



Downtown Matters

Wake Forest Downtown Revitalization Corp.

919.441.9551

July 2005

www.wakeforestdowntown.com

The Second Annual Autumn Arts Festival Needs YOU!

The 2nd Annual Autumn Arts Festival will be held Sept. 10, 2005. There will be children's activities and family-oriented entertainment in the gazebo parking lot, local artists selling their work on E. Owen Avenue and live music from The Al Williams Band in the Chamber of Commerce lot, 11 a.m.-4 p.m.

Artists interested in participating should contact Crystal Worzella at crystalc427@yahoo.com or (919) 616-2255 before Aug. 5.

Sponsors are still needed for this event. Please contact Kara at (919) 441-9551 or email her at kara@wakeforestdowntown.com if you'd like to become an Autumn Arts Festival sponsor.

What's Happening Downtown?

Did you know that the Town of Wake Forest has hired a firm to design downtown's new streetscape? Do you know about the roundabouts? Did you know that the DRC has hired Arnett Muldrow & Associates to create a marketing, branding and signage plan for downtown?

Rapid progress is being made on the Streetscape Enhancement Project slated to begin construction in 2006. At its July meeting, the Town of Wake Forest hired Allison Platt and Associates to design the new downtown streetscape. Construction on the first phase of the project, which includes both sides of S. White Street from Roosevelt to E. Wait Ave. and the west side of S. White St. to Jones St., is slated to begin summer 2006. The public will be able to provide input into the plan.

The street improvements to Elm St., Holding Ave. and Franklin St. should also begin in 2006. These improvements were included in the bond referendum held this spring and include the construction of roundabouts at Franklin and Elm streets and Franklin St. and Holding Ave., and modifications to Elm and Holding.

The DRC has also contracted with Arnett Muldrow & Associates—a firm that specializes in marketing historic downtowns—to create a branding, marketing and wayfinding sign plan that should be completed by late 2005. Downtown stakeholders and the general public will have an opportunity to meet with this firm and give their thoughts about downtown Wake Forest.

Ten Myths About Downtown Revitalization

Myth 6: Competition is Bad Business

This is the "Head-in-the-Sand Approach" to revitalization. The commercial districts—both old and new—that are the most successful in this country today are those in which similar and compatible businesses are located side by side in convenient groupings. There is example after example in this country of commercial districts which have proven that the clustering of compatible businesses is actually very good for business.

Rather than providing dangerous competition, the clustering of businesses expands and magnifies the market that the cluster—and each of the businesses in it—can hope to draw. This multiplier effect occurs because a cluster of businesses is more appealing to a customer—in terms of convenience and variety—than is a single, stand-alone business. Therefore, customers have a tendency to come to the clustered businesses in larger numbers, and to spend more dollars once in these clusters, than they would at a single, destination business.

Progressive small business owners in Old town Alexandria, Virginia, have proven this myth is false by taking the initiative themselves to create several business clusters. One of these clusters, which is about three blocks long, includes a variety of home furnishing businesses—where customers can find everything from traditional rug and lamp stores to shops that offer creative home accessories, design services, and "art f/x."

In Pomona, California, private sector investors formed an antiques cluster. This is comprised of many antique vendors, located side by side, who draw customers from a great distance because of their number and variety.

(Written by Dolores P. Palma, excerpted from *Main Street Renewal: A Handbook*, edited by Roger L. Kemp)



Upcoming Events Downtown

August 12

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

September 10

11 a.m.-4 p.m.: Autumn Arts Festival

December 10

1 p.m.: Wake Forest Christmas Parade

Thanks! Thanks! Thanks! Thanks! Thanks!

A great big thanks goes out to the DRC's newest annual sponsors for the 2005-2006 fiscal year. They are:

Allied Rehab, Inc.
Ammons Development Group
Austin Consulting
Bass Nixon & Kennedy, Inc.
Century 21 Vicky Berry Realty
Hendren Investment & Management LLC
Hixson & Bumgarner, DDS, PA
Monteith Enterprises
Secopia, Inc.
Town of Wake Forest
Wake Tire & Service Center

We are extremely grateful to all our sponsors. Downtown Wake Forest needs your support to be successful. Contact Kara at (919) 441-9551 if you'd like to become an annual sponsor of the DRC.

Additional, early thanks go out to the largest-ever sponsor of the Autumn Arts Festival, Prominence Homes. Join them on the growing list of sponsors for this event!

The holidays, already?

The 2005 Wake Forest Christmas parade will be held December 10, 2005, 1 p.m. in downtown Wake Forest. We'll start taking applications in the next few weeks for groups to rent floats and march in the parade. Contact Kara at (919) 441-9951 or kara@wakeforestdowntown.com for more information about this year's parade.

The Wake Forest Chamber of Commerce will also hold its annual Lighting of Wake Forest Dec. 2 at 7 p.m. downtown. S. White Street will be closed and various groups will perform up and down S. White St. that night. More details to come!

Second Friday Art After Hours
August 12, 5-9 p.m.
Downtown Wake Forest

DRC Office

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

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

Phone: (919) 441-9551

Email: kara@wakeforestdowntown.com

Web site: www.wakeforestdowntown.com

We'll Advertise YOUR Downtown Business

The DRC's promotions committee is putting together bags highlighting downtown businesses for newcomers to the Wake Forest area. The bags are given out by through new home communities to approximately 100 families each month.

It's easy to participate—we just need 100-200 copies of your business cards, fliers, brochures, menus, etc., to include in the bags. Contact Kara at 441-9551 or kara@wakeforestdowntown.com if you would like to participate.

Small Business Marketing Ideas

Target Market

- Stay alert to trends that might impact your target market, product or promotion strategy.
- Read market research studies about your profession, industry, product, target market groups, etc.
- Collect competitors' ads and literature; study them for information about strategy, product features and benefits, etc.
- Ask clients why they left you.
- Identify a new market.
- Join a list-serve (email list) related to your profession.
- Subscribe to an Internet usenet newsgroup or list-serve that serves your target market.

Education, Resources and Information

- Establish a marketing and public relations advisory and referral team composed of your colleagues and/or neighboring business owners to share ideas and referrals and to discuss community issues. Meet quarterly for breakfast.
- Create a suggestion box for employees.
- Attend a marketing seminar.
- Read a marketing book.
- Subscribe to a marketing newsletter or other publication.
- Train your staff, clients and colleagues to promote referrals.
- Hold a monthly marketing meeting with employees or associates to discuss strategy, status and to solicit marketing ideas.
- Get a marketing intern to take you on as a client; it will give the intern experience and you some free marketing help.
- Maintain a consultant card file for finding designers, writers and other marketing professionals.
- Hire a marketing consultant to brainstorm with.
- Take a "creative journey" to another progressive city or county to observe and learn from techniques used there.

(www.sba.gov/managing/marketing/100ideas.html)