

DOWNTOWN GIBSONVILLE PROMOTIONS REPORT

March 22, 2015



Promotions Committee
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ACKNOWLEDGEMENTS

In accordance with the concepts of the North Carolina Main Streets Program, the Gibsonville Board of Aldermen established the following four standing committees in March of 2014 to increase the economic wellbeing of downtown;

- Promotions
- Design
- Economic Restructuring
- Organization

The Gibsonville Promotions Committee would not have been successful without the thoughtful efforts of the following members:

- Tiffany Lattero (Vice Chairman)
- Ben Baxley (Town Manager)
- Christy Baxley
- Karen Walter
- Benny Leach
- Debby Stephens
- Ken Marley
- Emily Boone
- Wanda Small

Neil Bromilow
Chairman
Downtown Gibsonville Promotions Committee

DOWNTOWN GIBSONVILLE PROMOTIONS REPORT

INTRODUCTION

2015

The Promotions Committee started meeting monthly in April of 2014, after the Gibsonville Board of Aldermen formally established the committee membership. We approached this project in the following manner, and in accordance with the guidelines shown in Appendix I:

- Reviewed the existing conditions for downtown including events, attractors, publicity, and businesses.
- Surveyed both residents and visitors to determine why people came downtown and how they heard about downtown.
- Created a Brand Statement based on survey results and existing conditions which summarized the character of Gibsonville.
- Made a list of possible promotion ideas and then selected and ranked the feasible ideas.
- Created a list of specific promotion ideas to pursue in 2015.

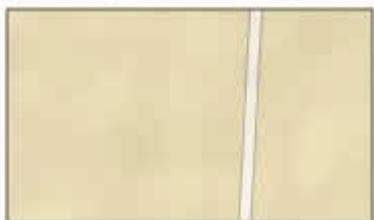
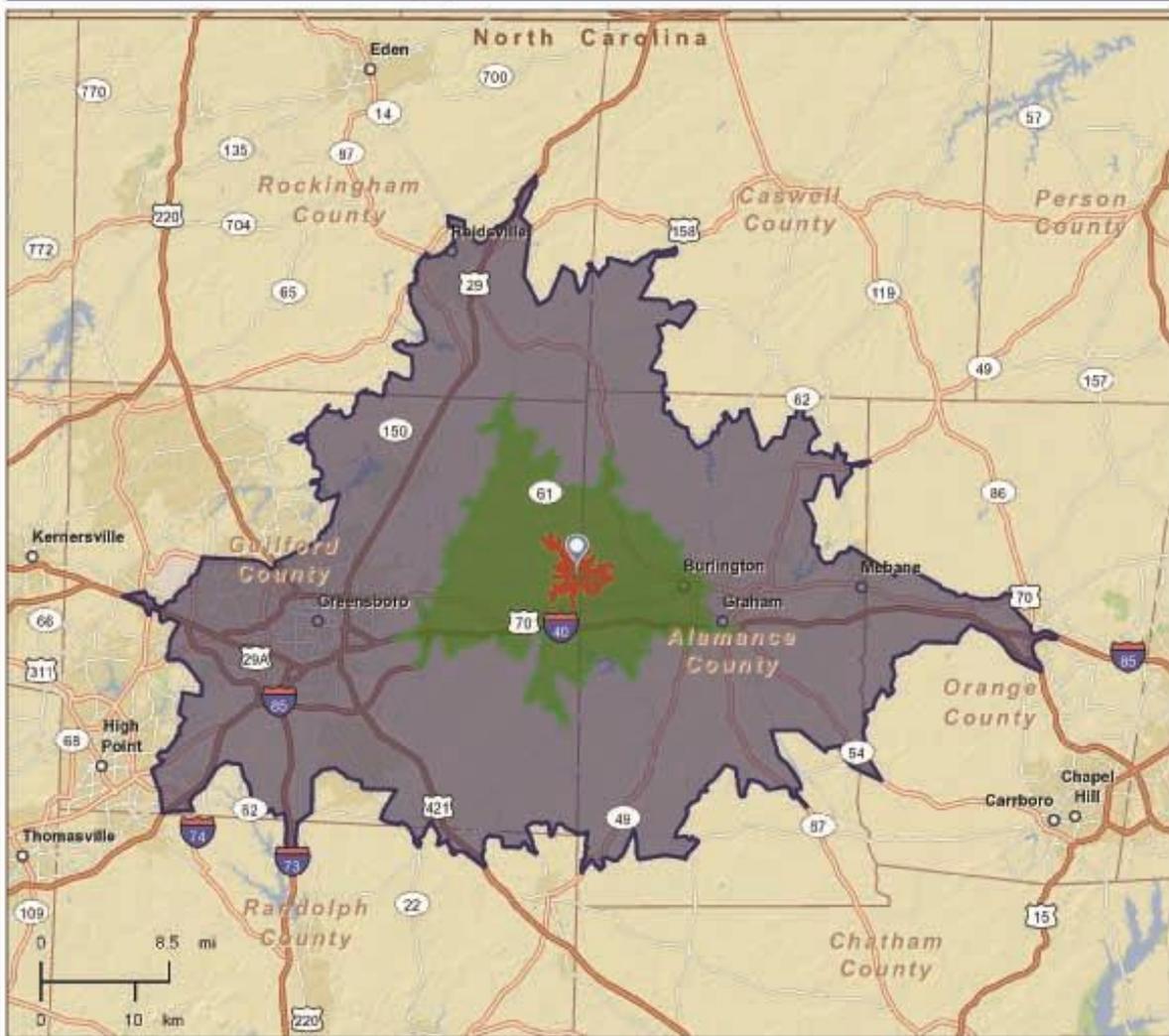
The remainder of this report describes in detail the process we used and highlights the reasons for the conclusions we reached. There was a general consensus that the positive aspects of downtown Gibsonville were not well known by people living within the 30 minute drive time or by the many of the residents of Gibsonville. The population data showed that there were over 300,000 people living within the 30 minute drive time of downtown, so the committee decided that these people were the likely source of any growth in visitors to town. The following map shows the area encompassed by the 5-10-30 minute drive times. It extends from Greensboro to Hillsboro east west along the interstate corridor which has over 90,000 cars transiting this route every day.



Site Map

gib13
100 W Main St, Gibsonville, NC, 27249
Drivetime: 5, 15, 30 Minutes

Latitude: 36.10592
Longitude: -79.54207



March 27, 2013

Our first area of study was to determine what attractions Gibsonville possessed, and then identify how to improve them. The following listing covers all aspects of Gibsonville from housing and climate to people and historic sites. It should be noted that there is no natural feature such as a lake or mountain to provide a focal point for promotions. Likewise there is no historic battlefield or monument in our town. So the search for a promotions theme became a search for the less obvious attractors. The pattern that emerged from this study was that Gibsonville has many positive attributes of a typical small mill town, but does not accentuate these facets to

the local population. We found that there are historic elements such as the home of the builder of the two mills, and an early gold mine. There is a relaxed pace of living amongst friendly people that should be promoted, as well as the idea that it is easy to walk, dine, and shop around unique custom local businesses. The community events such as parades and free concerts are not well coordinated with the remainder of the town businesses to maximize visitor opportunities to explore what we have to offer. For example the town museum is rarely open due to lack of volunteers, but it could be available on the web with photos and self guided notes 24/7. The Christmas Parade draws large crowds on Saturday, but most businesses are closed and so is the Market. When the 1st Saturday Free Concerts are held at night on the downtown greens, there is no promotional material handed to the crowd that would encourage them to come back during business hours and shop.

<u>ATTRACTOR</u>	<u>Describe Existing Attractor</u>	<u>Current Status (Poor, Fair, Good, Best)</u>	<u>Improvement Potential (None, Some, Major)</u>	<u>How to Improve</u>	<u>Impact Potential (None, Some, Major)</u>
Housing (price/ quality)	Few homes downtown	Fair	Major	More houses within walking distance of downtown	Major with more customers for shops
Roads & Transportation (access to metro areas)	Good access to I 40/85	Need better signage to downtown	Needs better signage to downtown	Add better signs	Greater access to visitors
Environmental Quality (air, water)	Water and air	Good			
Police and Fire Services (low crime)		Good ratings			
Education (K-12 rating)		Good, two county systems			
Restaurants (variety)	Nine existing, good variety	Good	Better advertizing	Group ads	More visitors
Lodging (motel, BB)	One B&B			Add more B&B	
Visitor Services	none				
Natural beauty features (lakes, rivers)	none		none		
History (events, buildings)	Gold Mine, Museum	Fair	Major	Add more hours open	More visitors
Famous persons	Gibson, Davidson, Holt, Yow		Some	Historic markers for Davidson/Gibson	Adds historic interest for visitors
Cultural attractions	none				
Recreation facilities	Rec Program	Good	Some	More linkage to other events	Increase visitor awareness
Entertainment facilities	None		Some	Add more tent events at Burke Manor	
Sport facilities	None				
Monuments	None				
Unique shops	Wades, Chocolate	Good	Add more complementary shops		
Custom services	Music instrument repair	Good	Major	Add more music related stores	
Art facilities (gallery, studios)	Dance studio	Good	Some	Add arts gallery	
Library	Small but good	Good	Some	Increase community programs	

Friendly people	Very				
Skilled workers	Good				
Civic involvement	Good				

After the attractor study was done, we examined the existing events that the town currently holds to see if there were opportunities to increase the channels of promoting our town. The following chart lists 33 different types of events that draw over 30,000 visitors to town each year. A large portion of these visitors are parents with children participating in the town's recreation program. Several hundred people attend the 1st SAT free concerts, while the big events such as Fall Festival and parades draw thousands of visitors. Some businesses are also focal points of visitors such as Gibsonville Antiques, Burke Manor, and Wades Jewelers. The Garden Railroad and caboose were popular as well, but with few attendees.

