



**Burlington Downtown  
Corporation**

**Report of Progress  
*September 2011***



## *Table of Contents*

About Downtown Burlington . . . . 3  
Community Partnerships . . . . .4  
Announcements . . . . .5  
Small Grants Report. . . . . 7  
Business Development . . . . . 8  
Movies On The Move . . . . . 9  
Friends of Downtown . . . . . 9  
Small Grants Program Details . . . .11  
Fridays On Front . . . . . 12

## **Burlington Downtown Corporation Report of Progress**

*Dear Friends,*

It has been an exciting two years in Downtown Burlington! Downtown certainly looks and feels much different than it did in April of 2009 when I first interviewed for the job. Since I've been with the BDC, we have worked diligently to help downtown's potential shine through. Over the last two years, we have made great strides in each of our four areas of focus. Some highlights of the last two years achieved through strategic partnerships with the City of Burlington, the New Leaf Society, the Alamance County Arts Council and others include:

- ◆ Grant Award of \$298,460 for Company Shops Market & opening of the market
- ◆ Creation of the BDC Small Grants Program, awarding over \$137,000 in its first year
- ◆ Grant Award of \$101,794 for Energy Efficient Upgrades to 8 downtown buildings
- ◆ Addition of 21 new and announced businesses
- ◆ Completion of the first phase of the streetscaping project, including crosswalks, planters, gathering areas and banners
- ◆ Development of a new brand mark
- ◆ Launch of the Friday's on Front concert series
- ◆ Launch of Movies on the Move series on the Depot lawn



## ABOUT DOWNTOWN BURLINGTON



The Historic Passenger Depot, 200 S. Main Street  
BDC office location

Downtown Burlington forms the historic commercial and civic core of Burlington. The railroad plays an important role in the City's history; once being known as "Company Shops" due to the location of the railroad's headquarters and repair shops. Today, the rail line plays an increasingly important role as the Amtrak stop with three daily trains connecting Charlotte and Raleigh. Downtown Burlington is home to 100 locally owned businesses.

From one-owner, one-employee entrepreneurs to Fortune 500 companies, we are one of the county's largest employers and the largest concentration of locally-owned businesses.

A renewed interest in developing downtown has taken root over the last five years, with much progress made in the last two years. Major investments include construction of the \$18 million dollar corporate headquarters of LabCorp, the opening of Company Shops Market, a community-owned farm to market grocery and café that has brought new life to downtown, a streetscaping effort, and the addition of 21 new businesses.

### INVESTMENT STATISTICS 2009-2011

|                                  | New Investment<br>PUBLIC | New Investment<br>PRIVATE | New Investment<br>TOTAL |
|----------------------------------|--------------------------|---------------------------|-------------------------|
| <b>2009-2010</b>                 | \$1,365,000              | \$1,304,350               | <b>\$2,669,350</b>      |
| <b>2010-2011</b>                 | \$1,303,143              | \$2,922,441               | <b>\$4,225,584</b>      |
| <b>2009-2011<br/>Cumulative</b>  | \$2,668,143              | \$4,226,791               | <b>\$6,894,934</b>      |
| <b>Cumulative<br/>Since 1988</b> | \$9,074,446              | \$43,427,438              | <b>\$52,501,884</b>     |

### PUBLIC INVESTMENT 2009-2011

\$ 1,900,000 Street improvements and streetscaping  
 \$ 80,000 Downtown wi-fi network  
 \$ 1,365,000 City Hall Annex

**\$3.34 million Total**



**LabCorp Corporate  
Headquarters, 2008**

## COMMUNITY PARTNERSHIPS



The City of Burlington plays an important role in downtown. Downtown is the seat of municipal government and more than 200 employees work downtown. Without the support of the city council and staff, the fresh face downtown is now presenting would not be possible. The city initiated the surge in new development by investing in new street paving, attractive crosswalks, over 100 planters, new banners, and shiny new trash cans and ash urns downtown. The BDC worked closely with city staff to execute a plan for downtown that would best utilize the funds available.



These improvements may seem only cosmetic, but in fact are very important to the economic growth of downtown. It's like putting out a fresh doormat for new businesses. The revitalized streetscapes send the message to potential investors and business owners that Burlington cares about its downtown and that downtown is a desirable and safe place for private investment to occur.

