



GET
BURLINGTON
downtown corp

2018-2019
Annual Report



A Note from Jessica



Happy Birthday to the Burlington Downtown Corporation (BDC); 30 looks good on you! Founded in July of 1988, the BDC has overseen three decades of downtown revitalization through the City of Burlington's participation in the National Main Street America Program.

Downtown Burlington saw so much momentum in 2018 that it was hard to keep up with it all! No worries, we've got you covered; here are just a few of the accomplishments we're celebrating this year:

- Attained 2019 National Main Street Accreditation
- Adoption of the 'Downtown Burlington Vision & Action Plan: 2019-2039'
- Appointed five new voting members and one ex-officio member to the Board of Directors
- Elon's Downtown Innovators Group named Burlington's 2018 Main Street Champion and St. Paddy's Day Parade Grand Marshal
- Launched the bi-monthly 'Downtown Lunch + Learn with the BDC' Series
- Created Downtown Dollars, a downtown currency program
- Refreshed the 'Monthly Merchant Mingle (M3)' event, which is now 'First Tuesday Downtown Coffee Talk'
- Continued a second year of the 'Downtown Passport' incentive program, offering an event-specific giveaway incentive
- Hosted the 2019 NC Main Street Piedmont Regional Directors Meeting (May 9, 2019) and the NC Main Street Economic Vitality Basic Training workshop (April 9, 2019) at the Impact Alamance Conference Center
- Partnered with the City of Burlington to host NC Growth and community partners at an all-day visit to and tour of Burlington (May 31, 2019)
- Initiated the 2019 Downtown Mural Project with a \$10,000 Community Innovation Fund grant
- The BDC office moved to 422 S. Spring St., Ste. 203, just three doors down from our previous office location.



Under the leadership of a wonderful board of experts, the BDC completed the majority of a one-year Plan of Work in 2018-2019. We continue to follow the Main Street Four Point Approach (Organization, Promotion, Design, & Economic Vitality) to engage stakeholders and revitalize downtown. It is a pleasure to work in partnership with so many wonderful advocates toward the same vision - an attractive, friendly, and lively downtown.

Jessica V. Pasi3n
Jessica V. Pasi3n
Executive Director

Board of Directors



The addition of six new members to the Board of Directors in 2018 is helping to keep positive momentum going for the BDC. Community leaders Holly Treadwell (The Blend & co.), Casey Lewis (Owl & Rabbit Gallery), Ben Harris (STEAM Junction), Madison Taylor (Elon University), Nathan Page (City of Graham), and Peter Bishop (City of Burlington, ex-officio member), bring a wealth of knowledge, creativity, passion, and vision to the group.



Peter Bishop
City of Burlington, ex-officio member



Ben Harris
STEAM Junction and Alamance Makers Guild



Casey Lewis
Owl & Rabbit Gallery, Beechwood Metalworks



Madison Taylor
Elon University



Nathan Page
City of Graham



Holly Treadwell
The Blend & co., Treadwell Designs

The BDC Board of Directors was joined by Liz Parham, Director of the NC Main Street and Rural Planning Center, during the 2018 Annual Board Retreat. The 1.5 day long planning retreat was held at the new Amtrak station (101 N. Main St., Downtown Burlington) on April 4 and April 5, 2018.

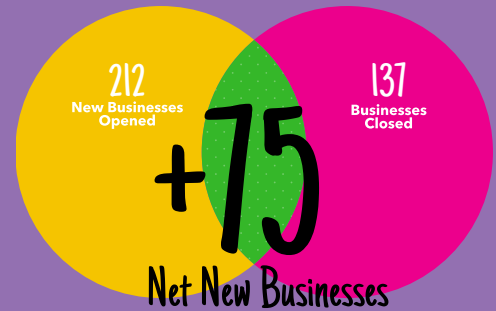


Back Row (from left): Kelly May, Jan Davis, Jessica Pasion, Ian Baltutis, Jeff Andrews, Ervin Allen, Cary Worthy, Amy Nelson, Nolan Kirkman; Front Row (from left): Lisa Wolff, Liz Parham
Not Depicted: Coleman Rich, Angie Ball, Jeff Wilkins, Brad Harmon, Eric Henry, Howard Hawks, Dale Greeson, Carole Moore

