



Downtown Matters

Wake Forest Downtown Revitalization Corporation

July 2004

1st Annual DRC Banquet July 27th

Come and meet and greet your downtown neighbors, learn more about the DRC, its accomplishments last year and its plans for 2004-2005 and have a good meal at the 1st annual DRC Banquet July 27, 2004, at The Forks Cafeteria, 339 Brooks Street.

Social time will begin at 6:30 p.m. and dinner will be served at 7 p.m. Tickets are \$15 each. Please RSVP to Kara at 441-9551 by July 23rd.

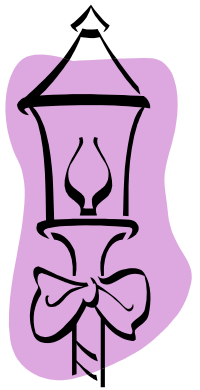
Please join us to help make your downtown a great place to be!

DRC Exploring Seminar Series

The DRC is gauging interest in a seminar series geared towards addressing the issues that face owners/operators of all types of businesses, as well as property owners.

Please fill out and return the survey included with this newsletter to Kara at the DRC office at 135 S. White Street or by email at kara@wakeforestdowntown.com.

Christmas? In July? Get involved in the DRC's special events



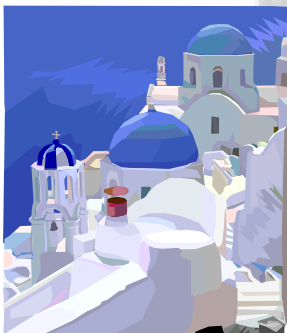
Fall is just around the corner and with it come lots of opportunities to volunteer! Volunteers are needed to help organize the **Autumn Arts Festival**, to be held September 25, 2004, and this year's **Christmas parade** on December 11, 2004. Sign up now! Contact Michelle Morgan at the *Wake Weekly*, 556-3182, to volunteer for these events.

Volunteers are also needed to plan the **2005 HerbFest**. Planning meetings will start in the fall. Contact Jennifer Terry at From the Garden, 570-0242, to volunteer.

Make *Downtown Matters* YOUR Newsletter

Have you found a good way to get customers in your store? Have a fool-proof business idea? *Downtown Matters* is looking for contributions from downtown business owners, professionals, property owners, butchers, bakers, candlestick makers—anyone interested in promoting and enhancing downtown Wake Forest. If it matters to you, then it probably matters to others.

Contact Kara at 441-9551 or kara@wakeforestdowntown.com with your ideas or items to be included.



Next Moonlight Madness/Art After Hours August 13th

The next Moonlight Madness/Art After Hours will be held August 13, 5:30-9 p.m. and will have a Mediterranean theme.

Kara has recipes for Middle Eastern snacks to go along with this month's theme. Call her at 441-9551 to get copies of these great recipes!

Thanks!

Thanks go out to Bob and Elizabeth Johnson at The Cotton Company for donating plants and planter boxes for the building at the corner of South White St. and Roosevelt Avenue. And, thanks to Scott at Water's Edge Hydroponics for the care and maintenance of the plants!

Many, many thanks also go out to everyone who helped organize July's Moonlight Madness/Art After Hours. It was a great luau!

Volunteer for DRC Committees

The DRC still needs volunteers for all its committees. Please contact Kara Loftin at 441-9551 to volunteer or for more information. The committees are:

Design and Appearance

Tom Iversen, chair
tiversen@mindspring.com
556-2144

Downtown Merchants' Association

Ezzie Jones and Karen Lowman, co-chairs
556-1171

Economic Restructuring

Cam McCamy, chair
cam@mccamyassociates.com
554-2192

Government Affairs

Elise Whitley, chair
ewhitley@wpalaw.com
556-3134

Promotions & Events

Michelle Morgan, chair
michelle@wakeweekly.com
556-3182

Information Table at SEBTS New Student Orientation

The DRC has an opportunity to have an information table set up at the Southeastern Theological Baptist Seminary student orientation August 18th. The seminary is home to approximately 1,900 students—counting spouses and families, your business could reach a lot of potential customers!

Please contact Kara at 441-9551 or at kara@wakeforestdowntown.com if you are interested in participating.

Support Wake Forest!
Buy Locally!

Tip of the Month: Keep Customers Coming Back!

Find a way to reward referrals. One of the best types of new customers (and the least expensive to acquire) is a new customer referred from an existing customer. Find a way to reward existing customers for making the referral.

(Council of Better Business Bureaus, www.bbb.org/alerts/article.asp?ID=520)

Downtown Merchants' Association Up and Running

One of the DRC's newest committees, the Downtown Merchants' Association held its first meeting July 15th at The Forks Cafeteria.

There will be more to come from the Downtown Merchants' Association as co-chairs Karen Lowman and Ezzie Jones of Ellie May's Gifts, Antiques and Collectibles bring the merchants together.

Please contact Karen Lowman or Ezzie Jones at 556-1171 or Kara Loftin at 441-9551 for more information about the Merchants' Association.

Need a Web site?

The Internet is an effective marketing tool that reaches thousands of people all over the world. To help downtown businesses harness this marketing power, the DRC is offering reduced-price Web pages to downtown businesses through a collaboration with Austin Consulting. The pages would be connected to the DRC's Web site at www.wakeforestdowntown.com and would be offered at a rate that is much less than the \$350/year that it would cost to host your own site.

Contact Kara Loftin at 441-9551 or kara@wakeforestdowntown.com for more information.

DRC Collecting Web and Email Addresses

The DRC is in the process of gathering Web site and email addresses of downtown businesses. Please call Kara Loftin at 441-9551 or send your Web site and email addresses to kara@wakeforestdowntown.com.