



Message from the Executive Director



Anne K. Morris, Executive Director

Welcome to the new Burlington Downtown Corporation! The past few months have flown by for me. If I haven't met you yet, please stop by and introduce yourself. A little about me... I am a Texas girl. I grew up in Longview and graduated from Texas A&M University before making the move to North Carolina for my graduate work at UNC-Chapel Hill. Since that time, I've completed two master's degrees and either lived or worked in each of the Triangle's major communities. And now, as my new

Burlington friends like to tell me, I am leaving behind my Triangle life and transitioning to my new Triad life!

Just as I am transitioning to a new job and new city, the BDC is also transitioning—from an events-based organization to one with a sharpened focus on economic development. Much of the last six months has been spent on making this transition. We have hired new staff, adopted a two-year work plan based on the 2008 Master Plan, adopted a new logo and tagline, and welcomed four new Directors to our Board, as well as a City Council liaison. We have renewed our committee structure and are now getting to work on committee projects.

It has been exciting for me, both personally and professionally, to get to know Burlington and the many fabulous people who make up the downtown community. It has also been great time for downtown: we have welcomed 10 new businesses and had one business expand! The Company Shops Market announced their location on Front Street and continues their membership and investment drives. The City of Burlington announced they will be completing the downtown street paving and crosswalk project and allocating funds for further streetscaping elements, such as benches, signage and planters. Elon University announced their pilot BioBus loop will service downtown! There is a renewed sense of optimism and enthusiasm for downtown's future. So, while it is definitely the dead of winter, it is beginning to feel a bit like spring to me! — Anne

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BDC Meetings & Events

FEBRUARY

4 –Design Committee, 4 p.m., Public Works Building, 234 E. Summit Ave.

9 – Elon University Biobus Info Session for Merchants 5:30 p.m., Perk-O-Later, 132 E. Davis St.