As streetscape improvements go, the \$300,000 spent by the city and \$50,000 donated by the New Leaf Society add up to a modest

investment. Some streetscape efforts cost over \$1 million just for one street of improvements and may take years to complete. The design and implementation process for downtown Burlington's project has taken approximately 12 months to complete. By utilizing resources efficiently, together we have been able to make a significant impact on the beautification of downtown with a very modest budget and within a very short time frame.

In addition to the physical improvements and business development efforts, the BDC and its committees are also addressing a number of other issues, including branding and comprehensive marketing for downtown, and important management issues such as parking and trash collection.

Strategic partnerships have been key in all of the work undertaken over the last two years. We first would like to thank the City of Burlington for their support, collaboration and investment. We'd also like to thank the New Leaf Society, Laboratory Corporation of America, the Smith Family Foundation, the Alamance Arts Council, Elon University, UNC- Chapel Hill and the Alamance Chamber of Commerce as important partners.

These partnerships resulted in more attractive streetscapes, a recurring music series that is marketed county wide, free or low cost research and design work in the areas of downtown parking, market research, marketing plan development, and implementation; as well as logo and brand development.

### Employers, Employees, and Cultural Anchors

**Laboratory Corporation of America**  
1100+ employees

**City of Burlington Facilities:**  
Administration, Planning, IT, Finance,  
Police, Fire, Public Works  
300+ employees

**Independent Businesses:**  
Approx. 300+ employees

**May Memorial Library:**  
26 employees, serving approx 1000  
patrons/day

**Paramount Theater:**  
2 Theater Companies, 390 seats,  
hosts plays, concerts, weddings,  
business training sessions, and many  
more.

#### Other Major Employers:

Wells Fargo  
Capital Bank  
Bank of America  
Proponent Credit Union  
Vantage South

## NEW & NOTABLE

### STREETSCAPE IMPROVEMENTS



The BDC partnered with the City of Burlington on a low-cost, high impact streetscape design implemented in 2010-11. The downtown streets have been repaved and attractive imprint crosswalks installed. These improvements along with the purchase of large planters, new trashcans, ash urns, and attractive new banners have given the downtown a sorely needed facelift and have made it a more attractive location for business. Since installation of the streetscape began, nine new businesses have decided to make downtown their home!

### COMPANY SHOPS MARKET

The opening of Company Shops Market is probably the most anticipated event in downtown Burlington in years. The market is now open and offering not only fresh, locally grown products to local people, but also providing a new community hotspot for downtown! This grassroots effort took many years of hard work and **2200+ owners and investors**. The BDC is proud to have played a role in bringing the market to life through our work on the Main Street Solutions grant of almost \$300,000! This award brought Governor Bev Purdue to Burlington.



Company Shops Market is a cooperatively owned, full-service grocery store and cafe. Conveniently located, the store serves conscientious shoppers committed to local, organic and sustainably produced food.

The vision of Company Shops Market as a community-owned grocery and gathering place that provides exceptional food products while utilizing, as much as possible, our local, small, sustainable farmers is now a reality.



### FURNITURE AND HOME ACCESSORIES

Over the last two years, the Furniture and Home Accessories segment of our downtown market has blossomed. *Bella's House* and *The Old Timey Place* established downtown as a great place to find unique and affordable ways to furnish your home. They have been joined by *The Gingham Daisy*, *Main and Fifth*, just outside the district, and *Nest* opening in October on Worth Street.

Together these business have created a niche for Downtown Burlington making it a destination for locals and regional visitors alike. Our Spring 2011 marketing campaign featured these and other businesses offering home décor, unique finds, and food and fun.



## BRAND DEVELOPMENT

One of our most recent projects was a collaborative effort to develop a new brand for downtown. We were assisted in this endeavor by the very talented students of Elon University. Our first step was to work with Sharon Hodge's Market Research class. They developed two very strong reports for the BDC outlining potential market segments and customer wants and needs. The reports focused on citizens of Burlington in general and specifically Elon students.

The second step was to work with Live Oak, Elon's student-run advertising agency. They utilized the market research and conducted interviews and focus groups to inform the development of the logo shown at right. We feel it captures the energy, history and future of downtown Burlington. In coming months we will see this brand extended through print and on-line marketing and eventually to the design of wayfinding signage for downtown Burlington.

