



O X F O R D

Downtown News

SUMMER 2011

A QUARTERLY PUBLICATION OF THE DOWNTOWN OXFORD ECONOMIC DEVELOPMENT CORPORATION

What's Inside

Director's Report

Downtown Development Director Tanya Weary reports on a busy year ahead.

Don't go too far... Shop where you live

Summer is here – so let's get out from behind the computer, out of the house and go shopping in downtown Oxford.

Farmers Market

The Farmers Market has opened and there's something new every week.

Aesthetics Plan for Downtown Oxford

North Carolina State University Department of Horticultural Science develops aesthetics plan for downtown.

Visit us on the Web:
www.oxfordnc.org/downtown
or Facebook

DON'T GO TOO FAR... SHOP WHERE YOU LIVE



Summer is here – so let's get out from behind the computer, out of the house and go shopping in downtown Oxford. You'll find something for everyone. Take a look at some of the things downtown offers; you may even be surprised:

- Webkinz pets • Breakfast • Fitness center
- Rainbow sandals • Pittsburgh paints
- Custom framing • Tailoring • Comforters
- Licensed collegiate memorabilia
- Ashley furniture • Carpet • Shadowline lingerie
- Haircare needs • Appliances • Congoleum
- Uniforms • Car audio • Gift books • Music CDs
- Merle Norman cosmetics • Sealy mattresses
- Computers • Sympathy needs • Lunch
- Toys • La-Z-Boy • Diamonds • Embroidery
- Skil/Bosch/Dewalt power tools
- Kitchen accessories • Ipods • Wine shop
- Antiques • Massage therapy
- Vinyl floor covering • Cafe • Specialty coffees
- Home stereo • LG and Toshiba televisions
- Tuxedo rentals • Children's clothing
- Vera Bradley • Gift baskets • Blinds
- Skin care analysis and specialist
- Custom printing • Curtains
- Educational toys • Automobiles
- Goulds pumps and plumbing supplies
- Glass • Candles • Locally-made gifts
- Engraving • Kidorable rain gear
- Baby needs • Plants • Christmas Shop • Gold
- Home decor • Physical Therapy • Dinner
- Tomtom • Watches • Tires • Screen printing
- Women's clothing and accessories
- Wedding accessories and rentals
- Milkshakes and ice cream
- Web design services • DVDs • Auto needs
- Willow Tree • Cakes • AND SO MUCH MORE

Surprised? Thought you would be. Help keep downtown vibrant by staying in your own county and city to shop for your needs, because this is where the revenue stream gets put back into your community. Remember the 3/50 Project, "Saving the Bricks and Mortars Our Nation is Built On." The first number is #3. Think about which three independently-owned stores you would miss the most if they were gone. Stop in and say hello. Pick up a little something that will make someone smile. Your contribution is what keeps these stores around. The next number to consider is #50. If just half the employed U.S. population spent \$50 each month in independently-owned stores, their purchases would generate an astounding \$42,629,700,000 in REVENUE! If you pick 3 of your favorites and spend \$50 a month in these three stores – you will be doing your part at building our local economy. Consider #68 – for every \$100 spent in independently-owned stores, \$68 of it is returned to the community through taxes, payroll and other expenditures. If you spend that in a national chain, only \$43 stays locally. Spend it online and nothing comes home. The last number, #1, stands for the number of people it takes to start this trend – YOU! Pick 3, spend \$50 and save your local economy. It's that simple. Next time you need a birthday gift, think about shopping downtown first. For additional information on the 3/50 Project, visit www.the350project.net.



Buying local is the right choice for schools, families and the community as a whole. Let's keep our community strong. Invest in your locally-owned businesses and keep your money in town!

DIRECTOR'S REPORT



Downtown Oxford continues to gain ground stifled by the bleak economy. The state of the economy can always be an obstacle when it comes to individuals deciding to open or close a small business and even to spend money in our retail shops and restaurants. That is why it is so important to counter this danger. We are continuously working hard by following the four points of Main Street (economic restructuring, design, promotion and organization) to keep downtown poised as a great place to shop, open a business, work and play.

Through economic restructuring, we are charged with the task of helping downtown businesses survive and thrive in today's competitive market. We have done this by reaching out to several downtown businesses to offer information and support on issues that impact our downtown as a whole. The DOEDC approved directional signage for the Farmers Market. Data is currently being collected on vacant properties and other relevant information needed for the market study.

