



# DOWNTOWN LENOIR

NEW BUSINESS WELCOME KIT



**Downtown Lenoir Main Street**  
801 West Ave NW  
Lenoir, NC 28645

828.757.2200  
[www.DowntownLenoirNC.com](http://www.DowntownLenoirNC.com)  
[@DowntownLenoir](https://www.instagram.com/DowntownLenoir)





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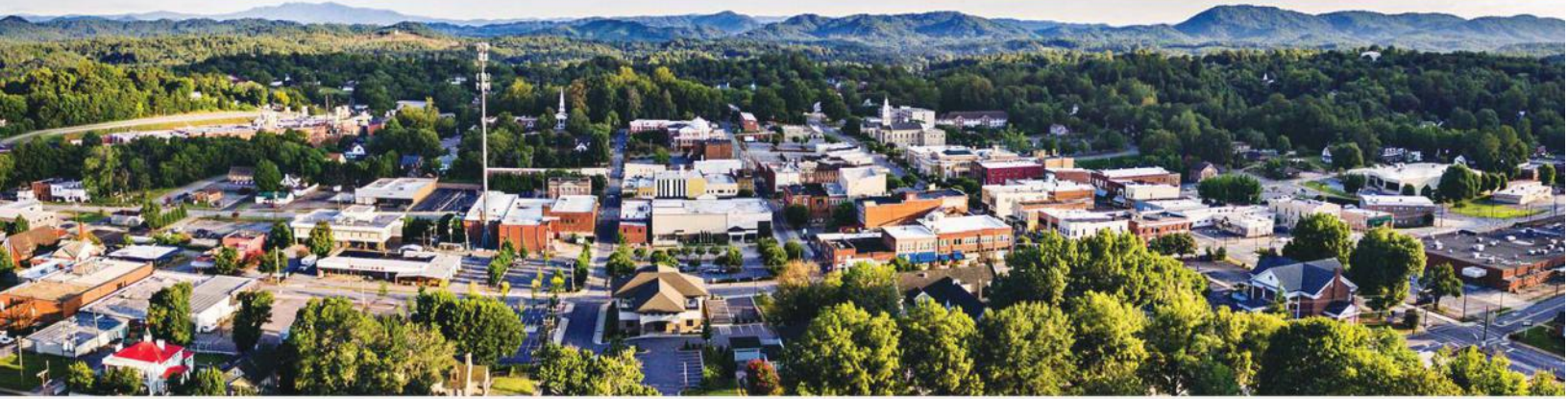
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# WELCOME TO DOWNTOWN LENOIR



## Welcome to Historic Downtown Lenoir!

We are thrilled to have you as part of our vibrant community. In Downtown Lenoir, we are dedicated to helping your business thrive by building partnerships, assisting with small business grants, providing valuable programming and events, and promoting your business through marketing efforts. Our goal is to make sure people know about the amazing businesses that make Downtown Lenoir so special.

As a business owner in our district, we encourage you to engage in downtown events and collaborate with fellow businesses. Together, we can create a bustling, family-friendly environment that draws people from near and far. By working together, we aim to make Downtown Lenoir a must-visit destination.

We look forward to supporting you and watching your business flourish while contributing to the continued growth and vibrancy of Downtown Lenoir. Thank you for being part of this exciting journey!

*Ashley Smith*

Ashley Smith, Community Engagement Coordinator



## WORD ON THE STREET

Housed in the City of Lenoir's Economic Development Department, Downtown Lenoir Main Street is dedicated to furthering the vibrancy and prosperity of downtown Lenoir. We work to enhance, promote, and advocate for our community through development, promotion, support, and celebration.

### MISSION

Downtown Lenoir Main Street Program guides and facilitates connections to resources that create a culture which powers growth Downtown, promotes diversity through engagement, inclusive design and actively showcases the talents of this creative community which lives, works, and prospers in the beauty of a natural environment that inspires artisans, entrepreneurs and attracts the next generations of the creative class.

### VISION

Powered by people genuinely dedicated 100% to their community, the Downtown Lenoir Main Street Program endeavors to engage and connect all sectors of this diverse and creative community through the Arts, Music, Technology, specialized Trades and Active Living in the Blue Ridge Mountains.

As an Accredited Main Street community our goals are implemented through comprehensive work in four broad areas, known as the **Four Points**.

