

Downtown Salisbury, Inc.

Organization Description

- ◇ Formed in 1980 and incorporated as a 501(c) 3 non-profit in 1983, Downtown Salisbury, Inc. (DSI) is one of North Carolina's most successful downtown redevelopment corporations. DSI is governed by a 19 member Board of Directors.
- ◇ Named a "Main Street City" in 1980, DSI follows the "Main Street Approach" to downtown redevelopment, an approach which marries historic preservation and economic development using four key areas: Organization, Promotion, Design, and Economic Restructuring.
- ◇ The mission of DSI is as follows:

"Downtown Salisbury, Inc. will promote, enhance and manage the development of the central business district in a manner which will make the district the economic, governmental, social and cultural center of Rowan County. We will address the needs of impacting neighborhoods and businesses within and adjacent to the Municipal Service District. We will accomplish

the above by promoting activity in historic preservation, economic restructuring, design, promotions and building Partnerships."

- ◇ DSI has eight committees that meet on a regular basis to carry out the organization's program of work:

Organization – Dick Huffman, Chair
Promotion – Glenda Dyson, Chair
Design/Master Plan – Pete Bogle, Chair
Economic Restructuring – Joe Morris, Chair
Parking & Traffic – Greg Shields, Chair
Public Art – Barbara Perry, Chair
Empire Hotel Task Force—Brian Miller, Chair



Downtown Development Accomplishments

- ◇ Downtown Salisbury has seen some **\$111 million in investment since 1980.**
- ◇ That investment accelerated rapidly after 2001 when the City adopted a Downtown Master Plan that was the culmination of two years of community based planning and over \$150,000 in expense. The plan is a market driven guide for the continued development of the Downtown and addresses issues ranging from streetscape and parking improvements to a future direction for business development. The plan is based on seven primary strategies and has resulted in **over \$51 million in investment since its adoption in 2001.**
- ◇ Roughly half of the 2001 plan was completed. In 2010 the plan was updated through a year long community participation process that involved over 150 people and culminated with a clearly articulated vision for the future.
- ◇ The tax base in the core of Downtown Salisbury has increased from \$31.5 million in 1981 to \$77.9 million in 2010.
- ◇ Downtown Salisbury has experienced a net increase of over 1,005 new jobs since 1980 and continues to be one of the largest employment and business centers in Rowan County.



Annual Budget

The annual operating budget for DSI is approximately \$260,000. Funding comes from the following sources:

MSD Tax & Inventory Reimbursement:	48%
City Appropriation:	35%
Plaza Management Contract:	6%
Miscellaneous (interest, donations, etc.):	11%

DSI has a separate revolving fund of approximately \$100,000 that is used to leverage building purchases. The organization currently owns 2 buildings and 1 house.

2010/2011 Goals

Downtown Salisbury, Inc. sets between 40 and 60 goals each year and the priorities vary depending upon market forces. The following are priority goals for FY 2010/2011:

- ◇ **Empire Hotel**
- ◇ **Downtown Streetscape**
- ◇ **Improve the Wallace Parking Lot**
- ◇ **Recruit medium to large employers downtown**
- ◇ **Wayfinding signs**

DSI Staff

Executive Director: Randy Hemann (*center*)
randy@downtownsalisburync.com

Randy is a native of Huntington, West Virginia and a 1985 graduate of Marshall University with a B.A in Political Science. He has 21 years of experience in Downtown Redevelopment in North Carolina working in Benson, Kinston and Salisbury, and approximately 13 other North Carolina municipalities where he has worked as a consultant. In 1993 Randy earned a Master of Public Administration Degree from East Carolina University. He currently serves as President of the North Carolina Downtown Development Association and has been the Executive Director of Downtown Salisbury, Inc. since 1997.



Marketing & Promotions Manager: Betz McKeown (*left*)
betz@downtownsalisburync.com

Betz, a small-town Iowa girl, studied Psychology at Iowa State University. A jill-of-all trades, she discovered a passion for the nonprofit sector over 20 years ago and has worked with many, both as an employee and as a volunteer. Before joining Downtown Salisbury, Inc. in June of 2005, Betz was the Director of Asheville-Buncombe VISION, an agency dedicated to helping the citizens of Asheville and Buncombe County, NC discover and implement common goals and strategies. As DSI's Marketing & Promotions Manager, Betz coordinates all downtown events and marketing efforts. She currently serves on the Salisbury-Rowan County Joint Tourism Marketing Committee and the Pops at the Post Board of Directors.

Property & Office Manager: Shuntale Smith (*right*)
shuntale@downtownsalisburync.com

Originally from Coastal Georgia, Shuntale moved to Salisbury, North Carolina in the late 90s. She joined DSI in 2007 as the Property & Office Manager and manages the Plaza building located in the heart of downtown Salisbury which serves both commercial and residential tenants. Shuntale is passionate about property management, education, training and building relationships. She earned a Bachelor of Business Administration from Catawba College and has been involved locally with the Salisbury Kiwanis Club, Leadership Rowan, Downtown Business Crime Watch and the Rowan Blues & Jazz Society.