Since our last newsletter, we are pleased to report several new businesses in downtown. Help us welcome Harvest Restaurant; Hobgood Firearms, Dry Cleaners, Eccentric Ink Tattoo, and Diaper Kake Xpress.

Through design endeavors, we have been focused on physical improvements and long-term planning by working to create inviting streetscapes and attractive storefronts. The Design Committee approved a façade application for Royster, Cross & Hensley. Two applications are currently pending approval. The DOEDC also facilitated the aesthetics plan for downtown as presented by the design team from North Carolina State University. This plan will assist us with ideas and long-term planning for downtown.

It's hard to believe that we are in the summer months. With that said, our promotional efforts are booming with an array of downtown events. Spring Fling kicked off our events for the year with more people attending and buying, followed by Strawberry Day.

Our movie night series started June 23rd showing *Despicable Me*. On July 28th come out and see a classic, *Raiders of the Lost Ark*. The movie *Cars* will end our summer movie series on August 18th.

Planning for the North Carolina Hot Sauce Contest is underway. Meat rub vendors will be new this year. The Oxford Board of Commissioners approved the same street closings for the event this year. Start thinking about creative things you can do to showcase your business to the thousands of people expected to be on our streets on Saturday, September 10th. Volunteers and sponsorships for this exciting event are much appreciated.

Downtown will be very busy from now through the holidays with different events going on. For a complete listing of events, visit us on Facebook or our website, www.oxfordnc.org.

A shopping and dining flyer is now available. If you need copies, please call the office at 919-603-1102 and I will get some to you.

The Merchants Meeting is scheduled for the 2nd Tuesday of each month beginning at 5:30 PM. Meetings are held at different downtown stores. We hope you will join us for this meeting to discuss challenges and opportunities, and brainstorm as well.

At the close of this fiscal year, the DOEDC would like to extend our thanks to Julia Overton, Nan Howells and Erich Schuetz for all the hard work they have put in to make downtown a great place to be. The DOEDC will have a new board of directors and officers, which is listed on the back of this newsletter.

In closing, the DOEDC continues to vow to make the enhancement of downtown Oxford a top priority through increasing the awareness of downtown as a hub for retail, services and family-oriented events.

Assistant to the City Manager / Downtown Development Director



MISSION:

The mission of the Downtown Oxford Economic Development Corporation is to serve our community by partnering with merchants, citizens and government to develop downtown as an economic, historic, cultural and family-oriented hub through image and promotional enhancements.

VISION:

Downtown Oxford will catch the spirit of the past, enrich the present and embrace the future by continuing to be the economic hub of the community expressed through an array of unique businesses and family-oriented events that are an enjoyment of all.

The DOEDC welcomes contributions to our quarterly newsletter. If you have news and information you would like to include, please email them to Tanya Weary at tanyas@oxfordnc.org.

AESTHETICS PLAN FOR DOWNTOWN OXFORD



As part of their Plan of Work, the Downtown Oxford Economic Development Corporation set a goal to develop a clean and safe initiative for downtown. The Design Committee of the DOEDC met to solicit ideas and sought assistance from the North Carolina Main Street Center and other cities. The NC Main Street Center recommended using students from the North Carolina State University Department of Horticultural Science to develop an aesthetics plan for downtown.

As cities and municipalities change and expand over time, the historic downtown core has the potential to become the essential glue binding a community together and establishing the identity of the place as a whole. The downtown core is an important place in a community that reflects the lifestyles and values of the people that choose the City of Oxford as a place to live, work and play. Thoughtful planning for a sustainable future can allow these areas to adapt gracefully and cost-effectively over time. Sustainable design has moved beyond the realm of test projects and now is not only economically feasible, but also highly desirable. While sustainability incorporates green practices, such as natural resources, energy efficiency and resource preservation, it also addresses the practical and economic realities of both the end user and the concept and execution of the design.

The team identified deficiencies and opportunities of specific study areas. Study areas included: Hillsboro/Williamsboro Street; Main Street; museum area; Gilliam Street; cemetery and Linden Avenue; Spring Street; library; recreational fields at City Hall; and College Street. They in turn worked to shape them into a preferred and cohesive overall design that is responsive and relevant to both the existing downtown area and the community that visits, resides and does business here. The success of the design is not about prescribing the best academic solution, but one that comes about through careful observation, community involvement, understanding and clear translation.

