



O X F O R D

Downtown News

SUMMER 2010

A Quarterly Publication of the Downtown Oxford Economic Development Corporation

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Director's Report

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

Smokin' Hot!

The 2010 NC Hot Sauce Contest will be held on September 11 in Downtown Oxford.

Farmers Market

Farmers Market opened on May 8th and there's something new every week.

DOEDC Unveils New Billboard

The DOEDC partners with Granville Health System to support Downtown and the community!

Oxford in Pictures

Wal-Mart presented Mayor Al Woodlief a television to be displayed in the lobby of City Hall.

Visit us on the Web:

www.oxfordnc.org/downtown or Facebook

Busy Year Ahead for DOEDC



The DOEDC Board of Directors held their annual retreat on February 17 to develop their Plan of Work for FY 2010/2011 and other future plans. Nearly all the Board members participated. The plan follows the Main Street Four-Point Approach, which is a comprehensive revitalization process designed to improve all aspects of a downtown, producing both intangible and tangible benefits.

Under this philosophy the DOEDC set a goal, objective and strategies for each value. These strategies also tied in some of the key components found in the Oxford Comprehensive Plan.

Point One – Organization: build a strong organizational framework to work together in renewal of downtown; should be well-represented by business and property owners, bankers, citizens, public officials, the chamber of commerce and other local economic organizations.

GOAL: To expand the human and financial resources of downtown Oxford.

OBJECTIVE: To increase involvement, pride, investment and activity in downtown Oxford.

STRATEGIES:

1. Craft a mission statement.
2. Educate and recruit young people for the DOEDC.
3. Increase/diversify funding resources.
4. Develop partnerships with civic organizations.
5. Develop committees.

Point Two– Promotion: create excitement and customer traffic downtown through festivals, parades, retail events, and image development campaigns.

GOAL: To attract more people into downtown Oxford and increase awareness of downtown as a hub for retail and services for Oxford, community activities and events.

OBJECTIVE: To promote DOEDC and to increase business and activity in downtown Oxford.

STRATEGIES:

1. Develop marketing strategy using new downtown logo
2. Develop strategies for cross promotion with outlying outlet stores and with other downtown merchants
3. Work with downtown merchants on increasing special retail events

DIRECTOR'S REPORT



It's hard to believe that winter has come and gone. With spring, downtown events begin to blossom. Downtown was in full bloom on March 20th as many downtown businesses promoted **Spring Fling** by offering special promotions, garden items and refreshments. Thanks to all who made this retail event successful . . .and thanks to the weather too! What an awesome spring day it was. Downtown will be very busy from now through the holidays...there's lots to do between now and then. For a complete listing of events, visit us on Facebook or our website.

As you can see from the **Downtown Oxford Economic Development Corporation (DOEDC)** Plan of Work Session, the Board of Directors recognize that youths are an important part of making our downtown a viable place. You might want to consider welcoming youths into your stores by carrying an array of products that cater to them. Teenagers, after all, are customers both now and in the future. They are also terrific advertisers and eager to use their communications skills (especially social networking venues, such as Facebook). On average, a teenager spends \$25-50 a weekend! So don't ignore this important segment of the consumer market.

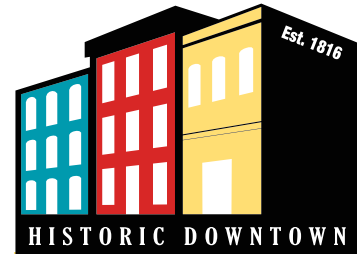
The state of the economy can always be an obstacle when it comes to individuals deciding to open or close a small business and even to spending money in our retail shops and restaurants. That is why it is so important for us to counter this danger by doing everything possible to make downtown a safe and attractive place to open a business, shop, dine and recreate. As we have experienced several closings this quarter, Oxford is still blessed to have only a few vacant storefronts. We have officially adopted the New Business Rental Assistance Program as an incentive tool in recruiting new businesses to these vacant storefronts. The general consensus from businesses is that there has been more foot traffic in their stores. My office receives calls regularly from people wanting to open a business in the downtown. We stand ready to assist them.