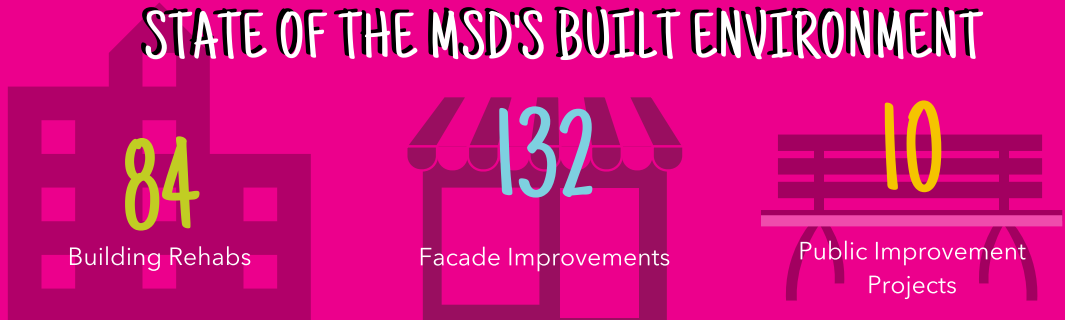
Downtown By

30 1988-2018
years
BY THE NUMBERS

STATE OF THE MSD BUSINESSES



STATE OF THE MSD'S BUILT ENVIRONMENT



FUNDING

\$9.9M

Public Investment

\$57.7M

Private Investment

\$66.6M

Total Investment

