Public Art**  
George Bireline  
Sculpture Grouping  
@ Stanly Co. Library  
June 2020*



*Flower Plantings-  
Twice Yearly in  
Spring and Fall*

*Christmas Decorations at Courthouse Square Park*





# Economic Vitality

## Supporting Downtown Businesses and Properties

### ADDC Matching Grants



- Sign Grant
- Façade Grant
- Landscape Grant
- Architectural Services Grant

\$13,150.18 total in ADDC Funds awarded FY 2019-20 to help downtown businesses make façade, signage, and landscape improvements.

# Economic Vitality – Supporting Existing Businesses



ALBEMARLE DOWNTOWN DEVELOPMENT CORPORATION PRESENTS  
**#BEDOWNTOWNBIZ**  
AFTER-HOURS DOWNTOWN BUSINESS MIXER  
THURSDAY  
**FEBRUARY 20TH | 5:30-7:30 PM**  
Welcome Downtown's newest business and discover ways that local resources can make your register ring!  
**REFRESHMENTS / DOORPRIZES/ANNOUNCEMENTS**

SPACE IS LIMITED - PLEASE RSVP BY FRI FEB 14TH  
EMAIL: [ADMIN@ALBEMARLEDOWNTOWN.COM](mailto:ADMIN@ALBEMARLEDOWNTOWN.COM)  
PHONE: 704-984-9415

**4 RIVERS**  
124 W Main St  
ALBEMARLE  
Refreshments Brought to You by  
GloryBeans CoffeeHouse  
[WWW.ALBEMARLEDOWNTOWN.COM](http://WWW.ALBEMARLEDOWNTOWN.COM)



# How We Make it Happen

**Sponsors/Private Donors/Fundraising Events:** Provide financial assistance for ADDC to offer grants, cover costs for Downtown events for the community to enjoy, and cover expenses to manage ADDC-owned properties

**Volunteers:** Assist with Downtown events and projects, and/or serve on one of the following committees:

*Organization: Works toward recruiting volunteers, sponsors, and stakeholders to partner with the ADDC on new initiatives*

*Promotion: Creates and grows events that add to the culture of downtown, and leads marketing efforts for downtown.*

*Design: Makes Downtown beautiful and encourages good building design. Works with COA Public Works on streetscape and beautification initiatives for public spaces.*

*Economic Vitality: Makes Downtown successful by supporting existing businesses and attracting new business with economic incentives and targeted strategies.*

*Subcommittees for ADDC events: Holiday Tour of Homes, Outdoorsman's Bonanza, Stanly Co. Winter Wine Festival*

## Feedback/Ideas on ADDC Projects for 2021-22 Fiscal Year

### Organization:

- Volunteer Recruitment and appreciation
- Fundraising Ideas
- Board Opportunities

### Promotion:

- Building on existing events
- More After-Hours Events, Activities
- Sidewalk Sales
- Publicizing vacant spaces
- Improved communication with downtown businesses
- Use of ADDC owned/managed spaces to promote businesses (ex. Farmers Market activities)

### Economic Vitality:

- Incubator Space for start-ups
- Small Business Startup Program
- Incentive card or loyalty program for downtown shoppers

### Design:

- Public Art – murals, sculptures
- Christmas Decorations
- Window display assistance



**ALBEMARLE**

NORTH CAROLINA

*Water. Air. Land. Opportunity.*

Joy Almond – Main Street Manager, City of Albemarle

704-984-9420

[jalmond@albemarlenc.gov](mailto:jalmond@albemarlenc.gov)