I recently met with **Triangle Orthopaedic** on their plans for their building on McClanahan Street. I am pleased to report that this will be a \$1.5 million investment in our downtown!

In closing, we are doing everything possible to make sure downtown is a vibrant and healthy place and we welcome your suggestions.

Tanya S. Weary

Assistant to the City Manager / Downtown Development Director



DOEDC Lunch 'N Learn May 18th

The DOEDC and the VGCC Small Business Center invites you to a Lunch 'N Learn to hear **MARKETING IN TOUGH TIMES FOR RETAIL MERCHANTS**, presented by Mike Collins, an expert in low-cost marketing. Collins is president of **The Perfect Workday Company**.

Retail owners and managers will learn how to market when the economic climate turns sour. Attend this event and learn:

- The basic reasons customers buy from YOU!
- The three best low-cost advertising methods
- How to create a low-cost marketing plan
- Why word-of-mouth promotion can hurt in tough times
- How to score more sales from current customers

The session will be held at the Public Works Assembly Room at 227 W. McClanahan Street. Details about the event will be mailed to you.

NC Hot Sauce Contest Sponsorship Drive



Smokin' Hot Event to be Held this September

The Downtown Oxford Economic Development Corporation needs your help to build a better NC Hot Sauce Contest for 2010 and beyond. The DOEDC strives very hard to offer free events each year. In order to do this and to improve, we need to start a sponsorship drive for the NC Hot Sauce Contest. Therefore, the DOEDC is appealing to your community pride. The NC Hot Sauce Contest is held every year the second Saturday in September, welcoming thousands of visitors. This year the festival will be on Saturday, September 11, 2010 from 11:00 a.m. - 4:00 p.m. on Main, Hillsboro (1st block) and College Streets in Downtown Oxford.

To match up to the festivals in neighboring towns, more funds are needed as our festival continues to grow. In the four short years since its founding, the NC Hot Sauce Contest has played a major role in the transformation of downtown from a town searching for a "Smoking Hot Event" to bring people downtown to an event bringing thousands of people into Oxford. The one-day, North Carolina recognized Hot Sauce Contest brings thousands of persons each year to Oxford's downtown to enjoy sampling NC hot sauces and, new this year, barbeque sauces, NC breweries, wines, a pepper-eating contest, music, craft vendors, bouncers for the kids, Granville Gardeners' plant sale, Oxford Parks & Recreation Department's 10th Annual Top 50 Car Show and so much more. The event spotlights Granville County as

home to the largest pepper producer/distributor on the eastern seaboard, **Bailey Farms** and it promotes agritourism. We would like to strive for greater growth, and to continue to improve the quality of activities, but we can only achieve this if we acquire more business support from the community.



The North Carolina Hot Sauce Contest enjoys excellent support from **Stovall's Gifts, Granville Health System, Union Bank, Santa Fe Tobacco Company, Granville County**

Tourism Development Authority, the City of Oxford, U.S. 98.3/101.9, Sandling Golf Carts, and many other groups. However, business backing is the key to the great success of this smoking hot event. You are invited to take part by being a sponsor. For more information call (919) 603-1102. Downtown Oxford Economic Development Corporation is a 501(c)(3) tax exempt organization. Sponsorship donations are tax deductible.

Join your community – it's a matter of PRIDE!

Thornton Library Construction on Schedule

The **Thornton Library** is still scheduled to be completed in October/November of 2010. Library Director Tresia Dodson said it's exciting to see all the construction activity taking place and library patrons and staff are really enjoying the progress.

Strawberry Day Held May 8

The Downtown Oxford businesses and the Downtown Oxford Economic Development Corporation, in partnership with **Granville Health System**, held the 2nd Annual Strawberry Day in downtown Oxford on May 8th. This is the same day the Farmers Market kicked off their season, while downtown merchants offered a variety of special promotional events and strawberry vendors set up throughout downtown. Shoppers strolled through downtown, enjoying delicious strawberry refreshments and treats.