MARCH

5 - Downtown Open House Info Session, location and time TBA

4 –Design Committee, 4 p.m., Public Works Building

12 – Economic Restructuring Committee, 8 a.m., Historic Depot

25 –Board Meeting/Retreat, 12 Noon- 4 p.m., Location TBD

BURLINGTON DOWNTOWN CORPORATION PLAN OF WORK 2009-2011

Vision: To be developed		Mission: To creatively manage and enhance the development of Downtown Burlington as the cultural, historic, social and economic center of the community.	
Organization "An Energized Partnership"	Promotion "Rediscovering the Opportunities: Branding"	Design "It's in the Details: Physical Improvements"	Economic Restructuring "The Regional Choice for Entrepreneurs: The Market"
Vision: The BDC and a host of partners will unite to support the many facets of the master plan. The result will be a more vibrant economy, not only for downtown, but for Burlington and Alamance County as well.	Vision: The "Burlington Brand" will become a well-recognized promotional tool to publicize existing success stories, restore community pride in downtown, and attract investors from across the region and to the opportunities for new investment.	Vision: Burlington's physical environment will be a signal to investors that the community is ready for revitalization and positioned for long-term investment, while showing immediate improvements for existing downtown stakeholders and visitors.	Vision: Downtown will leverage its strategic regional position to become the location of choice for a variety of entrepreneurs, creating a sustainable and diverse economic engine that will restore downtown as a vibrant part of the regional economy.
Goal: Strengthen the human, financial and knowledge-base resources of BDC for continued growth as the organization charged with leading and managing downtown.	Goal: Establish a recognized brand identity for the BDC and downtown Burlington to be used as the framework for improving communication and promoting the assets of downtown Burlington.	Goal: Improve the physical appearance and civic infrastructure of downtown Burlington for renewed community pride and increased private investment.	Goal: Position downtown Burlington for targeted new investment and business retention and expansion that will further the vision.
Human Resources	Branding/Marketing Downtown	Civic Realm	Education
<ul style="list-style-type: none"> <input type="checkbox"/> Refocus the BDC mission statement to include a leadership role in recruiting and fostering redevelopment efforts <input type="checkbox"/> Develop an overall vision statement for downtown Burlington <input type="checkbox"/> Hire a full-time director with development experience and provide adequate staff <input type="checkbox"/> Fill existing Board vacancies in a way that will strengthen the Board and achieve the vision <input type="checkbox"/> Establish committees to focus on core mission functions 	<ul style="list-style-type: none"> <input type="checkbox"/> Launch a downtown Burlington image package <input type="checkbox"/> Develop an "Invest in Burlington" brochure/marketing package <input type="checkbox"/> Roll out brand expansion for all events <input type="checkbox"/> Work with the City to initiate the design of a wayfinding system using the brand <input type="checkbox"/> Create a Burlington Ambassador program to recruit destination retailers for expansion to downtown Burlington 	<ul style="list-style-type: none"> <input type="checkbox"/> Work with the City to initiate Depot area improvements as described in the Master Plan <input type="checkbox"/> Explore community partnership opportunities for beautification efforts downtown <input type="checkbox"/> Work with the City Public Works department to maintain and improve cleanliness and attractiveness of downtown 	<ul style="list-style-type: none"> <input type="checkbox"/> Host familiarization tours with development groups to acquaint them with Burlington <input type="checkbox"/> Present the findings of the Master Plan to groups in the community and region <input type="checkbox"/> Develop information sheets for each vacant and underutilized property in downtown <input type="checkbox"/> Present the findings of the market study to the community <input type="checkbox"/> Host biannual field trips to vibrant downtowns <input type="checkbox"/> Inform potential investors and property owners about potential for receiving tax credits
Financial Resources	Communication	Built Environment	Project Funding
<ul style="list-style-type: none"> <input type="checkbox"/> Build a sustainable funding strategy for the BDC <input type="checkbox"/> Identify potential supplemental funding sources 	<ul style="list-style-type: none"> <input type="checkbox"/> Update and maintain website <input type="checkbox"/> Produce a quarterly newsletter and e-newsletter <input type="checkbox"/> Initiate a bi-monthly Leadership Breakfast <input type="checkbox"/> Host Annual Meeting and produce Annual Report 	<ul style="list-style-type: none"> <input type="checkbox"/> Identify and rank properties in need of exterior improvements <input type="checkbox"/> Study the effectiveness of the façade grant program as an incentive tool <input type="checkbox"/> Work with property owners to suggest possible façade improvements 	<ul style="list-style-type: none"> <input type="checkbox"/> Create an "ED Toolbox," with information about available development resources <input type="checkbox"/> Develop special financing for purchase and rehabilitation of structures <input type="checkbox"/> Build groundwork for a revolving loan fund/investment package
Knowledge Base	Promoting Downtown's Assets	Gateways/The Broader Context	Project Development
<ul style="list-style-type: none"> <input type="checkbox"/> Maintain and manage statistical data <input type="checkbox"/> Maintain inventory of all MSD properties <input type="checkbox"/> Maintain database of available properties, including realtor's marketing materials <input type="checkbox"/> Grow downtown relationships through one-on-one communication 	<ul style="list-style-type: none"> <input type="checkbox"/> Create a co-op campaign with existing businesses/investors outlining success stories <input type="checkbox"/> Produce PSA on Downtown Assets 	<ul style="list-style-type: none"> <input type="checkbox"/> Work with the City to develop a strategy and timeline for Master Plan improvements <input type="checkbox"/> Review City Ordinances and work with the City to initiate any needed updates or changes 	<ul style="list-style-type: none"> <input type="checkbox"/> Identify and develop database of potential developers & investors <input type="checkbox"/> Act as a liaison between project proponents and the City to facilitate development <input type="checkbox"/> Partner with the City for site control and marketing of key opportunity properties

To see the full plan and find out how you can get involved go to www.burlingtondowntown.com

Getting to Work! The BDC adopts two year work plan; establishes committees

One of the first actions of the Board, after bringing on Executive Director Anne Morris, was the development and adoption of a two-year work plan based on the Master Plan recommendations and Board priorities. The 2009-2011 Plan of Work follows the themes identified in the Master Plan: renewed partnership, building a Burlington brand, focusing on the details, and becoming the regional choice for entrepreneurs; and identifies specific projects and tasks to fulfill them. The plan addresses four primary areas of work: Organization, Promotion, Design and Economic Restructuring. Each of these areas has a dedicated committee that will work with staff and the Board to achieve success. With a work plan in place, the staff, board and committees of the BDC have a clear road map for the next two years.

