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Pride Survey Details Steady Growth in Kinston Downtown

In a report being submitted today to North Carolina's Main Street program, the Pride of Kinston—one of 59 Main Street programs in the State—details nearly \$5.7 million spent or committed in Kinston's downtown during the 2009-2010 fiscal year by private and public investors. (The fiscal year covered by the report is from July 1, 2009 to June 30, 2010.)

“We actually believe that a full accounting of downtown investment would exceed \$6 million,” according to Pride director Adrian King. “Our survey is just one more positive sign that Kinston is truly ‘on the way’ to a greater day. Our hat is off to those who have signed on to our downtown future with their hard earned investments. We are grateful.”

The Pride survey reflects estimates of property owner expenditures to match façade grants, the cost of renovating or re-fitting buildings, expanding business inventories and equipment, as well as new businesses which have established offices in the Kinston Enterprise Center.

It also includes funds being made available by the State of North Carolina to begin construction of a new Civil War Museum on Queen Street, a \$200,000 grant from the Golden Leaf Foundation to build new sidewalks along Herritage Street, and some \$125,000 spent by Pride to renovate and expand a parking lot to serve the Community Health Center and nearby businesses.

The Pride survey also suggests a net of 18 new jobs have been created with the business growth in the downtown while one business—the Tied Bouquet—closed during the year. One property owner Isaac Hines moved his photography business to his home but was replaced by a new company, Living Well down east.

Pride of Kinston was established in 1984 to lead Kinston's downtown revitalization through several strategies. Conducting periodic surveys of business in the downtown is but one of the means to measure development.

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For additional information: call 252-522-8003

Kinston Main Street Statistical Summary: FY09-10

<u>Facades redone</u>	<u>Bldg. Renovations</u>	<u>New Jobs</u>	<u>Jobs Lost</u>
The Clothing Warehouse	Mother Earth Brewing	20	2
The Right Angle	Chef & the Farmer wine shop		
Mockingbird Books	Mockingbird Books		
John Nix building	Living Well Down East		
The Farmers Market			
Mother Earth Brewing			
Living Well down east			

<u>Net Job Gain</u>	<u>New Businesses</u>	<u>Businesses Closed</u>	<u>Business Gain</u>
18	10	1	9
	Mockingbird Books	Tied Bouquet	
	Mother Earth Brewing		
	Living Well down east		
	Ben Knight arts gallery		
	Sew Simple		
	TFS Tax Service		
	Photo Nomadix		
	Chef & the Farmer wine shop		
	Alton Hughes Insurance		
	Rasberry Shackelford & Assoc.		

<u>Business Expansion</u>	<u>New Public Investment</u>	<u>New Private Investment</u>
Parrott's Store	\$ 13,059*	\$ 33,000**
Mother Earth Brewing	125,000***	1,700,000****
Designs by Shelia	3,500,000*****	100,000
Southern Folk Arts		200,000*****

Total New Investment

\$5,671,059

The Main Street survey does not include a category for site development/renovation and/or new inventories. Business expansion is more than real estate: inventory, personnel and/or services make the glue which holds a business together. Private investors, the Golden Leaf Foundation, the State of North Carolina, Pride of Kinston, as well as City Government, are making a variety of investments in our Main Street area which deserve notice:

- *Pride façade grants FY09-10
- **Private expenditures to match FY09-10 façade grants
- ***Pride expenditures to re-design/expand new parking lot
- ****\$1.8 million represents an estimate spent by property/business owners in re-fitting or building new facilities in downtown
- *****Appropriation by State of North Carolina to build Civil War Museum in downtown
- *****Golden Leaf Foundation grant to construct new sidewalks along Heritage Street

One of the highlights of the year was expansion of Pride's Façade Grants program to permit support for projects which enhances an environment beyond the front or side of a building.

Two such projects pioneered the broader approach. Pride of Kinston made grants of \$4,000.00 each to (a) for painting and landscaping improvements for the Farmers Market to enhance its appeal as a destination; and (b) improvements to the Red Foxx Salon building at 107 W. Gordon, including the integration of a garden as part of the business environment.