"I really appreciated how energetic our downtown businesses were about Strawberry Day," said Tanya Weary, Assistant to the City Manager/ Downtown Development Director. "We hope the downtown shoppers enjoyed celebrating the strawberry season."

For more information about downtown events, call the event hotline at (919) 603-1110 or visit us on Facebook or at www.oxfordnc.org/downtown.

Downtown Properties Available

For Lease:
124 Main Street
(919) 693-2257

For Lease:
125 Main Street
(919) 691-3594

For Lease:
109 New College Street
(919) 693-3333

123, 125 and 127 Old Warehouse Square
(919) 693-5960

For Lease
122 Bank Street
(252) 492-9385

For Lease
218 Linden Avenue
(919) 801-3232

For Lease
315 McClanahan Street
(252) 491-9835

119 Williamsboro Street
(919) 693-8116

110 Hillsboro Street
(919) 693-5196

For Lease
404 B Hillsboro Street
(252) 492-9385

For Lease
105 Lewis Street
(919) 693-2138

For Lease
144 Hillsboro Street
(919) 693-3333

For Lease
101 College Street
(919) 693-7016

For Lease
121½ Williamsboro Street
(919) 693-8888

To request that a property be listed, or updated, please call (919) 603-1102. This listing includes properties in the Municipal Service District.

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GRANVILLE SPECIALTY CLINICS

HAROLD SHERMAN ADULT DAY CENTER

SOUTH GRANVILLE PRIMARY CARE

Oxford's Farmers Market Opens Saturday, May 8th



Local farmers and growers offer fresh produce, free range eggs, pasture raised pork, baked goods, jams, jellies, pickles and so much more. The market currently has strawberries, onions and cabbage.

The craft section has gifts for any occasion and things to enhance your home décor. From wooden recipe holders to various aprons for adults and children, pillows, placemat and napkin sets, potholders, bun warmers, crocheted dishcloths and towels, pocketbooks, flower arrangements and so much more.

Market hours are every Saturday from 7 a.m. until noon and every Wednesday from 8 a.m. until 1 p.m. There's something new every week. Be sure you come out to the Oxford Farmers Market; there will definitely be a delicious surprise waiting for you! The Farmers Market is located across from the Police Department on McClanahan Street.

Busy Year Ahead for DOEDC (continued)

Point Three – Design: enhance physical appearance of commercial district.

GOAL: To maintain and enhance the physical appearance of downtown Oxford.

OBJECTIVE: To preserve historical characteristics and visual appeal of downtown Oxford:

STRATEGIES:

1. Continue funding the façade program
2. Develop strategies for a clean/safe initiative

Point Four – Economic Restructuring: analyze market forces and develop long-term solutions, such as business recruitment, converting unused space for new uses, etc.

GOAL: To maintain and expand downtown Oxford as a mixed use center of activity.

OBJECTIVE: To retain and expand the downtown employment base and increase foot traffic for downtown businesses.

STRATEGIES:

1. Recruit businesses that will attract families into downtown for entertainment purposes, i.e. movie theaters, dance studios.
2. Increase opportunities for upper story residential development.
3. Identify gaps in retail opportunities in downtown.

4. Expand opportunities for young people to come downtown: activities, recreation, events, etc.

Long-Term Strategies:

These are the long-term strategies that the DOEDC Board of Directors felt were important to downtown. They are also important issues for Oxford's Comprehensive Plan.



- Upstairs residential
- Existing buildings retained/restored
- Thoughtful infill construction
- Inviting, well-lit streets
- More anchor retail
- More residential opportunities adjacent to downtown (senior housing; multi-family)

The DOEDC will now work to develop tasks to assist in achieving each strategy listed. This productive work session was facilitated by Teresa Watts, Assistant Director of the **NC Main Street Center, a division of the NC Department of Commerce**. It was clear that downtown vitality is important for all of us.