#	Existing Event	Month Held	Day/Time Held	Where Held	# Attendees (Rec total for season)	Sponsor
1	Basketball	January	MTWTHF, 6PM	School Gym	2400	Parks&Rec
2	Spring Soccer	Feb	FEB-MAR	Moricie Field	2760	Parks&Rec
3	Baseball	April	MTWTH, 6PM	Moricie Field	3200	Parks&Rec
4	Car show	April	SAT, afternoon, April	Around Greens	600	Kiwanis
5	Easter Egg Hunt	April	Sat 9AM	Moricie Field	400	Parks & Rec
6	Bike Ride Police	May	Sat TBD 11 AM	Greens, Thru Main St	50	Charlotte Police
7	Concert Series 1	May	1st SAT, 7-9PM, May to Sept	Depot stage	300	Parks&Rec, with Merchants
8	Gospel Fest	May	SAT, 11-4PM	Depot Stage	200	Church
9	Market Day	May	SAT 8AM-4PM, May -Nov	Greens	50	Parks&Rec
10	Concert Series 2	June	1st SAT, 7-9PM, May to Sept	Depot stage	300	Parks&Rec, with Merchants
11	Market Day	June	SAT 8AM-4PM, May -Nov	Greens	150	Parks&Rec
12	Concert Series 3	July	1st SAT, 7-9PM, May to Sept	Depot stage	500	Parks&Rec, with Merchants
13	Cooking Classes	July	Sat, 2PM	Burke Manor Inn	10	Burke Manor Inn
14	Market Day	July	SAT 8AM-4PM, May -Nov	Greens	150	Parks&Rec
15	Movies outdoor	July	7-9PM, May - Sep	Park	250	Parks&Rec
16	Small Business Saturday	July	SAT, 11-5PM	All merchants	100	Merchants
17	Concert Series 4	August	1st SAT, 7-9PM, May to Sept	Depot stage	300	Parks&Rec, with Merchants
18	Market Day	August	SAT 8AM-4PM, May -Nov	Greens	150	Parks&Rec
19	Concert Series 5	September	1st SAT, 7-9PM, May to Sept	Depot stage	250	Parks&Rec, with Merchants
20	Cheerleading	October	6PM, MW, with football	Murrell	350	Parks&Rec
21	Fall Festival	October	SAT, 10AM-5PM, Oct	Main Street	4000	Merchants
22	Football	October	6PM, Rec youth sport	Murrell and Moricie	1100	Parks & Rec
23	Halloween	October	TBD, 6PM	Moricie	400	Parks & Rec
24	Soccer Fall	October	MTWS, 6PM & 9AM	Moricie	5100	Parks & Rec
25	Lighting of the Greens	November	Fri 6-9PM	Main Street and shops	3000	Merchants
26	Christmas parade	December	SAT, afternoon	Main Street	4000	Parks&Rec
27	Garden railroad	May - Oct	SUN, afternoon	Greens	10	Bobby's Hobby
28	Dance Studio Show	April	?	High School	?	Centre Stage
29	Library Kids Reading		Yearly	Library	5	Library
30	Museum		3rd SAT, 10-1PM, monthly, plus events	Museum	10	Museum
31	Red Caboose tour		Daily 9AM-5PM	Caboose	5	Parks&Rec
32	Weddings		Weddings	Burke Manor Inn	200	Burke Manor Inn
33	Weddings		Weddings	Wades Diamond RM	100	Wades
					30400	TOTAL YEARLY VISITS

Next on the agenda was a review of the existing local publicity to see what the general public was being told about Gibsonville. This also included an examination of the web search for Gibsonville. We found that the first listings on the web were the town’s web page, then the WIKI listing followed by various real estate linked sites. The WIKI page was very sparse and actually described Elon more than Gibsonville. The news paper stories generally were not positive, since bad news sells more papers. Local radio and TV coverage was negligible, though some local merchants did have advertisements. The local free magazines that describe the local communities did not even mention Gibsonville in either the Guilford or Alamance sections. We do not exist in either since we are in both counties it seems. The following list is a snapshot of prior publicity related to Gibsonville.

<u>Published Article Title/Subject regarding Gibsonville in the last few years.</u>	<u>Published by</u> -Burlington (Times News – TN) -Greensboro (News Record- NR) -Alamance News (AN) -Other (specify)	<u>Negative Impact?</u>	<u>Positive Impact?</u>
1. Guilford County Commissioners fund study of Prison Farm at Gibsonville to become data center.	NR, TN, AN		X
2. Gibsonville residents meet to oppose land development at Prison Farm	NR, TN	X	
3. Local business owner killed during robbery	NR, TN, AN	X	
4. Fall festival to include wrestling on main street	AN	X	
5. Proposed distribution center at prison farm discussed by county planners	AN, NR		X
6. Gibsonville Aldermen opposed to distribution center at prison farm due to possibility of increased traffic in town.	NR	X	
7. Lowes grocery store closes	TN, AN	X	
8. Aldermen unsuccessful in attracting new grocery store	AN	X	
9. Permission requested to shoot squirrels in town denied by Aldermen	AN	X	
10. Barking dog ordinance debated by Aldermen.	AN	X	
11. County plans to demolish old school when new school is built	TN, NR, AN	X	
12. Plans to preserve old school are being approved	AN		X
13. Aldermen approve façade grant program for downtown businesses	AN		X
14. Authentic French cuisine at St Jacques in Gibsonville	Triad Living Magazine		X
15. Library funds to be cut by County	AN	X	
16. Police Chief dies	AN	X	
17. New Police Chief hired	AN		X
18. Music on the Greens 1 st Sat at 7pm	AN		X
19. Chocolate shop profile	AN		X
20. Town Profile of Gibsonville as charming small town	Our State Magazine		X

We need to make a coordinated effort to guide the direction of the stories about Gibsonville to maximize the positive aspects, since the nature of bad news stories will always get media attention. The outlets we have some control over need to be upgraded to provide “our story” in a consistent manner. These include the town web page, WIKI web page, brochures, and posters. Since most visitors use the web as their primary source of information it is essential that our web presence be first class and not random.

One of the revelations from our study was the unique nature of the many locally owned dining establishments in town. For such a small local population of 6700 people, it is unusual to find so many high quality family friendly places to eat that have varied menus and with prices to meet every budget. The following list shows the nine dining establishments with their hours of operation. We have choices from a high end French restaurant (with bed and breakfast) to locally owned steak, hamburger, BBQ, hot dog, and Chinese food establishments. Not to mention the artisan chocolate maker and ice cream shops.

Gibsonville Dining Businesses

MAR, 2015

<u>Business Name</u>	<u>Menu Style</u>	<u>Breakfast hrs</u>	<u>Lunch hrs</u>	<u>Dinner hrs</u>	<u>Days open</u>	<u>Days closed</u>
St Jacques at Burke Manor Inn	French cuisine & wine			530 PM to 9PM	TFS	Sun, MTW
Kimbers	Custom Steak, fish, chicken, & full service bar			430 PM to 9PM	TWTF	Sun, Mon
Reno's Pizza & Italian Restaurant	Homemade pizza, pasta, subs with salad bar		1030AM to 1030 AM to 1130 AM to	930 PM 1030 PM 930 PM	MTWT FS Sun	None
Jack's BBQ	BBQ, Daily specials, burgers,& veg,homemade pie		1100 AM to	9:00 PM	MTWTF	Sun
Pete's Grill	Buffet daily specials, meat and veg.	530am to	2PM		MTWTF	Sun
Six Scoops	Homemade ice cream, hot dogs, burgers, soup		1100 AM 12 noon	9 PM 9 PM	MTWTF Sun	
Happy Garden	Chinese with take out		1100 AM to 1100 AM to 12 noon to	10 PM 11 PM 10 PM	MTWT	None
Divinity Delight	Da Vinci Coffee & High Rock Farm Baked Goods	7AM 7AM 9AM	3PM 6PM 6PM		MTW ThF Sat	Sun
Post Office Eatery	Opening in 2015					

The last issue we examined in our overview of Gibsonville was the potential for new residents based on known housing projects within the city limits. According to the town Planning Office there are 1641 housing lots currently subdivided with 630 lots left for construction. Assuming these are homes then the likely future growth in town population would be over 1200 more people. We need to provide these new residents with a welcome package so they feel like part of the community and would be more likely to participate in community activities. This would help avoid the problems in Carson Farms south of US 70 where many people do not even know that they live in Gibsonville, much less visit downtown.

The following table shows where these housing units would be built:

GIBSONVILLE PENDING HOUSING PROJECTS						AUG 8, 2014					
<u>SUBDIVISION</u>	<u>TOTAL LOTS</u>	<u>LOTS REAMINING</u>	<u>ACRES</u>	<u>STATUS</u>	<u>LOCATION</u>						
CARSON FARMS WEST	124	2	39		SPRINGWOOD CHURCH RD						
WALNUT CROSSING	179	0	26		HWY 70, DEW SHARPE RD						
SAVANNAH BLEN SUB	169	95	32	ACTIVE	HUFFINE ST						
STEN GATE SUB	83	0	23		APPLE ST						
AVONDALE SUB	56	0	29		COOD RD						
CYPRESS BEND	36	0	11		ALAMANCE ST						
LINDLEY FARMS	133	93	64	ACTIVE	HWY 70, DEW SHARPE RD						
STONE RIDGE	182	32	45	ACTIVE	OSSIPEE RD						
CARSON FARMS EAST	86	2	23		SPRINGWOOD CHURCH RD						
JOSEPH'S CLAIM	155	152	63	ACTIVE	HWY 61						
ASHLEY WOODS SEC 3	33	25	63	ACTIVE	BOOKVIEW DR						
ABBEY GLEN	162	6	48	ACTIVE	HWY 70						
THOMAS MEADOWS	26	22	15		DOGWOOD DR						
MANNING CROSSING	112	96	31	ACTIVE	GIBSONVILLE OSSIPEE RD						
COURTYARD AT ASHELY WOODS	105	105	37	ACTIVE	BROOKVIEW DR						
	1641	630									

After the committee completed its review of existing conditions we then proceeded to take the following steps that are described in the next chapters of this report:

- Surveyed residents and visitors to determine why they come downtown and how they heard about town events.
- Created a brand statement based on the survey to better define the message themes we want to promote.
- Made a list of all the possible promotion ideas and identified which ideas to pursue in 2015.
- Identified themes for the four 1st SAT Market Day activities.
- Made recommendations for implementation of promotion ideas.

Promotions Survey 2014

The Promotions Committee decided that it was important to know what residents and visitors thought about Gibsonville and how they found out about downtown events, before attempting to develop a program to increase public awareness. We wanted to know why people came downtown, what communication methods were most successful, and test some potential concepts for increasing attendance at downtown activities. A questionnaire was developed by the committee and tested with a small population of customers at the Town Hall Payment Office. The questionnaire was modified as a result of public input (copy of the questionnaire is at the end of this section). This final version was distributed at the following sites on June 14, 2014 with a due date of July 12, 2014:

1. Hardcopy mailed to every resident household (3200) included with their water bill and received back either in the mail with the payment, or at the Town Hall Payment Office.
2. On line survey utilizing ZOHO software with links on the Town web page and also noted on the hardcopy.
3. Hardcopies provided at the service counter for town businesses with higher volumes of visitors (antiques mall, bed & breakfast).

