



# Downtown Matters

February 2005

919.441.9551

www.wakeforestdowntown.com

## From Jonnie, DRC Board Chair:

Everyone needs to be involved in fostering the health of OUR downtown. A lot of people are working on the appearance and business climate of downtown. The Town of Wake Forest staff is going forward with ideas and concepts which came out of the Renaissance Plan, business owners are continuing to plan and participate in events like Art After Hours and HerbFest, volunteers are meeting to work on the Urban Code and the DRC is striving to implement many projects for the future. However, the majority of property owners are conspicuously absent from these activities. If we are to succeed, all stakeholders must participate. The property owners should be working with other parties to develop rent incentive programs, façade improvement grants, refurbishing property sites and numerous other projects. **The value of your property is at stake.** The value should give you the greatest incentive to be an active partner and advocate for the businesses downtown. Step up and get involved. It will only increase the value of your investment.

## Are you ready for HerbFest 2005?

This year's HerbFest will bring more than 5,000 people to downtown Wake Forest. How will you reach them? With a live remote broadcast by WPTF 680 AM on Sat., April 23, HerbFest 2005 will be the largest yet.

Use this opportunity to grow your business and reach a different audience. Consider renting a booth or offering a special promotion, an herb-related seminar or special event to bring people to your business. Goody bags will also be distributed at HerbFest. Contact Kara at 441-9551 or kara@wakeforestdowntown.com by March 31, if you would like to include publicity materials for your business.

Sponsorships are also still available for HerbFest 2005. Contact Kara for more information.

## Electricity—You Gotta Have It

If you have a business or live downtown, you receive electricity through the Town of Wake Forest, which owns its own electrical distribution system. You might be able to lower your electricity bill with just a little conservation. The Town staff is happy to work with local businesses to find ways to lower their electricity costs.

The town's billing system is three-tiered, with one rate for residential customers, one rate for small commercial customers and one for large commercial customers. Small commercial rates are charged to businesses whose demand is less than 20 kW monthly. If your business's electricity demand is more than 20 kW for three months in a row, your rates are switched to large commercial rates. You will then be charged large commercial rates for a minimum of 12 months and until your demand falls below 20 kW for three months.

Call Public Works Director Mike Barton at 554-6123 or Deputy Town Manager Roe O'Donnell at 554-6121 if you would like to see how you can lower your electricity bill.

## Downtown Transportation Workshop Feb. 24

One of the first steps towards the implementation of the Renaissance Plan will take place Feb. 24 at the Downtown Transportation Workshop at the Wake Forest Town Hall. The Town of Wake Forest has hired Kimley-Horn Associates to design improvements to Franklin Street and Holding and Elm Avenues. Proposed improvements include new sidewalks, on-street parking, improved landscaping and roundabouts on Franklin St.

The public is invited to come view these plans and provide feedback to the town's engineers and representatives from Kimley-Horn at the Downtown Transportation Workshop, Feb. 24, 4-7 p.m. at Town Hall.

Contact Deputy Town Manager Roe O'Donnell at 554-6100 for more information.

## Celebrate St. Patrick's Day Downtown

Second Friday Art After Hours  
March 11, 5-9 p.m.

## March 2005 DRC Board and Committee Calendar

**February 28, 2005**

**8:30 a.m.:** Executive Committee, The Forks

**March 2, 2005**

**8 a.m.:** Board of Directors, The Forks Cafeteria

**March 15, 2005**

**8 a.m.:** Downtown Merchants' Assoc., The Forks

**March 17, 2005**

**8:30 a.m.:** Promotions Committee, The Forks

**March 24, 2005**

**8 a.m.:** Design & Appearance Committee, The Forks

**March 28, 2005**

**12 p.m.:** Economic Restructuring Committee, The Cotton Company Event Gallery

Please contact Kara at 441-9551 if you're interested in attending or joining any of these committees.

## Downtown businesses highlighted in Metro Magazine, Southern Living

Congratulations to Burkenstocks Restaurant for its mention in Metro Magazine by Al Carson, a food critic for the magazine, as his favorite place to get a little fancy. Southern Living highlighted Sunflower Studio, Art & Interiors A Mano and Shorty's Famous Hot Dogs in their March 2005 issue.

Check out our local celebrities in these two magazines and give them a pat on the back next time you see them.

## Cash Register, Fax Machine Available

Gray McKay of The Clothes Horse donated a used cash register and fax machine to the DRC. Please contact Kara at 441-9551 if you have a need for either item.

## DRC Office

**Office Hours:** 10 a.m.-6 p.m., Monday-Friday

**Street address:** 135 S. White Street, Wake Forest

**Mailing address:** PO Box 78, Wake Forest 27588-0078

**Phone:** (919) 441-9551

**Email:** kara@wakeforestdowntown.com

**Web site:** www.wakeforestdowntown.com

## Tip of the Month: Five Ways You Could Be Losing Sales (and what to do about it)

### #3: You don't capture the customer's name

The customer who buys from you today may well need similar items in the future. But they won't buy from you a second time unless they remember your name and what you sell. Don't rely on advertising alone to help those new customers become repeat customers. Instead, make an effort now to capture their names and addresses. Among the ways: ask shoppers to sign up for a mailing list (and use it to announce special sales), or run a contest and capture the names and addresses from the contest entry forms. Tip: with more and more people using the Internet, be sure to have a spot on your signup forms for email addresses.

(<http://www.businessknowhow.com/holiday01/losesales.htm>)

## Have property? Want space downtown?

If so, contact Kara at (919) 441-9551 or kara@wakeforestdowntown.com. We'll list your available property on the DRC Web site OR help you find the best available space for your business.

For property listings, send lease/sale price, square footage, preferred usage and contact information to Kara at kara@wakeforestdowntown.com. This information will be listed on the Available Properties tab of the DRC's Web site at [www.wakeforestdowntown.com](http://www.wakeforestdowntown.com).

## Upcoming Events Downtown and Around Town



**February 24**

**4-7 p.m.:** Downtown Transportation Workshop, Wake Forest Town Hall

**March 11**

**5-9 p.m.:** Second Friday Art After Hours

**April 22-24:** HerbFest 2005

**May 7:** Meet in the Street

**June 4:** Hoops for Wake Forest

(Contact Kara at 441-9551 to have your event added to this calendar!)