IMPACT OF OUR VOLUNTEERS

5,428

Volunteer Hours

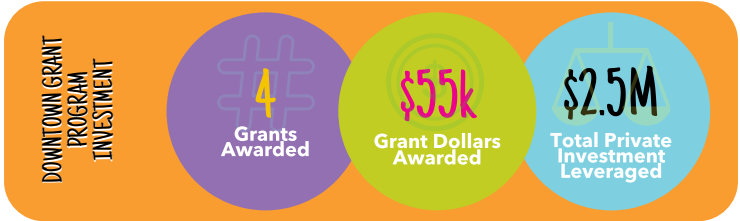
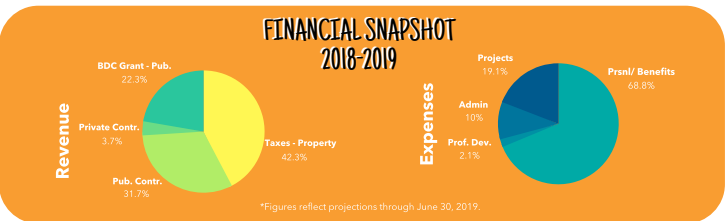
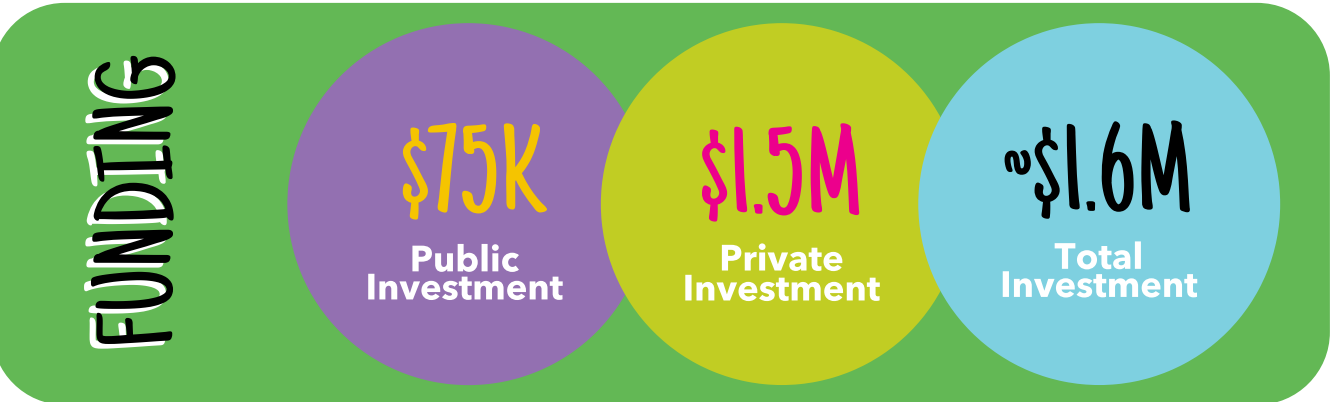
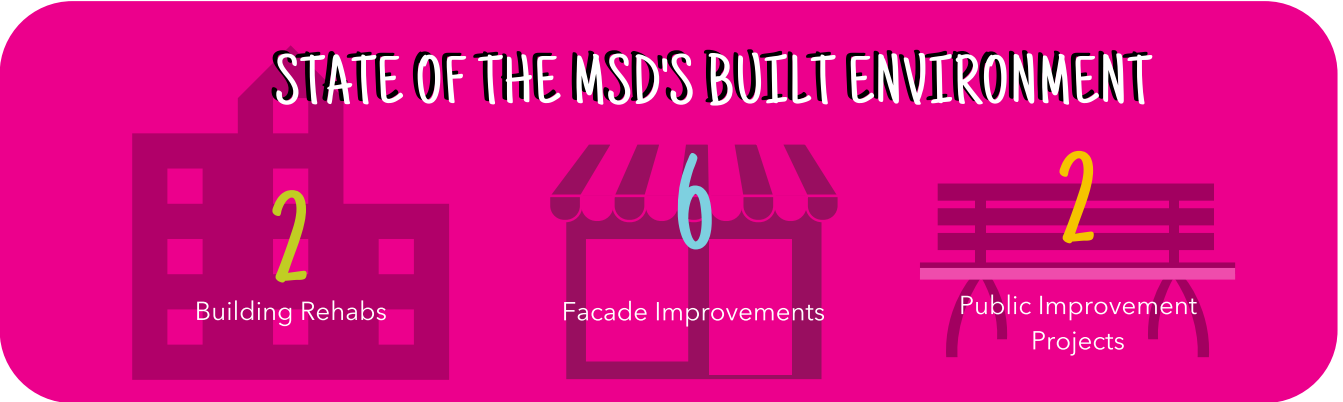
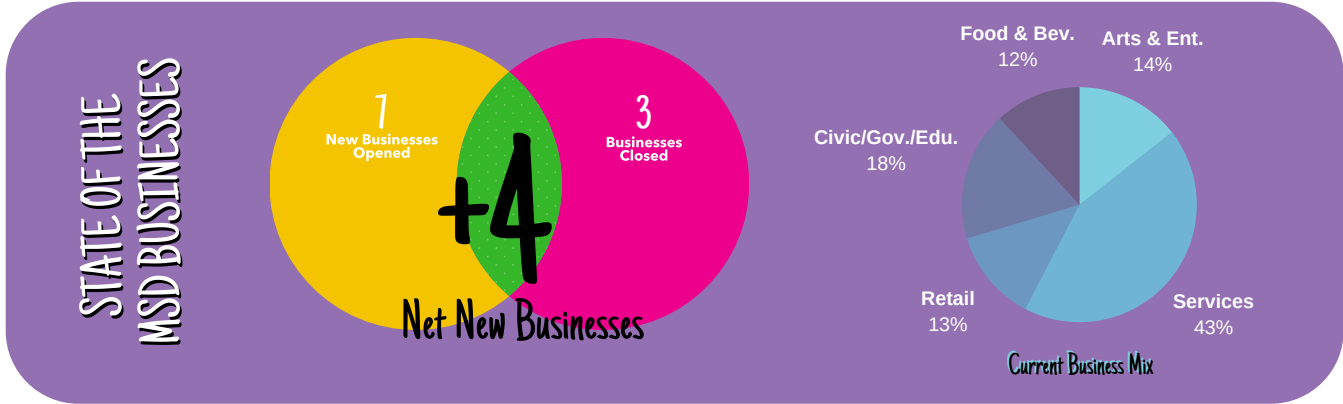
\$85,461