There a total of 332 survey replies received out of the 3200 forms sent to residents of Gibsonville. This includes the 29 visitor replies. The following is a summary of their attitudes about Gibsonville:

1. The primary reasons they come downtown are special events (64%) (parades, festivals), dining(62%), post office(63%), and farmers market(49%). Other reasons were gas, pay water bill, and hair dresser.
2. Over 54% of them come downtown at least once a week and 26% are here 3-5 times a week.
3. Their favorite thing to do is eat, Six Scoops, Reno's, farmer market, and Depot music.
4. They describe their favorite thing to do as:
 - a. Eat, shop, walk
 - b. Relax, visit, fun
 - c. Free, safe, friendly
 - d. Enjoyable, bargains, variety
5. They have heard comments from nonresidents such as where is it, quaint small town, not much to do, cute nice place, and looks like Mayberry.
6. Our greatest assets are friendly people, small safe town, local shops, and close to other places.
7. Strangers should know there are lots of nice shops and good places to eat, see the garden railroad and eat ice cream, markets and music on weekends.
8. We find out about events from town newsletter (63%), outdoor banners (62%), town recorded phone messages (51%), newspapers (35%), and someone told me (32%).
9. Improvements should be Grocery store (90%), attractive sidewalks (60%), create summer festival (51%), and more Depot events (44%).
10. We think we are:
 - a. Friendly caring, nice people.
 - b. Shopping that is unique, diverse, varied, quaint, affordable, and interesting.
 - c. Dining is casual, diverse, good, delicious, tasty, casual, and family friendly.
 - d. Streets that are safe, clean, busy, narrow, and walk able.
 - e. Parking is limited, adequate, free, convenient, and lacking.
 - f. Walking on Main Street is safe, pleasant, treeless, and relaxing.
 - g. Directional signs are adequate, helpful, ok, and confusing.

11. General comment themes were:

- a. Tell more about the town history.
- b. Best Police and Fire Departments.
- c. Create a bike ride event for families.
- d. Really need a grocery store.
- e. Abby Glen residents unhappy about city taxes without city services.
- f. Need more shops bookstore, pub, coffee shop, and grocery store.
- g. Run the garden railroad more often.
- h. Include calendar of events with town news letter.
- i. Parks and Recreation is good too.
- j. Don't change the small town atmosphere.

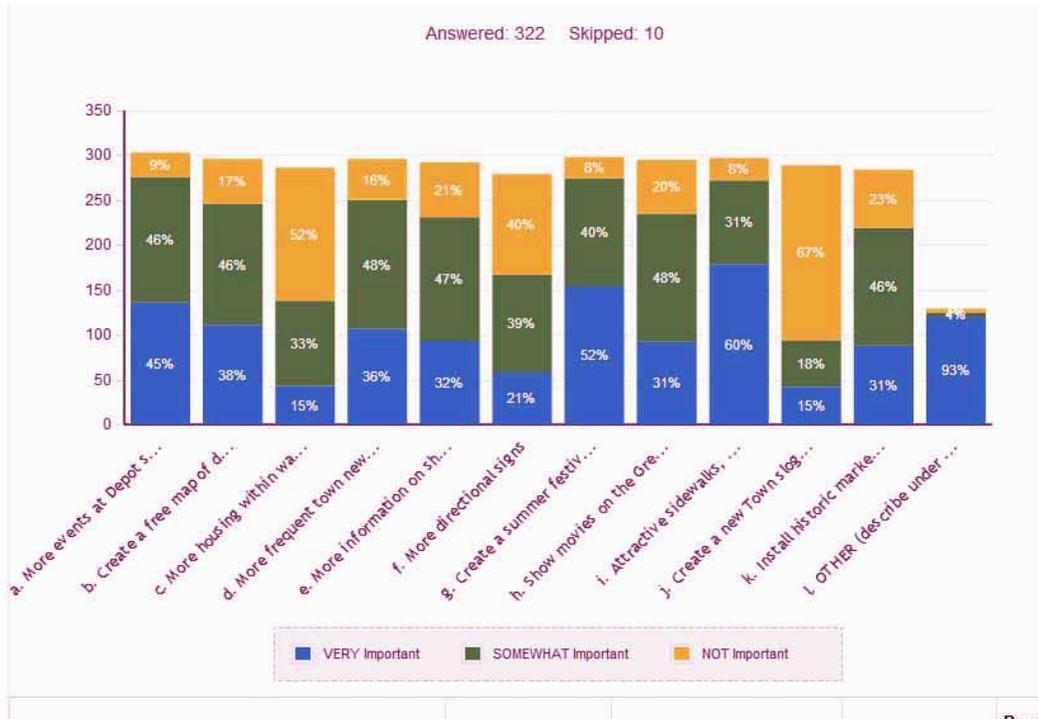
Since we were especially interested about the opinion of visitors, those forms were analyzed separately. There were 29 visitor replies out of 332 total responses. The following is a summary of the visitors attitudes about Gibsonville:

1. The main reasons for coming to town were shopping (65%), dining (44%), farmers market (27%), and special events(31%) (parades, festival).
2. Their favorite things to do were eating, shopping, antiques, Six Scoops, and Reno's.
3. They thought the town was nice, small, quaint, charming and "where is it".
4. The greatest town assets were friendliness, town greens, antique shop, and dining.
5. They found out about downtown mainly by someone telling them(50%), outdoor banners(25%), posters in windows(14%), newspapers(14%) and facebook(14%).
6. Improvements should be attractive sidewalks(56%), create new summer festival(55%), install historic markers(55%), and create downtown free map(48%).
7. They profiled us as:
 - a. Friendly people
 - b. Unique, interesting, variety, cute shops
 - c. Dining was great, awesome, affordable, family friendly, and delicious.
 - d. Streets are clean, busy and narrow.
 - e. Parking is convenient, free, limited, and adequate.
 - f. Walking Main Street is fun, pleasant, safe, and enjoyable.
 - g. Directional signs are useful, confusing, sufficient, and helpful.
8. General comments:
 - a. Need better sidewalk over railroad tracks.
 - b. Fix up store fronts and display windows.
 - c. More people living within walking distance of downtown.
 - d. Have copy of newsletter at merchants for visitors.

The survey provided useful insight on the importance and support for the potential ideas for increasing downtown participation. There were eleven concepts presented and one opened ended option. The following chart summarized all the replies. It should be noted that the opened question replies were dominated by a desire for a grocery store, and to run the garden railroad more often. Proposed ideas were as follows:

- a. More events at Depot stage (music, plays, dancing, etc)
- b. Create a free map of downtown listing business hours and phone numbers of merchants
- c. More housing within walking distance
- d. More frequent town newsletters (3 yearly now)
- e. More information on shopping sales

- f. More directional signs
- g. Create a summer festival (strawberry, corn, local wine, tomato, or tractor show. Etc)
- h. Show movies on the Greens at Depot Stage
- i. Attractive sidewalks, benches, lighting, signage
- j. Create a new Town slogan
- k. Install historic markers downtown (buildings, people, events, etc)
- l. **OTHER (describe)**



The results of the survey were used to develop the Brand Statement and also more ideas to promote downtown. It should be noted that the survey achieved about a 10% response rate overall, but obviously the 29 visitor replies are not representative of the 400,000 people who live within the 30 minute drive time of downtown. Many conclusions were drawn from this survey, but the general consensus is that there is a favorable opinion of downtown amongst the residents, and that we need to increase our outreach to the larger area community.

The survey form is shown below.

DOWNTOWN GIBSONVILLE PROMOTIONS QUESTIONS

Jun 14, 2014

The Gibsonville Downtown Promotions Committee is conducting this survey. We are going to use your responses to create a plan to increase public awareness among the 400,000 people who live within a 30 minute drive of Gibsonville, so that they would be more likely to visit, shop, or dine here. Please give your opinions and comments to these questions. **OR** go to town web page and use the online questionnaire www.gibsonville.net.

1. What are your **main reasons** for visiting Downtown Gibsonville? (**check all that apply**)
 - a. ___ Special events (Christmas Parade, Fall Festival, Lighting of the Greens)
 - b. ___ Music at the Depot stage
 - c. ___ Recreation/sport events for kids
 - d. ___ Farmers Market on the Greens
 - e. ___ Visit site (caboose or garden railroad)
 - f. ___ Shopping
 - g. ___ Dining
 - h. ___ Banking
 - i. ___ Work
 - j. ___ Post Office
 - k. ___ Other (describe)_____
2. How often to you come to Downtown Gibsonville (**check one**)?
 - a. ___ 3-5 times a WEEK
 - b. ___ 1-2 times a WEEK
 - c. ___ 3-5 time a MONTH
 - d. ___ 3-5 times a YEAR
 - e. ___ Rarely
 - f. ___ Other (describe)_____
3. Which of the following best describes you? (**check as many as apply to you**)
 - a. ___ I am a visitor to Gibsonville
 - b. ___ I work in Gibsonville
 - c. ___ I live in Gibsonville
 - d. ___ Other_____
4. What is your **favorite** Downtown Gibsonville thing to do?
 - a. _____
5. What three words describe your favorite Downtown Gibsonville thing to do?
 - a. _____.
 - b. _____.
 - c. _____.
6. What have you heard people say about Gibsonville who have never been here before?
 - a. _____.
 - b. _____.
7. What is Gibsonville's greatest asset?
 - a. _____.
8. Imagine a stranger asks you what they should know about Gibsonville, since they are considering visiting here? What would you say?
 - a. _____.
9. How do you **find out** about downtown events, shopping, dining, etc? (**check all that apply**)
 - a. ___ Newspapers
 - b. ___ Television
 - c. ___ Radio
 - d. ___ Facebook
 - e. ___ Twitter
 - f. ___ Town newsletter
 - g. ___ Free magazines at grocery store
 - h. ___ Flyer/ads in the mail
 - i. ___ Outdoor banners/signs downtown
 - j. ___ Poster in windows downtown
 - k. ___ Prerecorded phone message from town hall
 - l. ___ Google search of web
 - m. ___ Someone told me
 - n. ___ Other(describe)_____
 - o. ___ Other (describe)_____

MORE QUESTIONS ON REVERSE SIDE

10. How **important** are the following to encourage people to come downtown?

ITEM	VERY Important	SOMEWHAT Important	NOT Important
a. More events at Depot stage (music, plays, dancing, etc)			
b. Create a free map of downtown listing business hours and phone numbers of merchants			
c. More housing within walking distance			
d. More frequent town newsletters (3 yearly now)			
e. More information on shopping sales			
f. More directional signs			
g. Create a summer festival (strawberry, corn, local wine, tomato, or tractor show. Etc)			
h. Show movies on the Greens at Depot Stage			
i. Attractive sidewalks, benches, lighting, signage			
j. Create a new Town slogan			
k. Install historic markers downtown (buildings, people, events, etc)			
l. OTHER (describe) _____			

11. Downtown Gibsonville has: (use **one** word for each item below)

- a. People who are _____
- b. Shops that are _____
- c. Dining that is _____
- d. Streets that are _____
- e. Parking that is _____
- f. Walking along Main street is _____
- g. Directional signs that are _____

12. Anything else you want to say about Downtown Gibsonville?

- a. _____

Please return this survey **by JULY 12, 2014** to Gibsonville Town Hall.
 129 West Main Street
 Attention: Town Manager Mr. Ben Baxley.