With that said, the Downtown Oxford Economic Development Corporation solicited stakeholders to assist them with developing a proposed plan for downtown. Stakeholders included Downtown Development Director Tanya Weary; City Manager Mark Donham; Building & Grounds Superintendent Kenny Manning; City Engineer Larry Thomas; City Commissioners Jackie Sergent and Danny Currin; County Commissioner David Smith; Planning Board Member and former Vision Committee Member Charlotte Evins; Planning Board Member and former representative of the Historic Preservation Committee Juanita Rogers; and Community Appearance Commission member Helen Mitchell. Downtown EDC Representatives included Colonel Hawley, Percy Powell and Gus Washington. The students met with the stakeholders on March 25th as a way to provide a forum for input from people who can directly affect the proposed landscape design improvements. Their input increased the students' knowledge of the proposed sites; helped identify challenges and opportunities; and contributed suggestions and insight which in turn were incorporated into the final design plan. The students presented their final plan on May 4th to the Downtown Oxford Economic Development Corporation, stakeholders and the Oxford Board of Commissioners.



THE IMPORTANCE OF BUYING LOCAL -- TOP 10 REASONS



- 1. Shopping local creates jobs.** Shops in your town create local employment and self-employment. These people in turn spend in the local economy.
- 2. Local independent shops invest more in your communities.** Local businesses are proportionately more generous in their support of local charities, schools, and community events. Supporting local shops means a financial contribution to your community.
- 3. Local shops sell great products at affordable prices.** Some people get out of the habit of shopping locally and are then surprised by the range of products available.
- 4. Shopping locally saves you time and money.** You travel less, saving on time and fuel. Definitely a plus nowadays with fuel as costly as it is.
- 5. Shopping locally retains your communities.** People don't like losing shops and services in small towns but don't equate this with how they spend their money.
- 6. Shopping locally retains your distinctiveness.** Independent shops create distinctive shopping experiences and stock different products. Local businesses respond more quickly to the needs of local customers, stocking products to meet changing population needs.
- 7. Shopping locally saves the environment.** Local shops often stock a high percentage of locally sourced goods that do not require long-distance transportation, helping to reduce our global footprint.
- 8. Local shops are for everyone.** Most people can get to their local shops easily. This is especially important for the elderly, young people and others who rely on public transportation.
- 9. Local shops value you more.** Evidence from numerous surveys shows people receive better customer care and service locally. These businesses survive by their reputation and repeat business, which means you get a higher standard of service.
- 10. Shopping local saves services.** Private and public sector services cluster around shops. As shops disappear, so do hairdressers, banks, restaurants and other businesses.

Consumers can pledge to Think, Shop, Buy Local and commit to patronizing businesses near where they live and work. Local stores employ your neighbors, pay taxes that support your schools and improve your roads, and contribute to local non-profit groups.

Together we can strengthen relationships that improve our quality of life. So next time before you make a purchase, Think, Shop, Buy Local.

The top ten reasons article on how you can make a difference to our local economy was generated from a message to Main Street Managers by Barbara Wold, an International Speaker, Author and Business Strategist.



ENJOY PRODUCE AT ITS BEST

Come visit the Farmers Market located on the corner of McClanahan and Lanier Streets. They have the very best fresh produce, meats, crafts, and baked goods. The vendors at the Oxford Farmers Market strive to provide the freshest fruits and veggies to their consumers. Everything sold at the market is either homemade or homegrown by the vendors. Last year the Market was voted the 2nd Favorite Farmers Market in NC. Come visit us to see why we earned this title. It's the place to be every Wednesday and Saturday morning. Hours are every Wednesday from 8 AM until 1 PM and Saturday from 7 AM until 12 Noon, or until sold out.

Here are some tips from your local Farmers Market:

Get cleaned up

Make room for fruits and vegetables in your kitchen.

- Clean out your refrigerator so you will have room for more fruits and vegetables.
- Convert the deli drawer for fruit storage.
- Use one of the bottom produce drawers for salad and the other for vegetables in season.

Dress up with color

Did you know that there are 5 color groups for fruits and vegetables?

1. White/Brown
2. Yellow/Orange
3. Purple/Blue
4. Green
5. Red

Try to keep a variety of colors on hand so you can benefit from all of the nutrients and phytochemicals (beneficial plant chemicals) these color groups provide.

Prepare the feast

Prepare fruits and vegetables so they are ready for round-the-clock snacking.

- Cube melons and place them in a covered dish in the refrigerator.
- Wash berries and place them in bowls ready to put on cereal and yogurt.
- Make a big tossed salad. Tossed salad lasts in a bowl for up to 2 days when it is not dressed.
- Blueberries and tomatoes can be placed on the counter in a bowl (refrigerate when ripe).

