

2020-2021 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

Complete by Date

Organization - Structure, Function, and Responsibilities of the Advisory Board

Recruit 10 Volunteers as committee members June 1, 2021

Have at least 2 board members attend two NC Main Street trainings - Virtual

Have at least 2 board members attend NC Main Street Conference March 9-11, 2021

Host one Historic Tax Credit information session June 1, 2021

Host and actively participate in an update of the Downtown Master Plan June 1, 2021

Promotions - Activities, Events, and Marketing

Plan, Implement, and Staff Events

Event	Dates	Times	Attendance
Alive After 5/First Friday Concerts	May 1st	7-9 pm	Cancelled - COVID-19
	June 5th	7-9 pm	Cancelled - COVID-19
	August 7th	7 - 9pm	Cancelled - COVID-19
Cars and Coffee	April 4th	8am - 10am	Virtual
	May 9th	8am - 10am	Virtual
	June 13th	8am - 10am	Virtual

	July 11th	8am - 10am	Cancelled - COVID-19
	August 8th	8am - 10am	Cancelled - COVID-19
	Sept. 12th	8am - 10am	
	Oct. 10th	8am - 10am	
Santa Fun Run	??	3:00pm - 5:00pm	
Downtown Luminaries	Dec. 1st	6:00pm - 9pm	Checking with Elon University
Downtown Tree Lighting	??	5:00 - 6:30pm	
Community Dinner		6:00pm - 8pm	
Window Wonderland	??		

Conceptualize and develop marketing pieces for downtown

June 1, 2021

Recruit 5 new volunteers

January 1, 2021

Design - Improve the appearance of Downtown

Work to create a mural program

January 1, 2021

Develop a public art program for Downtown

June 1, 2021

Economic Vitality - works to improve the business climate and recruit new business to Downtown Elon.

Research, consider and potentially develop a 501c3 arm for Downtown Elon

January 1, 2021

Research, consider, and potentially plan to pursue an MSD for Downtown

January 1, 2021

Host a developer/land owner meeting

June 1, 2021

Actively participate in the Downtown Master Plan update

June 1, 2021