Volunteers Needed!

If you have a passion for downtown and would like to get involved, call the BDC office or visit us on the web at www.burlingtondowntown.com. Thanks to the great people who have already volunteered their time. We have recently been fortunate to have professionals in the areas of public relations and marketing, architecture, and landscape architecture volunteer their time and talents. If you have a special skill and think you can make a difference, give us a call!



Join our fan page—**Burlington Downtown Corp.**

Available Downtown Area Properties

Are you interested in owning a piece of downtown or opening your own business?

Now is a great time to invest in downtown.

Check out our inventory of properties for sale or lease.



For sale:
347 S. Main St
\$188,000
8,735 sq ft
0.12 acres
Zoning: B-3
336.222.1264

Four spaces for the price of one! Two storefronts, one facing S. Main and one facing Worth Street. Lots of potential for upper story residential conversion. National Register Historic District, tax credits available.



For Lease:
422 S. Spring St.
\$450/mo.
Zoning: B-3
336.229.7700

Bright and attractive three room suite overlooks Spring St. in Downtown Burlington. Perfect for office or any professional setting. Sink hook ups could allow space to be used as a salon or hair styling space. Suite is on second floor; front door leads to staircase as pictured. 1 to 3 year leases available. Upstairs, above All Pro Media. National Register Historic District.



For Sale:
263 E. Front St.
\$300,000
6,000 sq ft.
0.5 acres
Zoning: B-3
336.260.9880

Brick building with glass front, approx. 3000 sq ft on main level, with a full basement. This property has many uses (retail, office). Across from future location of Company Shops Market, Alamance County's first cooperatively owned grocery store featuring local and organic products.



For Sale only:
301 S. Main St
\$200,000/ \$750/mo.
(Tenants in place)
3,000 sq ft.
0.03 acres
Zoning: B-3
336.260.0634

Great visibility from both Main and Front Street. Right in the heart of downtown Burlington, across from the Historic Depot. National Register Historic District, possible tax credits.

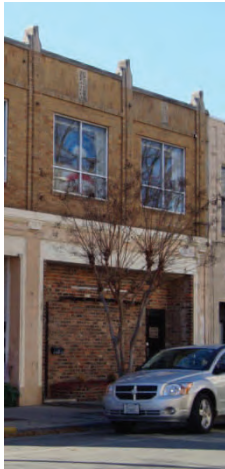
If you have a property that you would like promoted, please call the BDC call at 336.222.5002 or email amorris@burlingtondowntown.com. These listings are provided as a service to the downtown community. The BDC is not a real estate broker and does not guarantee accuracy.

Available Downtown Area Properties



For Lease:
139 E. Front St.
\$600/mo.
2,600 sq ft.
.05 acres
Zoning: B-3
(336) 263-0686

Great, light filled space. Downstairs has reception and display area and two private offices. Upstairs is one large flexible space with exposed brick walls and high ceilings. Perfect for the artist or photographer. Great for unique office environment or retail space. Corner of Spring and Front Sts.



For Lease:
113 E. Front St.
\$550/mo.
850 sq. ft.
0.08 acres
Zoning: B-3
(336) 263-0686

A retail, office or gathering place in downtown. The building features 14 ft. tin ceilings. It has a kitchen and two half baths. The main area also has hardwood floors. It is in a prime location as it is across from the Historic Depot and the Paramount Theater, both home to many downtown events. Front St. across from Gingham Daisy.



For Sale:
412 S. Main St.
\$130,000
4,680 sq ft.
0.05 acres
Zoning: B-3
336.226.9374

Two story unit with B-3 zoning in downtown Burlington. Possible uses for this property include retail, restaurant or office. Ceiling ht. 10'6" (1st floor) and 15'5" (2nd floor). National Register Historic District. On South Main Street across from Capital Bank parking lot.