Keep food Safe

- Wash your hands before and after handling food.
- Keep raw and ready-to-eat foods separate.

To learn more about fruits and vegetables

www.fruitsandveggiesmorematters.org

Want to know what's in Season?

www.ncagr.gov/markets/availabilitychart.pdf



While you're at it, think about joining the NC10Percent Campaign. Help support North Carolina's farmers, businesses and communities by pledging to spend 10% of your existing food dollars locally.

Oxford's Farmers Market holds the 2nd place title as North Carolina's Favorite Farmers Market and placed 11th in America's Top 20 Favorite Farmers Market. Way to go Oxford! According to the American Farmland Trust website, the state of North Carolina has been losing about 55 acres of farmland per day. You have the power to help save our farms and farmland. You can directly support North Carolina farmers and farmers' markets by taking this pledge. For more information on how to join visit www.nc10percent.com.

Pictures provided by Janis Stalls.



CRIMEREPORTS.COM

The Oxford Police Department uses CrimeReports.com that is available to everyone over the Internet who wishes to see a summary of crime in their particular area. By accessing crimereports.com and then entering Oxford North Carolina in the location box, a crime map of Oxford will appear on your screen. Each of the markers on the map represents a crime or criminal activity in the city within the past week at a particular street or location. If you select one of the markers, you will see a summarized version of the crime, date and related information. Visit www.crimereports.com for further information.

NEW DOEDC OFFICERS ELECTED

The Downtown Oxford Economic Development Corporation Board of Directors has elected new officers and directors for fiscal year 2011-2012. F.O. Finch was elected President, Colonel Hawley Vice President, Chance Wilkinson Treasurer and John Williford Secretary. New Directors include Becky Baird (Polka Dot Express), Cindy Fink (Bella Windows & Blinds for Less) and Betty Friday (This 'N That). Continuing Directors include Augustus Washington, County Commissioner David Smith, City Commissioner Danny Currin, Percy Powell, Chamber Appointee Larry Wilson and Immediate Past President George Ritchie. Julia Overton, Nan Howells and Erich Schuetz, who will leave the DOEDC Board, were recognized for their service to the DOEDC.

"Many thanks to those whose terms are concluding, those who continue to serve, and those who have agreed to serve as our new directors," said Tanya Weary Downtown Development Director/Assistant to the City Manager.



UPPER STORY RESIDENTIAL INCENTIVE GRANT NOW AVAILABLE

The City of Oxford Board of Commissioners adopted a Downtown Oxford Upper Story Residential Incentive Grant Program. The program is a reimbursement grant program funded by the City of Oxford Board of Commissioners. The minimum capital investment threshold to qualify for consideration for this grant shall be no less than \$25,000. The amount awarded is calculated using the investment amount times the grant factor of 0.025. The grant period lasts five (5) years. The maximum grant amount will be paid in equal amounts over the grant period of five (5) years. See examples below.

Examples:

$\$50,000 \times .025 = \$1,250$ Maximum Grant Amount
 $\$1,250 / 5 \text{ years} = \250 Maximum Annual Grant Payment

$\$100,000 \times .025 = \$2,500$ Maximum Grant Amount
 $\$2,500 / 5 \text{ years} = \500 Maximum Annual Grant Payment

Anyone interested in downtown upper story residential development is encouraged to apply for this grant. To request an application contact the office of Downtown Economic Development at 919.603.1102 or via email at tanyas@oxfordnc.org.

SIDEWALK DISPLAYS APPROVED

On recommendation by the Downtown Oxford Economic Development Corporation, the City of Oxford Board of Commissioners amended its Code of Ordinances to allow items on the downtown sidewalks in an effort to entice people into the stores. Any business in the downtown area wishing to display items on the sidewalk must complete an application. The application will be reviewed by the Office of Downtown Development. All permits are automatically renewed each year if there are no changes to the original application. Permits are not transferable or assignable.

WHAT'S GOING ON IN DOWNTOWN?



Harvest Restaurant has opened at 205 Williamsboro Street for lunch from 11:00 AM – 3:00 PM. Harvest offers a diverse menu featuring ingredients that are grown and raised by farmers in Granville County and neighboring communities. On April 29th they began opening for dinner service on Fridays and Saturdays from 5:00 PM – 9:00 PM. Reservations are recommended. Call 919.603.1460 to schedule yours today. Please support this new downtown restaurant and James and Lori Dutra in their effort to bring fresh local foods to their patrons.