Value of Volunteer Hours

1988-1989 to 2018-2019

the Numbers

FISCAL YEAR 2018-2019



Community makes the h

"The Heart of Downtown" Fosters Community



Downtown business owners Casey and Emily Lewis had an idea to bring people together, and they made it happen. "Emily said 'what if we did something like the locks on the bridge in Paris?', and so we decided that we could do a heart and that the locks would enable the entire community to come together and own a little piece of the sculpture and that it would be really fun to see how it evolved." Casey crafted the sculpture in the couples' workshop at Beechwood Metalworks.

It was unveiled, aptly, on Valentine's Day as part of a larger downtown event to celebrate love (and the City's birthday!). "It was really great to see how everyone was interacting and showing each other their locks. It was awesome to see how everybody was interacting with each other. It did exactly what we had hoped, which was bringing the community together," said Casey.

The couple offers custom engraved locks in their downtown business, Owl & Rabbit Gallery, and has seen a huge response to the ever-changing sculpture. Casey adds, "I hope that nearly everyone in Burlington will eventually have a lock on the piece just as a symbol of our community and the love that we share."



Impact Alamance Creates Nonprofit Hub

Downtown can now boast a state-of-the-art conference and meeting space, thanks to the work of Impact Alamance and an amazing gift to the community from LabCorp. After acquiring the 4-story Cammack building at the corner of Davis and Spring Streets, Impact Alamance President Tracey Grayzer says they went to work creating a nonprofit hub.

"We knew that LabCorp was interested in having a place that would benefit the community. In short, they worked with us and donated the building. It was a gift with the express intent of using it to be a place that would bring people together to collaborate."

Impact Alamance knew that local nonprofits had an overwhelming need for meeting space. The completely renovated building now accommodates that need in a central location, and is seeing daily use from nonprofit partners. "This October, every single business day the rooms are booked. Well over 5,000 people have come through the building. It's been a great opportunity to bring people together and collaborate on the issues that we are all working on. That was the goal."



Heart of Burlington beat!

Pioneers in Beer



As one of the minds behind Burlington Beer Works, Eric Henry reflects on the years-long effort to get the brewery and restaurant open for business: "The whole idea goes back to when Ian [Baltutis] was still a student at Elon. He was a home brewer and started talking about having a brewery in downtown Burlington. I said we should do a co-op brewery, and started doing research." The pair started to loop others in to the idea and formed a board to keep the energy going. "With the invaluable support of Bob and Kathy Hykes, and their dedication to downtown Burlington, we were able to secure a downtown landmark location in order to make Burlington Beer Works a reality."

"We wanted to be a part of the revitalization of downtown.. we now have nearly 2,300 owners. That gives you a lot of community equity." After overcoming the obstacles that come with construction in an old building, BBW opened this year as the first cooperatively-owned brewery in the state.

Eric is especially proud of the team they've built, saying "We hit a home run with Tracy [BBW's General Manager]. She's built a dynamic team and has come to raise the level of expectation for food to a higher bar in Burlington."

BBW is soon to open a rooftop patio, and offers space for private events. "It's a cool venue and a cool space in a downtown. It hits all the things that people are looking for." We couldn't agree more!



Cupcakes Come to Town

After several years of friends and family requesting cakes and cupcakes for special occasions, Geniece Bey decided it was time to start a business. She put her business degree and passion for baking together and started with a food trailer, GeGe the Neighbor. Its success grew quickly, and customers wanted more.

"People at festivals would always ask where we were located and when I said we were home-based they would be disappointed," Bey said. "I wanted to bring my style of baking to an area that had never really seen it before."

She fell in love with downtown Burlington and opened a storefront in May of 2019. Her cupcake bar, custom cakes, and other treats have been popular from the get-go, especially with kids. Geniece was welcomed into the downtown business community and has jumped right in to helping plan events in coordination with her peers. "There are a lot of different retailers that are so open to helping you and teaching you."