For Sale, lease possible:
118-122 E. Davis St.
\$72,000 negotiable
with possible owner financing. Lease with option to purchase is possible.
2,912 sq ft.
0.03 acres
Zoning: B-3
336.684.3628

1930's era brick two story commercial building. Ground level is presently divided into two separate storefronts with separated utilities. The upstairs is open floor space, undivided and is accessed by a stairway within 122 East Davis Street. Great space for office or retail. National Register Historic District. E. Davis St., near the Perk-O-Later Coffee Shop.



For Sale or Lease:
736 S. Main St.
\$417,000/\$5,000 mo.
10,815 sq ft
0.48 acres
Zoning: I-3
336.222.1264

Beautiful building with period charm. Former Hudson, Packard, Studebaker dealership. Large Palladian windows, original tin ceilings. Perfect for a signature restaurant or large retail use.



For Sale or Rent:
108 Lexington
\$165,000 or
\$1,500/mo.
2,241 sq ft
0.30 acres
Zoning: B-2
336.222.1264

Currently in automotive use. Great visibility from Webb Avenue. Corner of Lexington and Webb Ave.



For Sale or Rent:
234 Trade St
\$239,900 or
\$3,984/mo.
23,902 sq ft
1.12 acres
Zoning: I-3
336.222.1264

Great flexible industrial space off North Main St.



For Sale:
612 S. Main St
\$1,400,000
47,026 sq ft.
1.65 acres
336.222.1264

Mill tax credits possible! Great flexible space perfect for an office conversion, residential or indoor entertainment use. A unique visual landmark in Downtown Burlington. Next door to LabCorp's new corporate headquarters.



For Sale:
415 S. Church St
\$2,500,000
32,975 sq ft
2.30 acres
Zoning: B-2/O&I
336.222.1264

A national register landmark property! Spectacular octagonal sanctuary with dome and beautiful stained glass. The property features an education building as well as many classrooms in main church building. A perfect location for a growing congregation or an educational or cultural arts use.

Save your local economy...
three stores at a time.

the 3/50 project[®]

SAVING THE BRICK AND MORTARS OUR NATION IS BUILT ON

3 Think about which three independently owned stores you'd miss most if they were gone. Stop in and say hello. Pick up a little something that will make someone smile. Your contribution is what keeps those businesses around.

50 If just half the employed U.S. population spent \$50 each month in independently owned stores, their purchases would generate \$42,629,700,000 in revenue.* Imagine the positive impact if 3/4 of employed Americans did that.

68 For every \$100 spent in independently owned stores, \$68 of it returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and *nothing comes home*.

1 The number of people it takes to start a trend...*you*.

*Pick 3. Spend 50.
Save your local economy.*

*For more information, visit
the350project.net*

Are you thinking about doing it?

Following your dream. Becoming your own boss. Creating your own happiness. Being part of something bigger than yourself. Creating a legacy. Living life on your terms. **Starting your own business.**

Do it Downtown.

Whatever your reasons,
Downtown Burlington is the perfect place to do it. Here are some reasons why:

- Lots of available properties with unique features like 20 foot ceilings, exposed brick, and historic architecture
- Some of the area's most affordable prices & rents
- Federal and state tax credits for historic properties that lower the cost of renovations
- Local grant & loan programs to help even more
- You'll become part of a community, not just a face in the crowd
- Downtown is back in style—be on the leading edge of the next big thing

Burlington
The downtown that works.

Visit us at www.burlingtondowntown.com

City to Complete Downtown Street Paving; Install New Crosswalks

The City of Burlington announced in December they will be completing the road paving and imprint-asphalt crosswalks project that was put on hold due to the lagging economy. All of the streets within the downtown Municipal Service District and two key corridors leading into downtown (S. Main St. and Maple Ave.) will be repaved and new crosswalks installed at most intersections. The BDC Design Committee is working with City staff to prioritize the funding that was set aside for design elements, such as benches, planters and signage. Construction work is expected to begin as early as March.

Elon BioBus is Coming to Town!



Elon University announced in December that they will be piloting a BioBus loop that will travel through Downtown Burlington and into East Burlington. Bus service begins Feb. 3. The

loop will run Monday-Thursday, 2:30pm to 6:30pm, stopping in front of May Memorial Library on Spring Street. The impetus for the bus route is to provide Elon students who volunteer at service agencies in Burlington with consistent transportation. The bus will be free to the public.