**ECONOMIC VITALITY** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

**DESIGN** supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

**PROMOTION** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

**ORGANIZATION** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.



# WHAT WE OFFER

Downtown Lenoir Main Street and the City of Lenoir are here to help the Downtown Lenoir businesses succeed and grow. We offer a wide range of services from business assistance and promotion to financial incentives.

## Business Promotion

Downtown Lenoir businesses will have frequent opportunities for their products, services, events, and more to be featured on our website, Facebook, Instagram, and monthly e-newsletter. Businesses can also participate in the seasonal events hosted in Downtown Lenoir each year.

- **Social Media:** tag @DowntownLenoir in your Facebook posts, Create events on Facebook before the last week of the month for them to be added to the e-newsletter. Hashtag #DoMoreInLenoir
- **Website:** Use the QR Code to fill out the New Business Form so we can update your business on our website, or use this link:

<https://www.cognitoforms.com/CityOfLenoir2/DowntownLenoirBusinessQuestionnaire>



**SCAN FOR  
THE  
NEW BUSINESS  
FORM**

## Financial Incentives

To encourage appropriate redevelopment work within the City of Lenoir Downtown District, qualified projects undertaken in this district may be able to apply for the B.U.I.L.D. Grant financial incentive.

For more information about Downtown's services, please visit the [www.DowntownLenoirNC.com](http://www.DowntownLenoirNC.com) or call 828.757.4409 to schedule an appointment.





# DOWNTOWN EVENTS

## February:

### **Love Letters 4 Local**

Join us in a month-long celebration by showing your love for small businesses, your love for local and your love for our community.

## March:

### **Leprechaun Scavenger Hunt:**

Family friendly downtown scavenger hunt.

## April:

### **Lenoir Cruise-Ins**

Kick off to the Cruise-In season. Every first Saturday through Sept.

### **Lenoir Bicycle Festival**

Fun for the whole family. Get on your bikes and ride.

## June:

### **Friday Night Live**

Live concerts on the Square.

## July:

### **Friday Night Live**

Live concerts on the Square.

### **NC Blackberry Festival**

NC Blackberry Festival is a 2 day street festival which brings in over 35,000+ festival goers.

## August:

### **Friday Night Live**

Live concerts on the Square.

## September:

### **Wood Fire Smoke**

Annual Artisan Festival

## October:

### **National Night Out**

A family fun night hosted by the Lenoir Police Department.

### **Annual Downtown Trick-Or-Treating**

Annual Downtown Trick-Or-Treating.

## November:

### **Light Up Lenoir**

Holiday tree lighting celebration.

## December:

### **Christmas Parade**

Our annual Christmas Parade.

### **Carriage Rides**

Come take a horse drawn carriage ride around downtown.

## GET INVOLVED

Special events allow thousands of residents and visitors to see all that Downtown Lenoir has to offer. While not everyone who attends an event will be shopping/eating/drinking that day, they certainly will be looking at what stores, restaurants, and services actually exist in downtown. Successful events get people thinking about downtown as a place they want to be—to shop, to dine, and to be entertained. We hope that these tips help you make the most of our downtown events.

**PLANT THE SEED:** Raise customer awareness before the event.

**BE OPEN:** While special event attendees may not be your regular customers, they are your “potential” customers.

**DAY OF MARKETING:** Create a special area in your business providing deals on selected food or merchandise; hold a contest and gather email addresses.

**BOUNCE BACK OFFERS:** Hand out coupons to browsers in your business and invite them to come back after the event to redeem them.

**FOLLOW UP:** Reach out to people who came in during an event... offer a return special, send them a survey...



**SPECIAL EVENT PERMIT** Anyone who wants to host an event that will be held in a public venue or will affect public property right-of-way must file a Special Event Permit Application with the City of Lenoir. Please call 828.757.4451 for info or use the QR Code.