BDC Updates



Several new and revamped initiatives helped further the BDC's mission this year. The Promotion Committee helped reimagine the former "M³" event as "First Tuesday Downtown Coffee Talk" with a focus on including ALL downtown employees and neighbors in the informal community gathering each month. Each month, we continue to see new connections made and important relationships strengthened.

The Downtown Mural Project launched this Spring after a \$10,000 Community Innovation Fund grant was awarded to the BDC by the Alamance Community Foundation. The grant funds will serve as seed money for a total of three murals in the downtown core. The BDC's Mural Artist Selection Committee selected Chicago visual artist Mauricio Ramirez as the artist for the first mural out of 33 applicants. Ramirez has created murals across the country for Microsoft, VitaminWater, Red Bull, Stella Artois and The City of Milwaukee.



The BDC's new "Downtown Dollars" program has provided a wonderful incentive for promotional events and giveaways that keeps money here in the MSD!

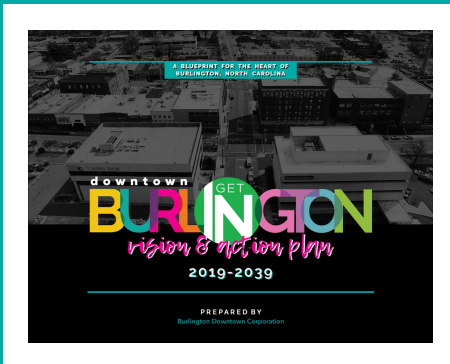


Downtown Dollars are gift certificates available in \$5 and \$10 increments and are accepted at over a dozen merchants in downtown - including restaurants and shops.

Formed in 2013, the Elon University Downtown Innovation Group (DIG) is a collaboration of university faculty and staff members who join with BDC staff to coordinate student projects based in the downtown area. DIG members have led their students in many service-learning projects that have benefited the downtown area, assisting with marketing campaigns, strategic planning, and more. The partnership was named this year as a key action item in Elon's Civic Action Plan for 2025, demonstrating strides toward a permanent, reciprocal relationship between the university and downtown Burlington. We were proud to name DIG Burlington's 2018 Main Street Champion!



2019-39 Downtown Vision Plan & "7 in 7"



This year saw the completion of a revamped 20-year Vision & Action Plan for Downtown Burlington. Many hours of hard work went into updating the plan and adapting it to the current state of downtown, with new and more detailed goals. Perhaps the most exciting part of the plan is the "Seven in Seven" framework - seven projects in seven years to kick off work on the plan's

ultimate vision. The BDC Board of Directors and four pillar committees have crafted a seven-year Plan of Work to lay out action steps for each of the projects, and work has already begun toward making them a reality.

The full plan can be downloaded on our website, www.burlingtondowntown.com. We are thrilled to have a reinvigorated roadmap for the future of our beloved downtown core and beyond!



Development in Progress!



The former Bank of America building at 245 W. Davis St. will become home to National OnDemand, which provides installation and construction services for the broadband and telecommunications industry. The 12,000-square-foot bank branch closed in 2016. Now, it will be repurposed to host National OnDemand's core executive, finance and human resources departments. The project will bring 33 jobs to downtown. Renovations are underway!



Just beyond the boundaries of the Municipal Service District (MSD), Clachan Properties has nearly completed construction on the 60,000-square-foot May Hosiery Mill building. Now at the end of a \$10 million renovation, the property is home to 67 units – 12 studios, 34 one-bedroom and 21 two-bedroom apartments. The first tenant move-in is set for August 2019. The "May Hosiery Lofts" are sure to be a huge win for downtown.



After purchasing the former Company Shops Market building, and running an "I Wish This Was" campaign with the BDC, Core Properties decided to answer the community's demand for a food-focused endeavor to fill the space. Their vision of a new and different dining option became "Burlington Food Hall," and plans are moving forward. Burlington Food Hall will have a 4,000-square-foot restaurant space and open bar area; 4 food kiosks in the center of the building; a food truck commissary; and a play area for kids. Core Properties hopes to be ready for business in Fall 2019!



Connect With Us!

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