The BDC is partnering with the Elon University-Kernodle Center for Service Learning to promote the bus loop and Downtown Burlington. If you are interested in promoting your business through the pilot Downtown/E. Burlington Express bus loop, please attend the meeting on Feb. 9th at 5:30pm at the Perk-O-Later. Call the BDC at 222-5002, for more information.

BioBus Downtown Stops @ May Memorial Library:
2:46pm, 3:46 pm, 4:46 pm

BDC Welcomes New Board Members

The BDC is pleased to welcome four new Board Members: Dan Anderson of Elon University; Eric Henry of TS Designs and the Company Shops Market; Tara Jones-LeGros of J&L Bicycle Co., and Zack Touloupas of Zack's, Inc. The Board also welcomes Steve Ross as the new Burlington City Council liaison. We are excited to put the considerable talents of the new members to work implementing the Master Plan! The nominating committee's work continues with two remaining seats to fill.

Holiday Magic-al Windows



The windows of Downtown Burlington glowed with the magic of the season for the annual Holiday Magic downtown festival. Christmas trees of all kinds were the consistent theme. The Best of Show award went to the Company Shops Gallery and owner Curtis Gentry for his glamorous, over-the-top, decorations. The best Christmas Tree award went to the

Company Shops Gallery, Best in Show winner

Perk-O-Later Coffee Shop and owners Stephanie Pratt and Kelly Vines for their '50s theme, coffee-cup laden tree. The award for Most Creative Window went to the LabCorp Team on West Davis St., which featured The Polar Express, Charlie Brown and the Whos of Whoville. Congratulations to our winners! Look for more information about our winners in future Business Profiles!

Paramount Theater Calendar

February

4 Countywide Spelling Bee
9-21, 26-28 *Disney's Beauty and the Beast*

March

6 *America Amerique*
19-21, 26-28 *The Pied Piper*

April

9-11 *The Dixie Swim Club*
15 Times News Senior Awards for Excellence
16 Gallery Players Awards Night
19 Alamance Christian School Showcase
23-24 Burlington Christian School Spring Show

Burlington

Downtown Corp.

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

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

PHONE: 336-222-5002

STAFF

Anne Morris, Executive Director
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Deanna Miller, Communication Manager
dmiller@burlingondowntown.com

BOARD OF DIRECTORS

President - Kelly May, Glen Raven
First V.P. - Rick Davenport, Samet Corp.
Second V.P.- Bill Smith, Trust Co. of the South
Treasurer - Gary Aherron, LabCorp
Secretary - Milele Archibald, Alamance
Community College
Brad Harmon, Syntech Signs
Brent Lancaster, Times-News
Dan Anderson, Elon University
Eric Henry, TS Designs/Company Shops Market
Matt Wall, Holt, Longest, Wall & Blaetz
Rob Malburg, Capital Bank
Tara Jones-LeGros, J&L Bicycle Co.
Zack Touloupas, Zack's Inc.

EX-OFFICIO MEMBERS

Bob Harkrader, City of Burlington, Planning
Director
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



S. Main Street, looking toward the Depot

Welcome to our new businesses!

Anna's Thai Cafe, at 120 E. Front St., serves Thai cuisine for lunch and dinner.

Copeland Variety Store, at 133 E. Front St., sells clothing, accessories and gifts.

Downtown Connections, at 312 S. Worth St., sells accessories and jewelry.

The Gingham Daisy, at 102 E. Front St., sells antiques, consignment furniture and custom window treatments.

Karma Yoga Pilates, 132 E. Davis St., offers classes in yoga, pilates, hot yoga and its exclusive hammock yoga courses.

The Perk-O-Later, at 132 E. Davis St., sells coffee and pastries.

The Pizza Corner, at 140 Spring St., sells pizza, sandwiches and salads at the corner of Spring and Davis streets.

Rare Breed Tattoo, at 428 S. Spring St, does custom tattoo and body piercings

The Treasure Chest, at 127 W. Davis St., is a higher-end thrift shop selling designer clothes at affordable prices.

Wicked Needlez, at 117 W. Davis St., does custom tattoo and body piercings.