Thank you for helping make Downtown Gibsonville a better place.

#	Phrase or Theme for Branding selected from word cloud by Committee members	Phrase Classification	Phrase Classification Definition
			Committee chose words from word cloud (number of letters indicates how many members picked this word)
1	hometown	a	a = town atmosphere
2	family oriented	a	b = business related
3	embodiment small town usa	a	c = custom theme
4	relaxed	a	d = location of town
5	small town values (helping, wave, smile)	a	e = history/life style
6	hometown pride	a	
7	safe	a	
8	entertaining (festivals, depot)	a	
9	fitness, bikes, recreation, parks	a	
10	good quality of life (church, post office, school. Library, musem, civic groups)	a	
11	raise family	a	
12	retirement living	a	
13	rooted history, traditions	a e	
14	friendly small town	aaa	
15	Growing steadily	b	
16	compact easy to walk around	b	
17	local, independent	b	
18	bustling, active	b	
19	unique food, shops, services	b	
20	antiques, jewelery	b	
21	varitay	b	
22	quaint, lovely	b c	
23	attractive, charming (roses, greens)	b cc	
24	shop, eat	bbb	
25	custom	c	
26	make stuff (aviation, hardwood, trailers)	c	
27	bed room community	d	
28	location near other stuff, two counties crossroads)	d	
29	history tradition (railroad, famous people, gold)	e	
30	mill town	e	
31	walk	e	

With these key words and phrases each member of the Committee then drafted a brand statement which encompassed the spirit and emotions that they felt defined Gibsonville. After several iterations of the various statements the following brand statement was a created.

Brand Statement for Gibsonville
Jan 24, 2015

Gibsonville is...

- Off the beaten path with a relaxed pace of living for families and retirees, where people feel comfortable as they casually enjoy the pedestrian friendly downtown.
- A historic mill town located on the border of Alamance and Guilford counties with access to more urban areas, but far enough away to keep the quaint charm of small town living.
- Someplace where people will give you a smile, wave, or helping hand.
- A unique collection of locally owned shopping and dining experiences to satisfy many tastes and budgets, plus custom services as well.
- A traditional town with parades free outdoor concerts, markets, and community recreation activities.
- Where you meet old friends and make new ones.

3. Increase positive publicity for the town in local publications and other media by hiring a media consultant.
4. Improve the town web page to be more user friendly to new residents and visitors.
5. Increase cross marketing at existing events such as 1st SAT Concerts to include prize drawings for items and services from local merchants.

The following pages contain a listing of all 95 ideas identified for accomplishment this year. Since many of the ideas are similar or duplicative the total number of initiatives is about half the number of ideas. The list is formatted to group the ideas by categories such as Business, Communication, Events, and Other. The priority of action and the action person/persons is also identified. Appendix II contains all 138 of the ideas that the committee discussed.

After this summer event season is complete in October the committee will review all implemented ideas to verify their effectiveness and recommend any changes for the following year.

Volunteers for
This Year Only List of GIBSONVILLE PROMOTION IDEAS

#	GROUP	TYPE	SOURCE	IDEA DESCRIPTION	THIS YEAR PRIORITY A= ASAP B= 4 MONTHS C= 9 MONTHS	DO THIS YEAR	COST ESTIMATE \$	ACTION PERSON	NOTES/STATUS
1	BUSINESS	ADS	CB	PROVIDE VISUAL MERCHANDIZING ASSISTANCE FOR LOCAL BUSINESSES	A	X		Christy	
2	BUSINESS	ADS	CB	PROVIDE SMALL BUSINESS ASSISTANCE FOR LOCAL BUSINESS	B	X		Neil/SCORE?	
4	BUSINESS	ADS	WS	HOLD RIBBON CUTTING FOR NEW BUSINESS AND GET NEWSPAPER ARTICLES	A	X		PR Agent	
11	BUSINESS	OTHER	NB	CREATE A PARTIAL BRAND AS "REPAIR TOWN" WE FIX PIANOS, JEWELRY, STRING INSTRUMENTS, GUNS ETC	B	X		PR Agent	
15	BUSINESS	RECRUIT	NB	IDENTIFY BUSINESSES NOT FOUND IN MALL AND NOT CURRENTLY IN TOWN TO RECRUIT	B	X		Economic Com.	
16	BUSINESS	RECRUIT	NB	RECRUIT NEW BUSINESS BIKE SHOP, BOOK STORE, MICRO BREWERY, BAKERY	B	X		Economic Com./Ken.M	
17	BUSINESS	SHOPPING	BB	EXTEND SHOPPING HOURS DURING MAJOR EVENTS	A	X		Tiffany	
18	BUSINESS	SHOPPING	CB	ENCOURAGE CROSS PROMOTION ADVERTIZING AMONGST BUSINESSES	A	X		Tiffany	
21	COMMUNI CATION	HIRE	CB	HIRE BRAND MARKETING CONSULTANT TO PROVIDE ADVERTIZING STRATEGY	B	X		Ben	
22	COMMUNI CATION	HIRE	CB	HIRE CONSULTANT TO DEVELOP NEW LOGO, AND BRANDING IMAGES	B	X		Ben	
23	COMMUNI CATION	MAP	NB	MAKE MAP OF DOWNTOWN WITH HISTORY, SHOPPING, DINING, AND CIVIC INFO (CHEAP AND EASY TO COPY)	A	X		Neil/Ben	
24	COMMUNI CATION	MAP	NB	PROVIDE BROCHURE HOLDERS FOR TOWN MAP AND TOUR INFO FOR HIGH VOLUME SITES (RENO, BURKE, ETC)	B	X		Neil/Ben	
25	COMMUNI CATION	MAP	NB	PROVIDE GLASS ENCLOSED BULLETIN BOARDS AT POST OFFICE LOBBY & TOWN HALL EXTERIOR	A	X		Neil/Ben	
26	COMMUNI CATION	MAP	NB	PROVIDE WALL RACK IN TOWN HALL LOBBY FOR 16 BROCHURES (TOWN AND AREA INFO)	B	X		Neil/Ben	
28	COMMUNI CATION	NEWSLET TER	NB	CHANGE FORMAT OF TOWN NEWSLETTER TO HIGHLIGHT EVENTS	B	X		PR Agent	
29	COMMUNI CATION	OTHER	BL	EMPHASIZE "FAMILY FRIENDLY" ASPECT OF TOWN IN ALL ADS	A	X		PR Agent	
30	COMMUNI CATION	OTHER	CB	GET LIST OF TOWN EVENTS ON CALENDARS IN FREE MAGAZINES AT GROCERY STORES (TRIAD LIVING)	A	X		PR Agent	
31	COMMUNI CATION	OTHER	CB	GET ARTICLES IN OUR STATE MAGAZINE	B	X		PR Agent	
33	COMMUNI CATION	OTHER	NB	MAKE A LIST OF ALL SHOPPING AND DINING WITH PH#, HOURS, CONTACT INFO ON BULLETIN BOARDS AT DEPOT, TOWN HALL, & POST OFFICE LOBBY	A	X		Neil	
34	COMMUNI CATION	OTHER	NB	MAKE A LIST OF ALL SHOPPING AND DINING WITH PH#, HOURS, CONTACT INFO ON FLYERS AND PUT AT CHECK OUT COUNTERS AT RENOS, PETES, JACKS, KIMBERS, BURKE, ETC	A	X		Neil	
35	COMMUNI CATION	OTHER	NB	MAKE A LIST OF ALL SHOPPING AND DINING WITH PH#, HOURS, CONTACT INFO AND HAND OUT AT EVENTS LIKE 1ST SAT.	A	X		Neil	
36	COMMUNI CATION	OTHER	NB	PROVIDE TOWN EVENT INFO AT RECREATION EVENTS	A	X		Heidi	

Volunteers for
This Year Only List of GIBSONVILLE PROMOTION IDEAS

#	GROUP	TYPE	SOURCE	IDEA DESCRIPTION	THIS YEAR PRIORITY A=ASAP B=4 MONTHS C=9 MONTHS	DO THIS YEAR	COST ESTIMATES	ACTION PERSON	NOTES/STATUS
37	COMMUNI CATION	OTHER	NB	MAKE LIST OF FREELANCE WRITERS WHO COULD WRITE STORIES FOR PAPER, TV, AND MAGAZINES	B	X		PR Agent	
38	COMMUNI CATION	OTHER	NB	PRESENT SEMINAR AT TWIN LAKES, BLAKEY HALL, ABBEY GLEN ON HISTORY, RAILROAD, FOOD SAMPLES, CHOCOLATE SAMPLES)	B	X		Neil/Christy/Wanda	
39	COMMUNI CATION	PHONE	KM	GET MORE RESIDENTS ON TOWN'S ROBO CALL SYSTEM	A	X		Ben	
40	COMMUNI CATION	PHONE	NB	GET MORE NON RESIDENTS ON TOWN'S ROBO CALL SYSTEM (RECREATION HAS SOME NOW). MERCHANTS COULD PROVIDE SIGN UP INFO TO VISITORS LIBRARY TOO	A	X		Ben./Tiffany	
41	COMMUNI CATION	PRINT	KM	SEND EVENTS LIST TO BURLINGTON AND GREENSBORO NEWS PAPERS	A	X		PR Agent	
42	COMMUNI CATION	PRINT	NB	PROMOTE DOWNTOWN EVENTS WITH PARKS AND REC FLYERS AND SIGN UP SHEETS	A	X		Heidi	
43	COMMUNI CATION	PRINT	WS	INCLUDE TOWN EVENTS IN CHURCH BULLETINS	A	X		Wanda	
44	COMMUNI CATION	PRINT	WS	SEND TOWN NEWSLETTERS FOR THE LOBBY OF HOUSING DEVELOPMENTS (TWIN LAKES, BLAKEY HALL, ETC)	A	X		Ben	
45	COMMUNI CATION	RADIO	BL	USE LIVE RADIO REMOTE BROADCAST FROM EVENT SITE	A	X		PR Agent	
48	COMMUNI CATION	SIGN	NB	ADD DIRECTIONAL SIGNS ON US 70 AND UNIVERSITY DRIVE FOR "DOWNTOWN"	A	X		Ben	
49	COMMUNI CATION	SIGN	NB	ADD "HISTORIC DOWNTOWN" TO ENTRY SIGNS AT WESTBOOK/UNIVERSITY DRIVE	A	X		Ben	
51	COMMUNI CATION	SIGN	WS	ADD WAYFINDING SIGNS FOR DOWNTOWN	B	X		Ben	Research only this year
52	COMMUNI CATION	TV	BL	HAVE CHANNEL 14 LIST ALL OF OUR ANNUAL EVENTS AND MONTHLY EVENTS	A	X		PR Agent	
53	COMMUNI CATION	TV	KM	GET TV 10 TO DO STORY ON EVENTS	A	X		PR Agent	
54	COMMUNI CATION	TV	NB	GET PBS TO DO FEATURES ON TOWN (GARDEN RR, ROYS DINING, GUITAR MAKING ETC) NC WEEKEND SHOW	B	X		PR Agent	
55	COMMUNI CATION	WEB	CB	CREATE DOWNTOWN FACEBOOK PAGE (or enhance existing ones. Merchants, Recreation, etc	B	X		PR Agent/Ben	Research only this year
56	COMMUNI CATION	WEB	KM	ADD WIFI DOWNTOWN AT GREENS	B	X		Ben	Research only this year
57	COMMUNI CATION	WEB	NB	UPDATE WIKI ENCYCLOPEDIA INFO FOR GIBSONVILLE	B	X		Neil	
58	COMMUNI CATION	WEB	NB	MAKE A LIST OF ALL SHOPPING AND DINING WITH PH#, HOURS, CONTACT INFO ON WEB SITE	A	X		Neil/PR Agent	
59	COMMUNI CATION	WEB	NB	CREATE DOWNTOWN WEB PAGE OR ADD TO TOWN PAGE	B	X		PR Agent/Ben	
60	COMMUNI CATION	WELCOM	CB	PROVIDE TOWN INFO AT NCDOT WELCOME CENTERS ON INTERSTATE	B	X		Ben	
61	COMMUNI CATION	WELCOM	NB	SEND WELCOME PACKAGE TO TWIN LAKES, AND BLAKEY HALL NEW RESIDENTS	B	X		Ben	
62	COMMUNI CATION	WELCOM	NB	GIVE WELCOME PACKAGE TO NEW RESIDENTS (MAP, TOWN HISTORY, SHOPPING, DINING, EVENTS, LIST OF CLUBS) AT TOWN LOBBY	B	X		Ben	
63	EVENTS	ADS	NB	COORDINATE EVENTS WITH BUSINESS HOURS OF OPERATION	A	X		Wanda	