## COMPLETED PROPERTY RENOVATIONS

- |   |  |
|---|--|
| <ol style="list-style-type: none"> <li>1. 118 E. Davis Street – The Rusted Bucket and Davis Street Kart Shop</li> <li>2. 102 E. Front Street – The Gingham Daisy</li> <li>3. 120 E. Front Street – The Venue at Front</li> <li>4. 136 E. Front Street- Bella's House Expansion</li> </ol> | <ol style="list-style-type: none"> <li>5. 114 W. Front Street – Mary Katherine's</li> <li>6. 120 W. Front Street – Marble Studios</li> <li>7. 132 E. Davis Street – The Perk-o-later Coffee Shop</li> <li>8. 140 W. Davis Street – Burlington Nutrition</li> </ol> |
|---|--|

**Certified Local.**  
It's a promise that goes beyond peaches.

It's a great find and a smiling face.

It's high tech and handmade.

**And it's all our own.**

From big business to small potatoes, Downtown Burlington serves up excellence.

### Downtown Events

- Holiday Magic, 2009, 2010
- Halloween Spooktacular, 2009, 2010
- May Daze & Properties on Parade, 2010
- The Christmas Parade, 2009, 2010
- Fridays on Front Concert Series, 2010, 2011
- Last Saturdays – Movies On the Move, Music, Outdoor Theater, Special Activities, 2011

### Initiatives In the Works

- Targeted Business Recruitment
- Gallery Walk
- Downtown Sculpture Program
- Parking Management Plan and Implementation
- Brand Development
- On-going Marketing Efforts

### Communication Initiatives

- Maintain Active Social Media Presence: Facebook, Twitter, Flickr
- Bi-Weekly E-Newsletters
- Quarterly Hardcopy Newsletter
- Gmail Calendar of Events and Activities

## MAJOR PROJECTS COMPLETED

- ◆ Downtown Streetscape Plan Development and Implementation
- ◆ Small Grants Program Development and Implementation
- ◆ Company Shops Market Grant Award and Construction
- ◆ Energy Efficiency Project Development, Grant Award and Implementation (in-progress)

## DOWNTOWN BY THE NUMBERS

2009-2010: \$198,650  
 2010-2011: \$280,500  
 2011-2012: \$245,700

MSD Tax Rate: 16 cents/\$100 valuation

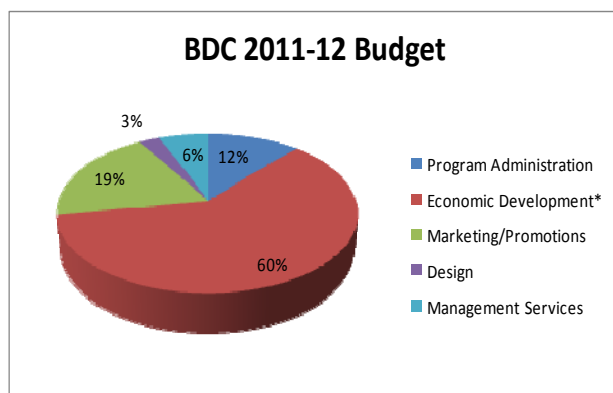
Total Tax Value of District as of 6/30/09- **\$71,393,313**  
 Total Tax Value of District as of 4/07/11 - **\$84,141,752**  
**Gain of \$12, 748,439**

## SMALL GRANTS PROGRAM 2010-2011

The BDC spent time working with the City to craft one of the most comprehensive grant programs for small business development in the state. The program kicked off in August 2010, with a project budget of \$80,000. After only two quarterly grant cycles, it became clear that more money should be budgeted. With total awards of \$137,089, the program is leveraging **over \$4.8 million dollars worth of investment**. This includes support for the up-fit of **Company Shops Market**, and assistance to the **Front Street Renovation** project, which in its first phase will renovate three buildings in a key block of Front Street, provide 5-6 retail/restaurant locations and create an large outdoor dining patio! **Together these two projects represent a total investment of over \$2.3 million dollars.**