Oxford in Pictures



Wal-Mart presented Mayor Al Woodlief a television to be displayed in the lobby of City Hall to showcase the beauty of Oxford through pictures and videos. Mayor Woodlief has worked very diligently in collecting pictures of the past and present. Stop by City Hall sometime to view the pictures; who knows—you may even see yourself in one of the pictures. Pictures

and videos of downtown events will also be shown. If you have any pictures that you believe should be a part of this collection, send them to tanyas@oxfordnc.org.

Fast Pitch Tournaments Attract Visitors

The Oxford Parks & Recreation Department would like to extend an invitation to you to include coupons, discounts, and information about your business in a packet to be distributed at the Fast Pitch Tournaments at Oxford Park Athletic Complex. There are 32 tournaments scheduled at this time, with 8-20 teams made up of 25-30 people per team. If you would like to participate, please call the Recreation Department at 603-1135 or drop your items off at their office on McClanahan Street. For more information, visit <http://www.oxfordparksandrecreation.com/Diamondatoxfordpark.htm>.

DOEDC Unveils New Billboard

Located on I-85, Sign Encourages Motorists to Visit Downtown



The DOEDC has a new billboard on I-85, just out of Middleburg, which encourages southbound motorists to exit and visit our historic downtown. A big thank you goes to Scott Thomas, Director of Marketing at **Granville Health System**, who assisted the DOEDC with the design of this project.

Notes:

Downtown On The Go!

The Cake Lady is now offering lunch on Tuesdays. Choices are: chicken salad, tuna salad or ham and cheese (all are served on a croissant). Lettuce, tomato and pickle are served on the side. And of course there's a surprise dessert! Price is \$5.00 and she will deliver to you. You must call her on Monday to place your order, 693-1164. Check out her new website as well: www.thecakeladyoxfordnc.com.

George C. Shaw Museum now open on Saturdays from 10 AM to 2 PM. The museum is located at 202 E. McClanahan Street. For more information call the museum at (919) 690-8055 or visit them on the web at www.shawmuseum.com.

The Granville County Museum has also posted its Summer Sensations schedule at www.granvillemuseumnc.org/summer2010.html. Events begin May 29 and end August 21st with Crafty Sensations. For more information you may visit them on the web or call (919) 693-9706.

New Downtown Oxford Business Spotlight



Heartland Family Counseling, LLC is now located at 104 College Street. You can contact them at 919.693.2122



Unique Décor & Rentals is now located at 304 C Hillsboro Street. You can contact them at 919.690.0810



Granville Computers is now located at 143 Old Warehouse Square. You can contact them at 919.693.1908



Franklin-Vance-Warren Opportunity is now located at 102 Broad Street. You can contact them at 919.693.8760



GHS Medical Rehabilitation is now located at 132 Roxboro Road. You can contact them at 919.690.3277



GHS Patient Financial Services is now located at 136 Roxboro Road. You can contact them at 919.690.3254

Get to Know a Gift Shop: Made By Hand



Handmade Highway featured **Made By Hand** in its series *Get to Know a Gift Shop*. These interviews are part of a Merging with Retail effort on the Handmade Highway. They spotlight boutiques, retail stores and consignment shops that carry handmade goods. Read the full interview at <http://handmadetravels.blogspot.com/2010/02/get-to-know-gift-shop-made-by-hand-in.html>.



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**Downtown
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Newsletter Design:
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DOEDC 2010 COMMUNITY EVENTS

In Partnership with Granville Health System*

Oxford's Alive After Five May 13, September 23
A Granville County Chamber of Commerce event. Call
919.693.6125 for information

You Can't Take it With You May 13-16
A Granville Little Theatre presentation
Call 919.482.0777 for information

Downtown Movie Nights*
June 24, Harry Potter and the Half-Blood Prince
June 22, The Blind Side
August 25, Up
Call 919.603.1110 for movie times and information

Sidewalk Sale* August 6-7
Downtown Oxford
Call 919.603.1110 for information

NC Hot Sauce Contest* September 11, 11 AM
Run with the Lions; Granville Gardeners Plant Sale;
Heritage Festival & More

Downtown Trick-or-Treating* October 29, 3-5 PM

Holiday Open House* November 5-6