Volunteers for
This Year Only List of GIBSONVILLE PROMOTION IDEAS

#	GROUP	TYPE	SOURCE	IDEA DESCRIPTION	THIS YEAR PRIORITY A=ASAP B=4MONTHS C=9MONTHS	DO THIS YEAR	COST ESTIMATE\$	ACTION PERSON	NOTES/STATUS
64	EVENTS	ADS	NB	MULTIPLY THE IMPACT OF EVENTS WITH COORDINATION (PARADE & MARKET), (CONCERT & DINING)	A	X		PR Agent/Wanda/Christy	
65	EVENTS	FARMER MARKET	BB	POLICE AND FIRE DEPARTMENT OUTREACH EVENT KIDS SAFETY AND SECURITY (FIRE TRUCK, POLICE CAR, LEAF TRUCK)	B	X		Christy/Emily	
66	EVENTS	FARMER MARKET	BB	OLD FARM TRACTOR RALLY ON GREENS FOR FUND RAISER	B	X		Christy/Emily	
67	EVENTS	FARMER MARKET	CB	MONTHLY THEMES (FLEA MARKET/TAG SALE, TOUCH A TRUCK, FIRE/POLICE SAFETY, ANTIQUES)	A	X		Christy/Emily	
68	EVENTS	FARMER MARKET	CB	HOLD GARDEN DAY WITH EXTENSION AGENT, MASTER GARDNERS, BEE KEEPERS	A	X		Christy/Emily	
69	EVENTS	FARMER MARKET	CB	HOLD TOWN YARD SALE EVENT ONCE A YEAR	C	X		Christy/Emily	
70	EVENTS	FARMER MARKET	DS	HOLD FUND RAISING EVENT ON GREENS MONTHLY (SCOUTS, CHURCH, PTA, BAND, LIONS/KIAWANAS)	A	X		Christy/Emily	
72	EVENTS	FARMER MARKET	EM	HAVE DEMONSTRATIONS ON GREENS (COOKING, PAINTING, WEAVING, CRAFTS,DRUM CIRCLE)	A	X		Christy/Emily	
74	EVENTS	FARMER MARKET	EM	HAVE STREET MUSICIANS ON GREENS DURING MARKET TIME	B	X		Christy/Emily	
75	EVENTS	FARMER MARKET	KM	WATERMELLON FEAST EVENT	B	X		Christy/Emily	
76	EVENTS	FARMER MARKET	KM	BBQ COOK OFF WITH LOCAL FIRE DEPARTMENTS FUND RAISER	B	X		Christy/Emily	
77	EVENTS	FARMER MARKET	KM	CHILLIE COOK OFF WITH LOCAL FIRE DEPARTMENTS FUND RAISER	B	X		Christy/Emily	
78	EVENTS	FARMER MARKET	KW	HOLD ADOPT A PET EVENT ON GREENS	B	X		Christy/Emily	
79	EVENTS	FARMER MARKET	NB	CHANGE TIME FROM 1 MAY-15 NOV TO 1 JUNE TO 10 OCT	A	X		Christy/Emily	
80	EVENTS	FARMER MARKET	NB	CREATE A MONTHLY THEME FOR THE FIRST WEEKEND OF EACH MONTH (J-OCT)	A	X		Christy/Emily	
81	EVENTS	FARMER MARKET	NB	ADD CHRISTMAS MARKET ON DAY OF TOWN CHRISTMAS PARADE	C	X		Christy/Emily	
82	EVENTS	FARMER MARKET	NB	CREATE GOLD MINING EVENT (PAN FOR GOLD)	B	X		Christy/Emily	
83	EVENTS	FARMER MARKET	NB	HOLD VETERANS EVENT ON GREENS (FUND RAISER TOO)	B	X		Christy/Emily	
84	EVENTS	FARMER MARKET	NB	CREATE CHECKERS TOURNAMENT EVENT	B	X		Christy/Emily	
85	EVENTS	FARMER MARKET	NB	CREATE BEE KEEPERS AND HONEY EVENT	B	X		Christy/Emily	
86	EVENTS	FARMER MARKET	NB	HOLD TOWN AND COUNTRY EVENT (OLD TRACTORS, CLASSIC CARS, MOTOR CYCLES, TRUCKS)	B	X		Christy/Emily	
87	EVENTS	FARMER MARKET	NB	MOTOR CYCLE CLUB RALLY ON GREENS (FUND RAISER FOR CHARITY)	B	X		Christy/Emily	

Volunteers for
This Year Only List of GIBSONVILLE PROMOTION IDEAS

#	GROUP	TYPE	SOURCE	IDEA DESCRIPTION	THIS YEAR PRIORITY A=ASAP B=4 MONTHS C=9 MONTHS	DO THIS YEAR	COST ESTIMATE \$	ACTION PERSON	NOTES/STATUS
88	EVENTS	FARMER MARKET	NB	TOUCH A TRUCK EVENT FOR KIDS (FIRE, PUBLIC WORKS, CONCRETE, 4X4).	B	X		Christy/Emily	
89	EVENTS	FARMER MARKET	TL	VEG SALES ARE GREATEST IN JULY SO HAVE FLEA MARKET IN AUG/SEP	C	X		Christy/Emily	
90	EVENTS	FARMER MARKET	TL	DO NOT ADD A NEW EVENT IN MAY SINCE KIDS ARE STILL IN REC SPORTS	A	X		Christy/Emily	
91	EVENTS	FARMER MARKET	TL	HAND OUT COUPONS AND TOWN MAP AT MARKET DAY	B	X		Christy/Emily	
92	EVENTS	FARMER MARKET	WS	ART EXHIBITS ON GREENS FOR KIDS AND ADULT GROUPS	B	X		Christy/Emily	
93	EVENTS	FARMER MARKET	WS	HAVE A KIDS CHARACTER DAY PARADE ON THE GREENS	C	X		Christy/Emily	
94	EVENTS	GREENS	CB	UPGRADE THE PORTABLE TOILETS LIKE GOLF COURSE TOURNEY STYLE	B	X		Bcn	
95	EVENTS	MOVIE	WS	HAVE AT LEAST TWO MOVIE NIGHTS FOR KIDS ON THE GREENS IN SUMMER	B	X		Ben/Heidi	
96	EVENTS	MUSIC	BB	CONTINUE 1ST SAT MUSIC CONCERTS	A	X		Wanda/Tiffany	
98	EVENTS	MUSIC	CB	PROMOTE TOWN AT 1ST SAT MUSIC (FLYERS, MAP, COUPONS FOR BUSINESSES)	A	X		Wanda/PR Agent	
100	EVENTS	MUSIC	NB	SIMPLIFY THE 1ST SAT MUSIC BANNER TO BE EASILY READ FROM MOVING CAR	A	X		Wanda/PR Agent	
101	EVENTS	MUSIC	NB	ADD BRIEF DESCRIPTION OF 1ST SAT BAND STYLE OF MUSIC TO FLYERS	A	X		Wanda/PR Agent	
103	EVENTS	MUSIC	NB	SEEK MORE VARIETY OF UNPAID MUSIC GROUPS	A	X		Wanda/Heidi	
114	EVENTS	OTHER	TL	HAVE 4TH OF JULY EVENT (PARADE, BAND, FIREWORKS) WITH THE 1ST SATURDAY EVENT	B	X		Tiffany/Christy	WITH 1st Sat MARKET/MUSIC
115	EVENTS	TRAIN	BB	INCREASE GARDEN RAILROAD OPERATION DAYS	B	X		Neil	
116	EVENTS	TRAIN	CB	NEED CONSISTENT OPERATION OF GARDEN RR (WEATHER IS A FACTOR TOO)	B	X		Neil	With 1st Sat June/July/Aug/Sept
117	EVENTS	TRAIN	KM	GARDEN RR IS UNIQUE AND NEEDS TO BE PROMOTED	A	X		Neil/PR Agent	
118	EVENTS	TRAIN	NB	CREATE A GARDEN RAILROAD FESTIVAL (BRING YOUR TRAIN TO RUN ON OUR TRACKS, PRIZES FOR BEST)	B	X		Neil	
119	EVENTS	TRAIN	NB	SPONSOR OR CLUB FOR MORE GRDEN TRAIN RUNNING EVENTS	C	X		Neil	
124	OTHER	HISTORY	NB	ADD HISTORIC POSTER INFO IN CABOOSE (SOUTHERN RR, NC RR, CABOOSE, WRECKS)	A	X		Neil	
125	OTHER	HISTORY	NB	HISTORIC MAP WALKING TOUR AND EXERCISE DISTANCES	A	X		Neil/Tina	
126	OTHER	HISTORY	NB	WRITE A TOWN HISTORY PHOTO BOOK (ARCADIA PUB)	B	X		Neil	
127	OTHER	HOUSING	NB	MORE HOUSING WITHING WALKING DISTANCE OF DOWNTOWN (EMPTY LAND AND MILL SITES)	C	X		Neil	
128	OTHER	LANDSCAPE	BB	ADD MORE TREES ON MAIN STREET (4 DONE ALREADY)	B	X		Neil/Ben	
129	OTHER	LANDSCAPE	BB	ADD MORE DECORATIVE STREET LIGHTS ON MAIN STREET	B	X		Bcn	