### SMALL GRANTS PROGRAM AWARDS RECIPIENTS

| Property Address            | Recipient   | Grant Activities                    | Grant Award | Private Investment Leveraged |
|-----------------------------|---|-------------------------------------|-------------|------------------------------|
| 268 E. Front Street         | Company Shops Market                                      | Up-fit and Interior Renovations     | \$17,500    | \$2.31 million               |
| 219 E. Davis Street         | Garrison Real Estate                                      | Façade Renovations                  | \$2,000     | \$11,000                     |
| 102 E. Front Street         | Mary Smith<br>The Gingham Daisy                           | Building Rehab                      | \$19,266    | \$253,000                    |
| 114. E. Front Street        | Mary Smith<br>Mary Katherine's                            | Interior Systems and Building Rehab | \$14,658    | \$139,000                    |
| 118 E. Davis Street         | The Rusted Bucket Tavern                                  | Interior Systems                    | \$7500      | \$101,424                    |
| 302 S. Main Street          | Core Properties Inc., The Front Street Renovation Project | Interior Systems and Building Rehab | \$20,000    | \$622,433                    |
| 107/113 E. Front Street     | Core Properties Inc., The Front Street Renovation Project | Interior Systems and Building Rehab | \$20,000    | \$622,433                    |
| 127/133/139 E. Front Street | Core Properties Inc. The Front Street Renovation Project  | Interior Systems and Building Rehab | \$20,000    | \$622,433                    |
| Energy Grant Renovations    | 12 sub-recipients   | Lighting, Insulation, HVAC, Roofing | \$16,089    | \$187,499                    |
| Totals                      |   |                                     | \$137,013   | \$4.87 million               |



\* Includes grants of \$176,794 for building rehab, energy efficiency; and business development and recruitment

### GRANTS AWARDED 2010-2011

**\$287,940** – Main Street Solutions Grant, Company Shops Market Renovation

**\$101,794** – NC Energy Office, Main Street Energy Grant, Energy Efficiency Upgrades to 9 Downtown Buildings

**\$75,000** - City of Burlington, supporting Small Grants Program

**\$50,000** – New Leaf Society, supporting downtown beautification

**\$12,500** - Private Donors – Marketing and Branding Campaign

**Total: \$527,234**

# BUSINESS DEVELOPMENT

## NEW BUSINESSES

We are also thrilled to report that since July 2009, twenty-one (21) new businesses have made downtown home or have announced they will be locating downtown. Among these are the following: *The Gingham Daisy*, a furniture and home accessories store, *Company Shops Market*, a grocery store; a restaurant, *Ariel's Diner*; a coffee shop, *The Perk-o-Later*; two pubs, *The Rusted Bucket Tavern* and *Front Street Public House*; *Walkerdance Theater*, *Iron Dragon Kung Fu*; *The Parlour Floor*, *Burlington Nutrition*, *Creative Juices* and *Salon C*, a hair salon.

A complete listing can be found to the right. Through our bi-weekly email newsletter and quarterly newsletter, the BDC has made a special effort to welcome and highlight our new businesses and our existing businesses.

We also look forward to our latest additions opening this summer and fall, including *Mary Katherine's Gifts and Home Accessories*, *Marble Studios*, *Creative Juices*, *David Owens Photography*, *The Venue at Front*, and *Nest*.

## BUSINESS RETENTION & EXPANSION

Our established businesses are flourishing as well. In 2010, *Bella's House* expanded and added two new owners and business is booming! *J&L Bicycle* has established itself as the place to get the right bike and right fit to propel you forward in your biking endeavors, be they leisurely rides or competitive races. *The Glass Angel* reports that their stained glass classes are full. *BJ's Jewelry and Gifts* shines on Spring Street and remains the go to place for fine jewelry at competitive prices as well as interesting gifts and accessories.

The opening of *Company Shops Market* has been a catalyst for increased customer traffic and interest in downtown businesses. Other BDC efforts to benefit our beloved existing businesses include the award and administration of the Energy Efficiency grant from the NC Energy Office, which is helping to fund new HVAC units, upgraded lighting and energy efficient storefronts in eight downtown businesses. Also, the BDC Small Grants program offers several different cash matching grants for improvements to existing businesses.

## NIGHTLIFE!

Two pubs opened their doors downtown, initiating the beginning of nightlife downtown! The *Rusted Bucket Tavern* at 118 E. Front Street and *Front Street Public House* both feature live music several nights a week. The *Perk-o-later* café holds nighttime music and art-based events. The *Company Shops Market* adds to night-time offerings with Friday night music and wine and beer tasting and other events. *Creative Juices* offers a very unique night out with fun painting classes led by local artists. Great for a night out with the girls, a unique date and even kids' birthday parties.



