



Downtown Matters

Wake Forest Downtown Revitalization Corporation

June 2006

Upcoming & Ongoing Events

Second Friday Art After Hours

Second Friday of Every Month

5 p.m until 9 p.m.

Downtown Wake Forest

Open Mike at the Gazebo

Every Friday Night through the

Summer from 6 pm until 8 pm

All Musicians and Singers Welcome!

Mark Skinner 570-8601

Downtown Farmer's Market

Runs through October

Every Saturday 8 a.m. until noon

South White Street Lot

Fourth of July Celebration

July 3rd Fireworks at WF-R High

Tickets WF Chamber 556-1519

July 4th Art in the Park & Children's

Parade. Rhonda Alderman 554-6140

Autumn Arts Festival

October 14, 2006 10-4

South White Street Lot

Wake Forest Historic Home Tour

December 2, 2006 10-5

awanman@wakeforestnc.gov

Façade Improvement Grant Program

Number of Grants Approved: 2

Total Amount of Improvements: \$4415

DRC Contribution \$1158

Information about applying for FIG

money: www.wakeforestdowntown.com



Up From the Chair, Tom Iversen

"Those who say it cannot be done should not interrupt the person doing it" - Chinese Proverb

(Dr. DRC is on vacation this month. No, not a real vacation – after all he's a Retailer and as such, he's minding the store). However, he did have some pearls of wisdom to share.

Your Attitude Of Gratitude

Thank You! No, I really mean it – Thank You! How easy is that to say? How easy is it to mean it? If you don't say it and you don't mean it, you are missing out on the single best business building and business retaining strategy on the face of this earth. There are three very simple reasons why you would want to consistently show your gratitude to your customers.

It's Cheaper Than Thanking New Customers

The rule of thumb is that it costs about four times as much to acquire a new customer as it does to retain an existing one – now that varies by business type, but it is always more. Unfortunately, the vast majority of advertising opportunities you will encounter will focus on getting new customers. And so, when it comes to spending sparse marketing monies, we all tend to think only about getting "new customers". Now, there's nothing wrong with getting new customers – you need to do that. But how about, for a change, thinking strategically about simple ways to bolster your relationship with your existing customers. Saying "Thank You", even in more tangible ways, is a lot less expensive than traditional advertising. As my crazy Uncle used to say "Dance with the one that brung ya!"

Continues on reverse.....

It is Official! Connie Kincaid is our new Executive Director

The Executive Committee is extremely pleased to announce that Connie A. Kincaid has accepted the position of Executive Director of WF DRC.

Connie has 20 years experience as a manager and director in North Carolina and South Carolina downtowns—having a positive impact in each place she has lived and worked. Her most recent position was that of Executive Director for Concord (NC) Downtown Development Corporation where she was instrumental in directing substantial development in Concord's 26 block historic commercial district.

Connie will commute with overnight stays, working in a part time manner while she closes out some personal business in Hickory, and finds a permanent residence in Wake Forest. She will begin full time no later than August 1st.

Please join us in welcoming Connie to our team and to Wake Forest!

Wake Forest DRC P.O. Box 78 Wake Forest North Carolina 27588
www.wakeforestdowntown.com 919.441.9551

Interested in serving your downtown?

The DRC is looking for committee members for 2006-2007. There are four active committees:

- **Promotions:** Coordinates events and overall marketing and branding of Downtown Wake Forest
- **Farmers' Market:** Coordinates and markets the Saturday Farmers' Market
- **Design and Appearance:** Responsible for improving the physical aspects of Wake Forest's Downtown including streetscape, lighting, facades, landscaping, signage and developing strategies to ensure an attractive appearance highlight and preserving the town's unique assets and heritage.
- **Economic Restructuring:** Responsible for developing and maintaining a working knowledge of downtown real estate, business recruitment, working to implement the Renaissance Plan, working with the Downtown Merchants Association.

Please contact Tom Iversen for more information tiversen@mindspring.com.

Streetscape Enhancement Plan Moving Along

Although no visible work has been done, many many people have been planning and meeting to develop the details for Phase I of the Streetscape Enhancement Plan along South White Street. This project will result not only in aesthetic improvements (street trees and plantings, street furniture, pedestrian and architectural lighting), but the project will create a more accessible and safe pedestrian environment. Public hearings for the plans will take place sometime in the next couple of months. The DRC will keep you posted!

The DRC recognizes and thanks the Annual Supporters of the DRC

Ammons Development Group
Town of Wake Forest
Bright Funeral Home & Cremation
Bass, Nixon & Kennedy
Hendren Investment & Management
Monteith Enterprises
Cam McCamy
Austin Consulting
Century 21 Vicky Berry Realty
Hixson & Bumgarner, DDS,PA
Wake Tire & Service Center
Allied Rehab
Secopia, Inc.
Wal-Mart

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It's Really Simple and Natural

What do you say when someone holds a door open for you? How about when someone sends you a gift? Of course, you say "Thank You". It's natural to thank our friends and family and even strangers for their small kindnesses. How about our customers who pay our salaries? Well, it doesn't have to be complicated. Give each customer a gift – a pen, a coupon, a knick-knack. But, be forewarned: Any gift should be of value, meaning that if it costs 20 cents, it should be 20 cents of quality and usefulness. Useless junk doesn't say "Thank You" – it says "Go Away". And, tie the gift to some action – give away a pen if they have to sign something, or give away a coupon with every purchase or a particular type purchase. Just tossing out a bag of trinkets to everyone that walks by is not gratitude. And write personal Thank You cards – this is very powerful and will set you apart from the masses. If you have tons of customers, pick 5% or 10% each week, perhaps those most memorable, and write a personal note of thanks – it doesn't have to be long or detailed. ("Thank you so much for stopping by our store last week. It was a pleasure to assist you with your X, Y, and Z purchase. I hope you are able to find that home you are looking for in Wake Forest. We look forward to serving you again soon.") If you can employ in the note some personal information you gained from your encounter, the power is multiplied. Two warnings: 1) Cheap pre-printed Thank-You cards with just your signature or a business card enclosed create an bad, yet accurate, perception – that is: you're cheap and aren't particularly grateful; 2) It's a waste of your time to do these things just once and then quit. Be strategic – create a process and stick to it. You don't need to test it – it already works.

It Will Keep Your Pride In Check

It was not a modern business guru that first penned: "Pride goes before destruction, a haughty spirit before a fall", but it could have been. Nothing is quite as destructive to the goal of building and retaining your customer base than the delusion that you are deserving of your customers' business and/or adoration. While showing consistent and genuine gratitude for our customers will not fully eliminate our pride, (as I hold that it is part of our inborn nature), such gratitude will however keep pride in check by putting our focus on the customer (outward) rather than on the self (inward). It is when we are able to check our pride, in deference to our customers' needs, that an attitude of gratitude will fully flourish and long term customer relationships can develop.

In closing, as that great modern philosopher Elvis once said: "Thank you, thank you very much".

Even though he's on vacation, if you have business related questions, or more information about using gratitude in your business world, send your inquiry to: Dr. DRC, P.O. Box 78, Wake Forest,

North Carolina Main Street Program is Accepting Applications for it's 2006 Main Street Program! How can you help? Please send a letter of support to Wake Forest DRC discussing how Downtown Wake Forest is important to you, your business and your community! Letters needed by July 15, 2006. Thank you!

Wake Forest DRC
135 South White Street
919.441.9551

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