Volunteers for
This Year Only List of GIBSONVILLE PROMOTION IDEAS

#	GROUP	TYPE	SOURCE	IDEA DESCRIPTION	THIS YEAR PRIORITY A = ASAP B = 4 MONTHS C = 9 MONTHS	DO THIS YEAR	COST ESTIMATE \$	ACTION PERSON	NOTES/STATUS
137	OTHER	LIBRARY	NB	CREATE A BOARD OF ADVISORS FOR LIBRARY TO HELP WITH FUND RAISING	C	X		Neil/Mary Rice	
138	OTHER	MUSEUM	NB	INCREASE HOURS MUSEUM IS OPEN (SUMMER SATURDAYS)	B	X		Neil/Ina	

MARKET THEMES 2015

The Market Day themes subcommittee used the list of ideas from the Promotions Committee as the starting point to define the possible improvements for the Market. Beginning in the summer of 2015, the Market is to start in June instead of May due a lack of local produce early in the summer, and also to end before the Fall Festival in October, since significant quantities of local produce are no longer available then. Due to a lack of volunteer manpower, it was decided that the four market days with themes this year would be June 6, June 27, August 2, and September 6. These coincide with the 1st SAT Concert dates, except there is a concert on May 2, but no market until June. The July 4 date was shifted back to June 27 to avoid the actual holiday.

It was agreed that the general criteria for the expanded 1st SAT market day would be as follows:

- Minimize the impact on Town staff (police and public works).
- Find existing organizations to participate, so market day does not require extra volunteers.
- Close the road by the caboose during the market (7am to 1PM). It would be closed for the 1st SAT Concerts that same night.
- Establish a broad theme for each market that would create publicity opportunities.

Each theme market will have the following elements:

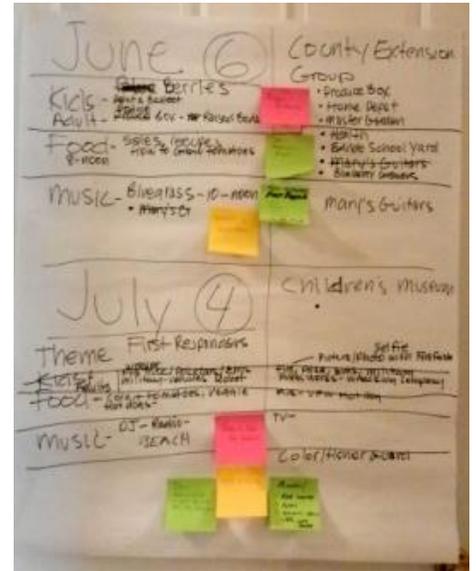
- Kids' activity -something that is open ended and not tied to a specific time.
- Adult - activity likewise open ended.
- Food- encourage local vendors to bring in season local fruit/veg.
- Music – live or recorded background music not a concert.
- Organization – select specific organizations to invite that are oriented toward the theme.
- Merchant/vendor linkage – provide information to merchants/vendors so they can have specials related to the theme.

The following local organizations were identified as possible participants in Market Day:

1. Bike club	2. Bee Keepers	3. Old Tractors	4. Mule Club
5. Checkers Club	6. VFW	7. Music Club	8. Churches
9. PTA	10. Master Gardner	11. County Extension	12. Recreation
13. Health Dept	14. Health Insurance	15. Museums	16. Runners
17. Antique Trail	18. Metal Detectors	19. Produce Box	20. Home Depot
21. Lego Bricks	22. Service Clubs	23. Makers Guild	24. Train Club
25. FFA	26. Fire Dept	27. Police Dept	28. Dance Club
29. Martial Arts	30. TV Station	31. Radio Station	32. Grove Winery
33. Friends O Rose Garden Club	34. Horse Club	35. Burlington Men's Garden Club	36. Churches

The charette method was used to consolidate the list of 27 suggested ideas from the Promotions Committee. Potential themes were discussed and the following were proposed for further discussion: (each theme has sub elements with possible sponsoring organization noted).

- a. Jun 6 – Berries/Gardening
 - i. Kids-
 - 1. Craft make/paint a “thing” (Home Depot)
 - 2. Bee Keepers demonstration (Alamance Bee Keepers)
 - ii. Adult –
 - 1. make a raised plant bed (Home Depot)
 - 2. Produce box (sign up to get from ProduceBox Inc)
 - 3. How to grow tomatoes (Master Gardeners/Ag Extension Agent)
 - iii. Food
 - 1. Blueberries, Blackberries, Chestnuts
 - 2. Recipes (??)
 - iv. Music – Blue grass 10 to noon (Mary’s Guitars?)
 - v. Other organizations-
 - 1. Blue berry club?
 - 2. Edible School Yard
 - 3. Health department/outreach
 - 4. ?
- b. June 27 – First Responders / Patriotic (not JULY 4)
 - i. Kids-
 - 1. “touch a truck”: fire, police, wrecker, public works, EMS ambulance, military (Fire Dept, Police Dept, PWD, Local wrecker, Ambulance, VFW, Nat’l Guard)
 - 2. Police robot demo
 - 3. Selfie photos with the first responders
 - ii. Adult –
 - 1. Demonstrations of fire, police, rescue equipment, plus robot (same as Kids)
 - 2. Fireworks safety demonstration (Fire Dept)
 - iii. Food
 - 1. Corn, tomatoes, plants (vendors)
 - 2. Hot dog (fire or VFW fund raising)
 - iv. Music – Beach (DJ, radio station live?)
 - v. Other organizations-
 - 1. Blue berry club?
 - 2. Edible School Yard



- 3. Checkers Club
- 4. Produce Box
- c. August 1 - Harvest Time/Healthy Living
 - i. Kids-
 - 1. Adopt a pet (ASPCA)
 - 2. Scavenger hunt downtown businesses
 - ii. Adult –
 - 1. Don't adopt a pet?
 - 2. How to preserve or can your own produce (Ag Extension)
 - iii. Food
 - 1. Tomatoes, beans, etc (vendors)
 - iv. Music – Folk/Country (DJ – local radio or live?)
 - v. Other organizations-
 - 1. Health Dept or Health Insurance
 - 2. Produce Box
 - 3. Antiques trail
 - 4. Arts Council
 - 5. Bike Club/Running club
 - 6. Recreation Dept
 - 7. Metal detectors club (treasure find)
- d. Sept 5 – Community Service
 - i. Kids-
 - 1. Make a “thing” (Home Depot)
 - 2. Old farm equipment (Tractor Club, Mule Club)
 - ii. Adult –
 - 1. Charity antique/flea market bring your own, raise money for charity (Church, civic club, etc)
 - iii. Food
 - 1. Peppers? (vendors)
 - 2. Brunswick Stew (fund raiser church, civic)
 - 3. Wine taste? (Winery)
 - iv. Music – Oldies (DJ- radio station)
 - v. Other organizations-
 - 1. Sign up for Meals on Wheels (Alamance & Guilford)
 - 2. Kiwanis food drive

The final list of themes with committee assignments will be completed by April 20, 2015.

CONCLUSIONS

As you can see by the ideas we recommended for accomplishment in 2015, the committee decided not to undertake any major new initiatives this year, but chose to focus on improving the existing events and activities to achieve a greater impact on the potential 300,000 visitors that live within a 30 minute drive of downtown. These ideas are broadly grouped as follows:

- Improve the published image of Gibsonville such as web pages, brochures, and media reports by hiring experts in media relations, market messaging, and web page design.
- Increase participation at the Saturday Market Day event by sponsoring four theme days utilizing local organizations.
- Expand the access hours to the Museum and Garden Railroad so more people can see them.
- Improve the signage around town to make it easier to find downtown and to highlight the historic features in town.
- Help merchants to improve their display windows, advertizing, and cooperative marketing efforts.

The committee plans to meet again in the fall to evaluate how effective the new initiatives were in attracting more people to downtown Gibsonville. It is expected that some changes will be needed for the 2016 year program, plus some new ideas may arise as well.

APPENDIX

- 1. Why Would Anyone Want to Visit or Live in our Town?**
- 2. All Promotions Ideas 2014**

APPENDIX I

March 5, 2014

WHY WOULD ANYONE WANT TO VISIT OR LIVE IN YOUR TOWN?

By answering a few questions it is possible to decide if your town is worth a visit.

1. What makes your town different from its competitors?
2. What can you do to encourage visitors to come?
3. Once the visitor gets to your town how are they treated?
4. Why would they decide to come back after one visit?

If you don't know the answers to these questions, then you won't be able to create a town atmosphere that:

1. Encourages town residents to have a sense of local pride, identify with the town, and increase patronage for retail, service, entertainment, and leisure activities.
2. Makes your town a destination for area visitors within a 20 minute drive time.
3. Increases economic development for business relocation and expansion.

You cannot just create a motto and put up a few banners if you are going to create the town that will have long term success. It is going to take some time and effort by a few individuals, and then commitment by local residents to ensure your goals are achieved. The following guidelines will give you a road map to making your wishful thinking a reality:

1. Create a town brand advisory committee;
 - a. 6 – 8 representatives with mixed backgrounds such as:
 - i. Business owner, politically savvy, community perspective, and marketing knowledge.
 - b. Conduct a strength and weakness analysis of the town's attributes (see sample attached):
 - i. Survey business owners, local politicians, community leaders, residents, and visitors:
 - ii. Focus the survey on:
 1. Physical attributes (location, climate, architecture, facilities, events, attractions, transportation, and streets.
 2. Resident's attributes (heritage, traditions, education, culture, and values.)
 3. Tangible benefits (access routes, safety, cleanliness, costs, and business friendly nature).
 4. Intangibles (community pride, reputation, authenticity, and sensory stimulation).
 - c. Answer the questions:
 - i. Who do we think we are now?
 - ii. Who do our customers think we are now?
 - iii. Who do we want to become?
 - iv. Who can we actually become?
 - v. Who do we want to attract as our customers?
 - vi. How do we reach that target group?
 - vii. How do we organize programs to provide a consistent message to our customers?