## 21 New Businesses 2009-2011

- ◆ Rare Breed Tattoo
- ◆ Gingham Daisy
- ◆ Iron Dragon Kung Fu
  - ◆ Salon C
- ◆ Rusted Bucket Tavern
- ◆ Davis Street Kart Shop
- ◆ The Parlour Floor
- ◆ Burlington Nutrition
  - ◆ Ariel's Diner
  - ◆ Mayhem Arts
- ◆ Front Street Public House
- ◆ Touchstone Massage Therapy
- ◆ Walkerdance Ballet Theater
- ◆ Mary Katherine's Gifts and Home Accessories
  - ◆ Company Shops Market
    - ◆ Creative Juices
  - ◆ John Plageman, Architect
  - ◆ Back Street Motors
- ◆ The Perk-o-later Coffee Shop
  - ◆ Nest
- ◆ The Venue at Front

# MARKETING DOWNTOWN

The BDC initiated a number of efforts in 2010-2011 to begin the process of developing a new downtown brand and to market downtown using this brand. Working with a number of classes at Elon University, beginning in the Spring of 2010, the BDC completed work in the following areas:

- ◆ Development of a **strategic marketing and branding plan**
- ◆ Development of a **spring marketing campaign**, including media exposure in print, video, television, and radio
- ◆ Completion of **marketing research**, based on input from over 700 community members
- ◆ Development of a **brand positioning statement**
- ◆ Development of a **new brand mark and tagline** that encompasses the brand, "Certified Local."

Elements of our emerging brand can be found in the advertisements shown below, which ran in the Times-News this past spring. Future efforts will focus on further brand expansion and collateral materials.

## downtown BURLINGTON

Have chain stores taken the thrill out of the hunt? Well, it's back on. Downtown Burlington is just the right place for just the right thing, and of course, with just the right people to help.



**Gingham Daisy**  
adirondack chair  
and jocelyn drye handbag  
\$99 and \$40



**Bella's House**  
red door panel  
\$148



**H&K Bootery**  
belmont oak loafer  
\$130



**Parlour Floor**  
lizard pin with ruby eyes



**BJ's Gifts and Accessories**  
swirl ring and necklace  
\$16.95 and \$25.95



**Glass Angel**  
hearts of fire  
\$32

You never know that perfect find... until you've found it.

## unique FINDS

Revitalized and unique, stylish and trendy, but as relaxing and welcoming as ever. So put the thrill back in the hunt. Come visit a refreshing side of the city. You'll be surprised at what you find.

**Burlington Downtown Corp.**  
visit us on facebook

## Break out of the strip mall rut

# downtown BURLINGTON

You're not like everybody else. And you don't want your home to be either. Downtown Burlington is filled with home décor items you won't find at a chain store. Every shop is one-of-a-kind, locally owned and bursting with authentic treasures - old and new.



**Glass Angel**  
glass lamp  
\$575



**Bella's House**  
h-cabinet  
\$173



**Bella's House**  
bird pillow  
\$33



**Glass Angel**  
assorted pottery  
\$30-\$40

## home DECOR

We guarantee you'll be called by name. So come visit a refreshing side of the city. You'll be surprised at what you find.



**Gingham Daisy**  
parson chair  
\$60



**Gingham Daisy**  
desk  
\$129

**Burlington Downtown Corp.**  
visit us on facebook

## It's a matter of taste in downtown BURLINGTON

Break away from the bland. In Downtown Burlington, food and drink have character all their own. Homey, historic, or hip - each establishment brings something different to the table. But all just as friendly as ever.



**Anna's Thai**  
cafe



**the Perk-o-Later**  
coffee shop



**the Rusted Bucket**  
tavern



**7nick's**  
Hot Dogs



**Boston**  
Sandwich Shop



**DANNY'S CAFE**  
Danny's Cafe



**Public House**



coming soon  
**Company Shops Market**

Bring the family for a meal. Pick up locally grown produce. Or gather with friends for some live music. You'll be surprised at what you find.

Come visit a refreshing side of the city - breakfast, lunch and dinner.

**Burlington Downtown Corp.**  
visit us on facebook

Do you like what's happening in  
Downtown Burlington?

Want to be part of it?



Become a Friend of Downtown

We are helping to organize a Friends  
of Downtown Group for those who  
consider themselves

***Downtowners.***

Find out how you can boost the success  
of downtown. Make your voice heard.  
See interesting places with fun people.