# WHO TO CALL

**Downtown Police Assistance**

*Lenoir Police Department*  
828.757.2100

**Taxes & Fees**

*City of Lenoir Revenue*  
828.757.2200

**Business Plan Development & Workshops**

*CCC&TI Small Business Center*  
828.726.3065

**Zoning, Signage, & Development Projects**

*City of Lenoir Planning Department*  
828.757.2107

**Pot Holes or Damaged Sidewalks**

*City of Lenoir Streets Division*  
828.757.2154

**Sewage Leaks or Odors**

*City of Lenoir Public Utilities*  
828.757.2154

**Damaged/Unclean Dumpster & Trashcans**

*City of Lenoir Sanitation Division*  
828.757.2154

**Damaged/Non-Functioning Street Lights**

*City of Lenoir Public Works*  
828.757.2154

**Damaged/Non-Functioning Traffic Signs**

*City of Lenoir Street Division*  
828.757.2154

**Road Closure & Construction Information**

*City of Lenoir Street Division*  
828.757.2183

**ABC Alcohol Permitting**

*NC ABC Commission*  
919.996.5130

**Food Permits & Safety Regulations**

*Caldwell County Health Department*  
828.426.8400

**Before opening your business, ensure that the Fire Marshal conducts an inspection to meet safety regulations.**

City of Lenoir staff are available to answer questions during regular business hours, Monday through Friday. City Hall is open from 8:30 am to 5:00 pm. The Public Services Department (garbage, streets, water, sewer, storm drains) is open from 7:30 am to 4:00 pm.

**For after-hours service issues such as water line breaks or sewer problems, call 757-2100.**

Downtown trash pick up is M,W,F from 10:00 am-1:00 pm

<b>Emergencies</b>	<b>911</b>	<b>Anytime</b>
<b>After-Hours Service Issues</b>	<b>828.757.2100</b>	<b>After normal business hours</b>
Fire	828.757.2190	8:30 am to 5:00 pm M - F
General Information	828.757.2201	8:30 am to 5:00 pm M - F
Garbage & Yard Waste	828.757.2154	7:30 am to 4:00 pm M - F
Power Outages	Duke Energy: 800.769.3766	Blue Ridge Energy: 800-448-2383

For more info visit [CityofLenoir.com](http://CityofLenoir.com)

# DOWNTOWN PARKING



Downtown Lenoir currently has 937 free parking spaces available for visitors and Downtown business employees. To increase the ease of walking access to your business and to prevent ticketing, we recommend having your employees utilize the public parking lots noted below and allow customers to park in the two-hour limit on-street parking.

**Downtown on-street parking is limited to two hours. 8:00 am - 5:00 pm, M - F**  
**Violators may be ticketed.**

## SOCIAL DISTRICT

### Social District Hours: Wednesday - Saturday from 12pm - 10pm

Alcoholic beverages may be purchased from participating Downtown restaurants and bars.

Alcohol must be in the designated Social District container with the Social District logo and the logo of the participating business.

The public may NOT “bring your own” into the Social District.

Retail shopping is welcomed while enjoying the Social District. Look for “Social District Participant” window decals, which indicate the businesses where drinks are permitted.

Social District beverages must be disposed of when leaving the boundaries.

**Must be 21. Enjoy within the boundary**  
**ALE Division: (828) 294-2226**  
**Lenoir PD: (828) 757-2100**

**Social District Permitting:**  
**Ashley Smith (828) 757-4451**







## GRAND OPENING & BEYOND

Congratulations, you have made it to your Grand Opening! Downtown Lenoir Main Street can help you launch your business with a ribbon cutting. A ribbon cutting will help you celebrate this important moment in the business's history, but more importantly it is a great way to announce the arrival of your business to the community. Ribbon cuttings can be scheduled M - F, preferably at 12 pm or 5 pm (when the most people can attend).



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### Volunteer

Volunteering for Downtown can be a rewarding way to give back to your community, connect with like-minded individuals, and make a positive impact on the area's development and well-being.

### Sponsorship

Being a sponsor is not just about financial support; it's an opportunity to actively engage with your target audience, strengthen your brand, and demonstrate your commitment to the community. For sponsorship information, call 828.757.4451.

### Your Responsibility:

- Fill out the New Business form online at least 2 weeks before desired ribbon cutting date.
- Provide 3 possible dates and times for the ribbon cutting (Remember, it doesn't necessarily have to be on the GRAND OPENING date!)
- Provide refreshments (Only if the business wants to!)
- Provide tours of the new business
- Take photos of the ceremony

### DLMS Provides:

- Scheduling public officials to speak
- Ribbon and scissors
- Ceremony MC
- Speaker and podium (if needed)
- Social blast and other activities to spread the word
- Take photos of the ceremony



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IN PARTNERSHIP WITH:

