

2018-2019 Work Plan Project List

Vision Downtown Elon is powered by a diverse community of families, professionals, students, and retirees. It serves as the center of life-long learning and creative activities for Alamance County, that is enhanced by the energy of Elon University, locally owned restaurants and shops, and a collection of visual art.

Mission Downtown Elon Advisory Boards' role is to optimize downtown opportunities and lead the efforts in and beautification of the downtown district.

Projects	Committee Responsible	Complete by Date
<p>Develop Learning Activities in Downtown Elon</p> <p>Develop learning activities for pop up park and in businesses</p> <p>Create a scavenger hunt for children that incorporates history, architecture, businesses, and activities.</p> <p>Develop summer camps with a learning angle i.e. coding and science camps for implementation in June and July 2019</p> <p>Identify 10 new businesses or entities that will offer learning activities in their businesses</p> <p>Recruit 20 businesses to track their receipts during the learning activities for comparison to previous year</p>	<p>Lifelong Learning</p>	<p>June 30, 2019</p>
<p>Improve the current communications and marketing plan for Downtown Elon</p> <p>Work with Elon University Ad Agency (Live Oak Communications) for communications and marketing of the downtown area</p> <p>Develop quantitative measurements for plan</p>	<p>Staff/Advisory Board</p>	<p>June 30, 2019</p>

Develop promotion around art in downtown

Parking Brochure

Work with consultant to create parking information/map

Physically sign public parking locations

Distribute brochure/information to visitors

Create public art in Downtown Elon

Creative Activities

June 30, 2019

Public art for railroad fence along W Lebanon Ave

Bike racks as art in downtown

Create crosswalk art on town streets

Develop other ideas for public art in downtown

Develop/Plan events for Downtown Elon

Advisory Board/Staff

June 30, 2019

Window Wonderland Contest

Running of the Santa's

First Friday Concerts

Community Dinner

Assist with development of greenspace in downtown

Advisory Board/Staff

June 30, 2019

Work with ECC to develop greenspace on W College Ave

Develop plan to beautify downtown

Advisory Board/Staff

June 30, 2019

Planters

Parklet #2

Develop other ideas for beautification

Optimize hospitality offerings for Downtown

Meet with Drury Inn and local businesses to create packages

Meet with Inn at Elon and local businesses to develop packages

Meet with Acorn Inn and local businesses to develop packages

Advisory Board/Staff

June 30, 2019