Waxing services are now available at **Melinda's Merle Norman**, located at 128 Hillsboro Street. Let's welcome Beth Preddy, a NC Board of Cosmetic Art Licensed Cosmetologist and local resident. Call for your appointment today at 919.693.6500. Available services include: eyebrows, lip and facial.

Diaper-Kake

Xpress has opened at 125 Main Street, Suite 6. Owner O'Nora Fields specializes in baby shower diaper cakes, diaper cupcakes, Daddy "dooty" belts, baby shower supply kits, wedding anniversary bed sheet cakes, snack attack boxes and so much more. Planning a baby shower? Give her a call at 919.339.0875; she will supply everything but the food.



The Clinic at Walmart

NOW OPEN

CONVENIENT CARE, WHEN YOU NEED IT.

ExpressCare for Your Family.

We provide routine physical exams for sports teams, summer camp and annual checkups, along with care for minor injuries and illnesses.

GRANVILLE
*Express***CARE**

**NO APPOINTMENT
NECESSARY**

Located In Your Neighborhood.

Granville ExpressCare is part of the Granville Health System network, providing easy access to excellent health care and support services you expect from your local community provider.

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SATURDAY: 9AM - 1PM

SUNDAY: 11AM - 3PM

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We're here for immediate evaluation and treatment of abdominal pain, cold and flu, joint pain, minor burns, strep throat, and sprains. Open evenings and weekends!

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ghsHospital.org/ExpressCare

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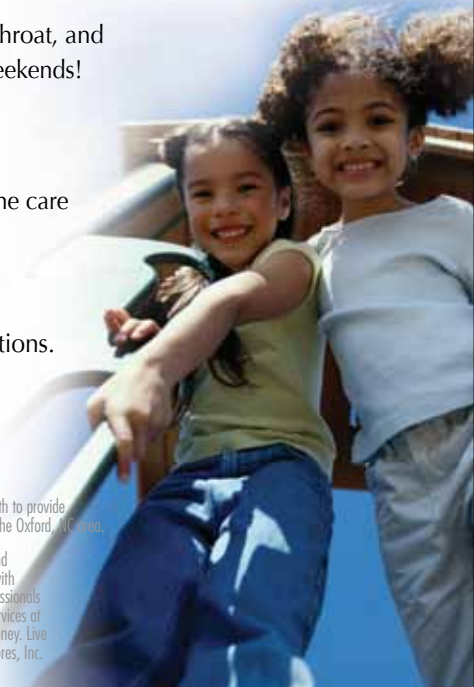
A convenient solution for routine care and immunizations such as flu, meningitis, MMR, pre-travel, blood pressure, cholesterol, osteoporosis and allergy injections.

NextDoor  Health

Convenient Health Care, Right Around the Corner.

Granville Health System has partnered with NextDoor Health to provide convenient, compassionate, and innovative health care in the Oxford, NC area.

Each medical clinic located in a Wal-Mart store is owned and operated by an independent company that is unaffiliated with Wal-Mart. Wal-Mart does not employ any health care professionals or exercise any control over the provision of health care services at the clinics. The "Spark" design (™), Walmart and Save Money. Live Better. are marks and/or registered marks of Wal-Mart Stores, Inc.





**DOWNTOWN OXFORD ECONOMIC
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DOEDC 2011 COMMUNITY EVENTS

IN PARTNERSHIP WITH **GRANVILLE HEALTH SYSTEM***

DOWNTOWN MOVIE NIGHTS*

July 25 - Raiders of the Lost Ark

August 18 - Cars

Movies start at 8:30PM on Main Street. Concessions available at 8PM. Slide for kids at 8PM. Bring a flashlight and lawn chair. For more information, go to: ghsHospital.org/MovieNights Or call 919.603.1110, visit oxfordnc.org/downtown or .

SIDEWALK SALE - August 5 & 6*

Sales-tax-free weekend during regular store hours on selected items at participating stores. Call 919.603.1102 for information.

NC HOT SAUCE CONTEST - September 10*

Sample & purchase sauces, beers, wines, and special foods on Main Street, College Street and Hillsboro Street. Call 919.603.1110 for information or visit us on the Web: www.nchotsaucecontest.com

C.G. CREDLE'S 100TH BIRTHDAY CELEBRATION - September 17

Call 693.9191 for information.