- d. Find out what your town's image is now by reviewing the following items to identify themes (good and bad); how did the existing marketing information look (was it professional?), and what topics are emphasized:
 - i. Newspaper articles (weekend entertainment guides and supplements)
 - ii. Websites
 - iii. Brochures (maps, flyers)
 - iv. Facebook
 - v. Blogs (specific ones such as dining, shopping ,events, travel)
 - vi. Advertisements local business or events
 - vii. Prior marketing information created by your town.
 - viii. Rand McNally places guide
 - ix. Google your town and see what you find
- e. Examine the same type of information as it relates to your competitors:
 - i. Go visit the competition
 - ii. Look at their marketing information such as brochures, town maps, and events.
 - iii. Media coverage such as newspaper, relocation guides, and TV.
 - iv. Statistical data from census and economic data.
 - v. Google their town and see what you find.
- f. Once you have both your town and competitor profiles then you can answer these questions:
 - i. What is distinctive and interesting about your town that the competition can't easily copy?
 - ii. What are the perceptions about your town?
 - iii. What is the tone and trend in the media coverage about your town compared to your competition?
 - iv. Who is your main competition?
 - v. What you would change in your marketing message?
- g. Now it's time to define the brand for your town which will be the truthful vision of your town so both residents and visitors will feel that your market message is actually delivered when they come to town. What do residents and visitors want from the town?
 - i. Here is a sample of what it might be:
 1. "Gibsonville represents the Piedmont's foremost combination of small town, family friendly living with unique destination products and services. It has outstanding dining venues catering to many tastes and budgets, as well as family owned shops with custom made and hard to find items. The charm of this pedestrian oriented town with its preserved historic mills, plus cultural venues for all ages, allows the visitor to step back in time and relax."
 2. "Gibsonville is a place where great things happen (this is Durham's motto).
 - a. Great food
 - b. Great events
 - c. Great shopping
 - d. Great_____"
 3. "Gibsonville is the custom made place."
 - a. Custom made food
 - b. Custom shopping
 - c. Custom events

- d. Custom _____
 - 4. "We may not know all our visitor's names, but we will greet them with a smile when they do come back for another visit."
 - 5. Or _____?
 - h. So far so good, now for the hard parts.
 - i. Create a broad strategy to achieve the brand vision such as:
 - 1. Increase the number of residents living within walking distance of downtown.
 - 2. Increase the number of retirees and young families living in town.
 - 3. Increase the awareness of the cultural activities at Elon University that are available to the public.
 - 4. Increase awareness of the unique dining and shopping available in town.
 - 5. Increase the emphasis on _____ (specific features of town not currently being promoted).
 - 6. Enhance the attractiveness of downtown (way finding signage, parking, storefronts)
 - 7. Coordinate advertizing amongst local businesses to maximize effectiveness.
 - 8. Establish year around events both cultural and entertaining
 - 9. More-----
 - 10. More-----
 - ii. Create specific action plan to achieve the strategic vision.
 - 1. Establish subcommittees with specific tasks and due dates.
 - a. Depot Stage Entertainment- hire bands for monthly events on Saturday nights starting May 1 and ending Sep 1 yearly.
 - b. Create a local dining association to promote our restaurants.
 - c. Create specific coop groups of similar business to promote their products.
 - i. Home furnishings
 - ii. Fashion
 - iii. ? _____
 - 2. Identify funding sources, and seek as much free marketing as possible.
 - 3. Keep constant vigilance over the process to stay on track, but make adjustments as conditions change.
2. Good luck is important, but in this case hard work will reap more benefits.

APPENDIX II

ALL PROMOTIONS IDEAS 2014

#	GROUP	TYPE	SOURCE	IDEA DESCRIPTION	<u>THIS YEAR PRIORITY</u> A = ASAP B = 4 MONTHS C = 9 MONTHS	<u>DO THIS YEAR</u>	<u>DO NEXT YEAR</u>	<u>DON'T DO</u>
1	BUSINESS	ADS	CB	PROVIDE VISUAL MERCHANDIZING ASSISTANCE FOR LOCAL BUSINESSES	A	X		
2	BUSINESS	ADS	CB	PROVIDE SMALL BUSINESS ASSISTANCE FOR LOCAL BUSINESS	B	X		
3	BUSINESS	ADS	CB	JOIN AREA CHAMBER OF COMMERCE IN GUILFORD AND ALAMANCE COUNTY			X	
4	BUSINESS	ADS	WS	HOLD RIBBON CUTTING FOR NEW BUSINESS AND GET NEWSPAPER ARTICLES	A	X		
5	BUSINESS	OTHER	EM	FOOD TRUCK EVENT				X
6	BUSINESS	OTHER	KM	SUPPORT BUSINESS PARK at PRISON FARM				X
7	BUSINESS	OTHER	KM	CANVAS AREA RESIDENTS (CARSON FARMS AND EAST TO BURLINGTON)			X	
8	BUSINESS	OTHER	NB	CREATE SMALL BUSINESS INCUBATOR WITH ACC AND ELON			X	
9	BUSINESS	OTHER	NB	PROMOTE SMALL BUSINESS SATURDAY YEAR AROUND			X	
10	BUSINESS	OTHER	NB	MAKE INFO VISITS TO TWIN LAKES, BLAKEY HALL, AND ABBY GLENN TO PROMOTE BUSINESSES (SAMPLES PIZZA, BBQ, CHOC)			X	
11	BUSINESS	OTHER	NB	CREATE A PARTIAL BRAND AS "REPAIR TOWN" WE FIX PIANOS, JEWELERY, STRING INSTURMENTS, GUNS ETC	B	X		
12	BUSINESS	OTHER	KM	MOVE CITY HALL TO OLD LOWES STORE				X
13	BUSINESS	RECRUIT	EM	RECRUIT MORE SUPPER RESTAURANTS			X	
14	BUSINESS	RECRUIT	EM	RECRUIT COFFEE SHOP WITH SEATING AREA, PUB/DINING			X	
15	BUSINESS	RECRUIT	NB	IDENTIFY BUSINESSES NOT FOUND IN MALL AND NOT CURRENTLY IN TOWN TO RECRUIT	B	X		
16	BUSINESS	RECRUIT	NB	RECRUIT NEW BUSINESS BIKE SHOP, BOOK STORE, MICRO BREWERY, BAKERY	B	X		
17	BUSINESS	SHOPPING	BB	EXTEND SHOPPING HOURS DURING MAJOR EVENTS	A	X		
18	BUSINESS	SHOPPING	CB	ENCOURAGE CROSS PROMOTION ADVERTIZING AMONGST BUSINESSES	A	X		
19	BUSINESS	SHOPPING	KW	CREATE COOP GROCERY STORY			X	
20	BUSINESS	SHOPPING	NB	GET A GROCERY STORE IN LOWES SITE			X	
21	COMM	HIRE	CB	HIRE BRAND MARKETING CONSULTANT TO PROVIDE ADVERTIZING STRATEGY	B	X		
22	COMM	HIRE	CB	HIRE CONSULTANT TO DEVELOP NEW LOGO, AND BRANDING IMAGES	B	X		
23	COMM	MAP	NB	MAKE MAP OF DOWNTOWN WITH HISTORY, SHOPPING, DINING, AND CIVIC INFO (CHEAP AND EASY TO COPY)	A	X		

24	COMM	MAP	NB	PROVIDE BROCHURE HOLDERS FOR TOWN MAP AND TOUR INFO FOR HIGH VOLUME SITES (RENO, BURKE, ETC)	B	X	
25	COMM	MAP	NB	PROVIDE GLASS ENCLOSED BULLETIN BOARDS AT POST OFFICE LOBBY & TOWN HALL EXTERIOR	A	X	
26	COMM	MAP	NB	PROVIDE WALL RACK IN TOWN HALL LOBBY FOR 16 BROCHURES (TOWN AND AREA INFO)	B	X	
27	COMM	NEWSLETTER	KM	MORE FREQUENT TOWN NEWSLETTERS (NOW 3 PER YEAR)			X
28	COMM	NEWSLETTER	NB	CHANGE FORMAT OF TOWN NEWSLETTER TO HIGHLIGHT EVENTS	B	X	
29	COMM	OTHER	BL	EMPHASIZE "FAMILY FRIENDLY" ASPECT OF TOWN IN ALL ADS	A	X	
30	COMM	OTHER	CB	GET LIST OF TOWN EVENTS ON CALENDARS IN FREE MAGAZINES AT GROCERY STORES (TRIAD LIVING)	A	X	
31	COMM	OTHER	CB	GET ARTICLES IN OUR STATE MAGAZINE	B	X	
32	COMM	OTHER	KM	HIRE AIRPLANE TO FLY OVER AREA WITH BANNER FOR EVENTS			X
33	COMM	OTHER	NB	MAKE A LIST OF ALL SHOPPING AND DINING WITH PH#, HOURS, CONTACT INFO ON BULLITEN BOARDS AT DEPOT, TOWN HALL, & POST OFFICE LOBBY	A	X	
34	COMM	OTHER	NB	MAKE A LIST OF ALL SHOPPING AND DINING WITH PH#, HOURS, CONTACT INFO ON FLYERS AND PUT AT CHECK OUT COUNTERS AT RENOS, PETES, JACKS, KIMBERS, BURKE, ETC	A	X	
35	COMM	OTHER	NB	MAKE A LIST OF ALL SHOPPING AND DINING WITH PH#, HOURS, CONTACT INFO AND HAND OUT AT EVENTS LIKE 1ST SAT.	A	X	
36	COMM	OTHER	NB	PROVIDE TOWN EVENT INFO AT RECREATION EVENTS	A	X	
37	COMM	OTHER	NB	MAKE LIST OF FREELANCE WRITERS WHO COULD WRITE STORIES FOR PAPER, TV, AND MAGAZINES	B	X	
38	COMM	OTHER	NB	PRESENT SEMINAR AT TWIN LAKES, BLAKEY HALL, ABBEY GLEN ON HISTORY, RAILROAD, FOOD SAMPLES, CHOCOLATE SAMPLES)	B	X	
39	COMM	PHONE	KM	GET MORE RESIDENTS ON TOWN'S ROBO CALL SYSTEM	A	X	
40	COMM	PHONE	NB	GET MORE NON RESIDENTS ON TOWN'S ROBO CALL SYSTEM (RECREATION HAS SOME NOW). MERCHANTS COULD PROVIDE SIGN UP INTO TO VISITORS	A	X	
41	COMM	PRINT	KM	SEND EVENTS LIST TO BURLINGTON AND GREENSBOBO NEWS PAPERS	A	X	
42	COMM	PRINT	NB	PROMOTE DOWNTOWN EVENTS WITH PARKS AND REC FLYERS AND SIGN UP SHEETS	A	X	
43	COMM	PRINT	WS	INCLUDE TOWN EVENTS IN CHURCH BULLETINS	A	X	
44	COMM	PRINT	WS	SEND TOWN NEWSLETTERS FOR THE LOBBY OF HOUSING DEVELOPMENTS (TWIN LAKES, BLAKEY HALL, ETC)	A	X	
45	COMM	RADIO	BL	USE LIVE RADIO REMOTE BROADCAST FROM EVENT SITE	A	X	