Coming Soon: Front Street Renovations by Core Properties & Development.  
Artwork by Wendy T. Wallace

**Become a Friend  
of Downtown  
Burlington!**

There's a buzz in the air  
about Downtown Burlington.  
Things are changing!  
Downtown is home to a  
couple of pubs, great  
specialty retailers and the  
county's only  
co-op grocery. Now all we

need is you!

Become a friend to keep the momentum going!

**What does it mean to be a Friend?**

Your annual donation of \$35 means:

- Regular opportunities for day trips to other downtowns and special venues
- Monthly social gatherings downtown
- Insider information
- Volunteering
- Become a downtown Ambassador
- A cool t-shirt and other branded swag to help spread the word



Joel Drye Photography



## Small Grants Program 2011-2012

The Small Grants Program is now in its second year. Many thanks to the City of Burlington for continuing to fund this program. The BDC awarded nine grants in its first year and we hope for a similarly successful second year. These grants are available to property and business owners within the downtown Municipal Service District. The following are the four grant categories:

|  |   |
|--|---|
| <p style="text-align: center;"><b>Business Up-Fit Grant</b></p> <p><b>Purpose:</b> To expand and facilitate the growth of new and current business in the downtown area. Priority will be given to dining and specialty retailers.</p> <p><b>Funded Activities:</b> Proceeds may be used for building up-fit including demolition, painting, finish carpentry, flooring, display fixtures and equipment.</p>   | <p style="text-align: center;"><b>Building Rehabilitation &amp; Modernization Grant</b></p> <p><b>Purpose:</b> To encourage the rehabilitation of buildings within the downtown area in a manner that contributes to an attractive business district while meeting the modern needs of business and living spaces.</p> <p><b>Funded Activities:</b> Exterior Façade &amp; Signage Grant and Interior Systems Grant</p>  |
| <p style="text-align: center;"><b>Business Sustainability Grant</b></p> <p><b>Purpose:</b> To assist new and existing businesses in their effort to expand their businesses, attract new customers and to keep their businesses on sound financial footing.</p> <p><b>Funded Activities:</b> Activities under this program are less likely to be issued in the form of direct grant assistance and more likely to be issued through technical assistance. Proceeds from this grant may be used for specialized training, workshops, software, research or development of marketing strategies.</p> | <p style="text-align: center;"><b>Downtown Residential Development Incentive Grant</b></p> <p><b>Purpose:</b> To aid in the development of quality income-producing residential uses in the upper levels of buildings within the downtown Municipal Service District.</p> <p><b>Funded Activities:</b> Interior work associated with creating Class A residential units, including demolition, up-fit, and installation of systems, finishes and fixtures. Eligible projects include: rental or apartment housing, condo development, or hotel development.</p> |

All interested applicants must have a pre-application meeting with BDC staff. All materials are to be submitted to BDC offices by 5 p.m. the day of the deadline. Visit [burlingtondowntown.com](http://burlingtondowntown.com) to download the grant packet. Quarterly submittal deadlines for 2011-2012 are : August 30, 2011, November 30, 2011, February 29, 2012, May 30th, 2012.

# Movies On The Move

**June 25th, 9pm**





On the lawn at the Historic Depot in Downtown Burlington

**July 30th, 9pm**



**Sept. 10th, 8:30pm**



**Sept. 24th, 7pm**



**Oct. 29th, 7pm**



For more information, please visit:  
[facebook.com/burlingtondowntown](https://www.facebook.com/burlingtondowntown)  
[www.burlingtondowntown.com](http://www.burlingtondowntown.com)  
 336.222.5002  
 200 S. Main Street  
 Burlington, NC 27215

Sponsored by:





## Burlington Downtown Corporation

PO Box 761, 200 S. Main Street  
Burlington, NC 27216

### BOARD OF DIRECTORS

**President** - Brad Harmon, Syntech Signs

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Rob Malburg, Capital Bank

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Bill Smith, Trust Company of the South

Zack Touloupas, Zack's Inc.

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### EX-OFFICIO MEMBERS

Bob Harkrader, City of Burlington, Planning  
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Cary Worthy, Alamance Co. Arts Council

Lisa Wolff, City of Burlington, Recreation  
& Parks

Nolan Kirkman, City of Burlington, Public  
Works Director

### BURLINGTON CITY COUNCIL LIAISON

Steve Ross

**OFFICE HOURS:** Monday-Friday,  
8:30 a.m.—5:30 p.m.

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