46	COMM	RADIO	NB	CREATE A RADIO STATION STUDIO ON MAIN STREET			X
47	COMM	SIGN	BL	PUT UP BILLBOARD FOR DOWNTOWN AT TRUCKERS OF AMERICA			X
48	COMM	SIGN	NB	ADD DIRECTIONAL SIGNS ON US 70 AND UNIVERSITY DRIVE FOR "DOWNTOWN"	A	X	
49	COMM	SIGN	NB	ADD "HISTORIC DOWNTOWN" TO ENTRY SIGNS AT WESTBOOK/UNIVERSITY DRIVE	A	X	
50	COMM	SIGN	NB	ADD PUBLIC PARKING SIGNS ON MAIN STREET			X
51	COMM	SIGN	WS	ADD WAYFINDING SIGNS FOR DOWNTOWN	B	X	
52	COMM	TV	BL	HAVE CHANNEL 14 LIST ALL OF OUR ANNUAL EVENTS AND MONTHLY EVENTS	A	X	
53	COMM	TV	KM	GET TV 10 TO DO STORY ON EVENTS	A	X	
54	COMM	TV	NB	GET PBS TO DO FEATURES ON TOWN (GARDEN RR, ROYS DINING, GUITAR MAKING ETC)	B	X	
55	COMM	WEB	CB	NC WEEKEND SHOW CREATE DOWNTOWN FACEBOOK PAGE	B	X	
56	COMM	WEB	KM	ADD WIFI DOWNTOWN AT GREENS	B	X	
57	COMM	WEB	NB	UPDATE WIKI ENCYCLOPEDIA INFO	B	X	
58	COMM	WEB	NB	MAKE A LIST OF ALL SHOPPING AND DINING WITH PH#, HOURS, CONTACT INFO ON WEB SITE	A	X	
59	COMM	WEB	NB	CREATE DOWNTOWN WEB PAGE OR ADD TO TOWN PAGE	B	X	
60	COMM	WELCOM	CB	PROVIDE TOWN INFO AT NCDOT WELCOME CENTERS ON INTERSTATE	B	X	
61	COMM	WELCOM	NB	SEND WELCOME PACKAGE TO TWIN LAKES, AND BLAKEY HALL NEW RESIDENTS	B	X	
62	COMM	WELCOM	NB	GIVE WELCOME PACKAGE TO NEW RESIDENTS (MAP, TOWN HISTORY, SHOPPING, DINING, EVENTS, LIST OF CLUBS) AT TOWN LOBBY	B	X	
63	EVENTS	ADS	NB	COORDINATE EVENTS WITH BUSINESS HOURS OF OPERATION	A	X	
64	EVENTS	ADS	NB	MULTIPLY THE IMPACT OF EVENTS WITH COORDINATION (PARADE & MARKET), (CONCERT & DINING)	A	X	
65	EVENTS	FARMER MARKET	BB	POLICE AND FIRE DEPARTMENT OUTREACH EVENT KIDS SAFETY AND SECURITY (FIRE TRUCK, POLICE CAR, LEAF TRUCK)	B	X	
66	EVENTS	FARMER MARKET	BB	OLD FARM TRACTOR RALLY ON GREENS FOR FUND RAISER	B	X	
67	EVENTS	FARMER MARKET	CB	MONTHLY THEMES (FLEA MARKET/TAG SALE, TOUCH A TRUCK, FIRE/POLICE SAFETY, ANTIQUES)	A	X	
68	EVENTS	FARMER MARKET	CB	HOLD GARDEN DAY WITH EXTENSION AGENT, MASTER GARDNERS, BEE KEEPERS	A	X	
69	EVENTS	FARMER MARKET	CB	HOLD TOWN YARD SALE EVENT ONCE A YEAR	C	X	
70	EVENTS	FARMER MARKET	DS	HOLD FUND RAISING EVENT ON GREENS MONTHLY (SCOUTS, CHURCH, PTA, BAND, LIONS/KIAWANAS)	A	X	
71	EVENTS	FARMER MARKET	EB	SPONSOR CHARACTER RUNNING 5K (DRESS UP LIKE SANTA, OR BAT MAN ETC)			X

72	EVENTS	FARMER MARKET	EM	HAVE DEMONSTRATIONS ON GREENS (COOKING, PAINTING, WEAVING, CRAFTS, DRUM CIRCLE)	A	X	
73	EVENTS	FARMER MARKET	KM	SPONSOR BIKE RACES AT GREENS AND AREA			X
74	EVENTS	FARMER MARKET	KM	HAVE STREET MUSICIANS ON GREENS DURING MARKET TIME	B	X	
75	EVENTS	FARMER MARKET	KM	WATERMELON FEAST EVENT	B	X	
76	EVENTS	FARMER MARKET	KM	BBQ COOK OFF WITH LOCAL FIRE DEPARTMENT'S FUND RAISER	B	X	
77	EVENTS	FARMER MARKET	KM	CHILLIE COOK OFF WITH LOCAL FIRE DEPARTMENT'S FUND RAISER	B	X	
78	EVENTS	FARMER MARKET	KW	HOLD ADOPT A PET EVENT ON GREENS	B	X	
79	EVENTS	FARMER MARKET	NB	CHANGE TIME FROM 1 MAY-15 NOV TO 1 JUNE TO 10 OCT	A	X	
80	EVENTS	FARMER MARKET	NB	CREATE A MONTHLY THEME FOR THE FIRST WEEKEND OF EACH MONTH (J-OCT)	A	X	
81	EVENTS	FARMER MARKET	NB	ADD CHRISTMAS MARKET ON DAY OF TOWN CHRISTMAS PARADE	C	X	
82	EVENTS	FARMER MARKET	NB	CREATE GOLD MINING EVENT (PAN FOR GOLD)	B	X	
83	EVENTS	FARMER MARKET	NB	HOLD VETERANS EVENT ON GREENS (FUND RAISER TOO)	B	X	
84	EVENTS	FARMER MARKET	NB	CREATE CHECKERS TOURNAMENT EVENT	B	X	
85	EVENTS	FARMER MARKET	NB	CREATE BEE KEEPERS AND HONEY EVENT	B	X	
86	EVENTS	FARMER MARKET	NB	HOLD TOWN AND COUNTRY EVENT (OLD TRACTORS, CLASSIC CARS, MOTOR CYCLES, TRUCKS)	B	X	
87	EVENTS	FARMER MARKET	NB	MOTOR CYCLE CLUB RALLY ON GREENS (FUND RAISER FOR CHARITY)	B	X	
88	EVENTS	FARMER MARKET	NB	TOUCH A TRUCK EVENT FOR KIDS (FIRE, PUBLIC WORKS, CONCRETE, 4X4)	B	X	
89	EVENTS	FARMER MARKET	TL	VEG SALES ARE GREATEST IN JULY SO HAVE FLEA MARKET IN AUG/SEP	C	X	
90	EVENTS	FARMER MARKET	TL	DO NOT ADD A NEW EVENT IN MAY SINCE KIDS ARE STILL IN REC SPORTS	A	X	
91	EVENTS	FARMER MARKET	TL	HAND OUT COUPONS AND TOWN MAP AT MARKET DAY	B	X	
92	EVENTS	FARMER MARKET	WS	ART EXHIBITS ON GREENS FOR KIDS AND ADULT GROUPS	B	X	
93	EVENTS	FARMER MARKET	WS	HAVE A KIDS CHARACTER DAY PARADE ON THE GREENS	C	X	
94	EVENTS	GREENS	CB	UPGRADE THE PORTABLE TOILETS LIKE GOLF COURSE TOURNEY STYLE	B	X	
95	EVENTS	MOVIE	WS	HAVE AT LEAST TWO MOVIE NIGHTS FOR KIDS ON THE GREENS IN SUMMER	B	X	
96	EVENTS	MUSIC	BB	CONTINUE 1ST SAT MUSIC CONCERTS	A	X	
97	EVENTS	MUSIC	CB	CHANGE NAME OF 1ST SAT MUSIC TO "GROOVING IN GIBSONVILLE"			X
98	EVENTS	MUSIC	CB	PROMOTE TOWN AT 1ST SAT MUSIC (FLYERS, MAP, COUPONS FOR BUSINESSES)	A	X	
99	EVENTS	MUSIC	KM	HAVE BATTLE OF HIGH SCHOOL BANDS ON GREENS			X
100	EVENTS	MUSIC	NB	SIMPLIFY THE 1ST SAT MUSIC BANNER TO BE EASILY READ FROM MOVING CAR	A	X	
101	EVENTS	MUSIC	NB	ADD BRIEF DESCRIPTION OF 1ST	A	X	

130	OTHER	LANDSCAPE	BB	IMPROVE CROSSWALKS (MORE DECORATIVE)			X
131	OTHER	LANDSCAPE	BB	ADD MORE BENCHES ON MAIN STREET WITH HISTORIC INFO OR DONOR PLAQUES			X
132	OTHER	LANDSCAPE	EM	ADD BIKE RACKS AT GREENS			X
133	OTHER	LANDSCAPE	KM	ADD 24'X24' CONCRETE PAD AT DEPOT FOR DANCING			X
134	OTHER	LANDSCAPE	KM	MOVE CANNON AND MONUMENTS OFF GREENS			X
135	OTHER	LANDSCAPE	KM	BUILD SHELTER FOR FARMERS MARKET			X
136	OTHER	LANDSCAPE	WS	ADD PUBLIC TOILETS AT GREENS			X
137	OTHER	LIBRARY	NB	CREATE A BOARD OF ADVISORS FOR LIBRARY TO HELP WITH FUND RAISING	C	X	
138	OTHER	MUSEUM	NB	INCREASE HOURS MUSEUM IS OPEN (SUMMER SATURDAYS)	B	X	
139	OTHER	OTHER	KM	CITY COLLECT PIEDMONT GAS AND DUKE POWER BILLS			X
140	OTHER	OTHER	KM	CONRTOL OUR OWN BUS TRANSPORT SERVICE			X