

# TRYON DOWNTOWN DEVELOPMENT ASSOCIATION

## 2016-2017 ANNUAL REPORT



Tryon Downtown Development Association  
PO Box 182  
Tryon, NC 28782

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# Letter from TDDA President

The work of TDDA is to facilitate the economic success of our town by organizing and collaborating with all stakeholders to produce an exciting small town experience for residents and visitors.

From the earliest beginnings in the mid 1990's, TDDA has relied on the methods of the Main Street program to strengthen our community and allow us to keep pace with unrelenting changes, while preserving our heritage, our architectural appeal and our small town way of life.

The work we do in this arena is a lifelong process and not simply a defined project. Every success is the result of long-time community involvement, input from all parties and the support of the Town of Tryon, our volunteers and our funding partners, particularly the Polk County Community Foundation. Progress is always incremental and never complete.

2016-2017 has again been a year of new plans, expanded partnerships, successful events, corporate recognition and community visioning.

All one has to do is look at Trade Street to see evidence that the NC Main Street Program can and does provide the foundation for a vibrant, sustainable downtown which people want to visit and reside.

Behind the attractive facades and street features are many dedicated citizens, retailers, and non-profits to help ensure that something wonderful is always happening in Tryon.

Under the direction of a dedicated Board of Directors, TDDA continues to pursue the goals of bringing positive, successful businesses to town, maintaining excellent town design, preserving our unusual history, and creating exciting venues for entertainment. We want to be a destination for the best that Western North Carolina has to offer.

I invite you to review this Annual Report and think about all of the ways that you might participate. What we do is the work of the whole community and not just 15 committed participants.

We are grateful for all of the people who have served on the TDDA Board since its incorporation in 2004. You are making a difference and your community thanks you!



Wanda K. May  
President, TDDA

## TDDA Board of Directors, FY 16-17

Wanda May, President  
Anne Day, Vice President  
Carol Browning, Treasurer  
Julie McIntyre  
Scott Lane  
Penny Padgett,  
Joan Roseberry  
Patty Aldred  
Kim Karaman  
Ashley Menetre  
Allison O'Steen  
Jim Van Hecke  
Kevin Sturm  
Ronnie Reid

Jamie Carpenter, executive director

## Partner Organizations:

Town of Tryon  
Polk County Community Foundation  
Tryon Painters & Sculptors  
Upstairs Artspace  
Tryon Arts and Crafts School  
Steps to Hope  
Rotary Club of Tryon  
Tryon Historical Museum  
Tryon Fine Arts Center  
PAC Jam  
Summer Tracks  
Foothills Chamber of Commerce  
Our Carolina Foothills  
Polk County Economic & Tourism Development Commission  
Town of Tryon Planning & Board of Adjustments  
Town of Tryon Tourism Board  
North Carolina Department of Commerce  
Lanier Library  
Tryon Riding & Hunt Club  
Growing Rural Opportunities  
Tryon Little Theatre  
Green Blades Garden Club  
Polk County Appearance Commission  
Polk County Film Initiative  
Thermal Belt Friendship Council  
American Legion Post 250  
Mountain BizWorks

## *Thank you volunteers & partners*

Gary Ackerman  
 Kathy Ackerman  
 Cinda Austin  
 Chris Baschon  
 Alyssa Benson  
 Allyson Betot  
 Michael Bohm  
 Teena Bohm  
 Victoria Bolling  
 Alan Breeden  
 Leslie Brooks  
 Lorin Browning  
 Jacqueline Brown-Williams  
 Allen Burdett  
 Elizabeth Burdett  
 James Camillo  
 Heather Cieluch  
 Emily Clark  
 Bonnie Cobb  
 Danny Cobb  
 Bill Cooner  
 Bryan Corpening  
 Jennifer Corpening  
 Boyd Correll  
 Emily Costine  
 Christine Cowles  
 Julia Cowles  
 Michaila Cowles  
 Connie Cox  
 Bill Crowell  
 Jim Cullen  
 Karen Dacey  
 Ken Dahlstrom  
 Cindy Dahlstrom  
 Tim Daniels  
 Liam Daniels  
 Tracey Daniels  
 Andrew Davis  
 Susie DeLuciano  
 Robin Dicke  
 Danelle Drake  
 Jimmy Drake  
 Marie DuLong  
 Daniel Dworkin  
 Sherry Eades  
 Mary Eargle  
 Dan Easley  
 David & Robin Edgar  
 Suzanne Engelmann  
 Bonnie Eskridge  
 Joe Eskridge  
 Sandra Everhart

Christina Feagan  
 Iain Fitch  
 Shields Flynn  
 Elizabeth Gardner  
 John Garguilo  
 Ann Garguilo  
 Ernest Giannini  
 Carolyn Gibson  
 Kathryn Gillie  
 Karla Hammet  
 Steve Hammet  
 Fred Herres  
 Bill Ingham  
 Betty Jackan  
 Joe Jackan  
 Doris Jackson  
 Donald Jaeger  
 Monica Jones  
 Mike Jordan  
 Paula Jordan  
 Llyn Josef  
 Dulcie Juenger  
 Lydia Juenger  
 Daniel Kaminski  
 Steve King  
 Judie Klapholz  
 Forrest Lane  
 Al Lech  
 Alan Leonard  
 Susan Leonard  
 Stacey Lindsey  
 Dirk Lovelace  
 Kim Luedi  
 Matthew Lytle  
 Jen Majoney  
 Chris Majoney  
 Sue Maley  
 Will Maley  
 Pat Martin  
 George May  
 Becky McCall  
 Sandra McCormack  
 Mary McInerney  
 Ray McLees  
 Sydney Metcalf  
 Patti Miles-Cooner  
 Andy Millard  
 Angie Milliken  
 Jill Mize  
 Lee Morgan  
 Stephen Morris  
 Anthony Morrow

Dennis Nagle  
 Anne Nagle  
 Luke Nelson  
 Kim Nelson  
 Sam Nelson  
 Lilly Nelson  
 Kaitlin O'Steen  
 Michael O'Steen  
 Malynne Petoia  
 Tyler Philpot  
 Elizabeth Philpot  
 Peter Piacente  
 Dean Plantamura  
 Dionne Plantamura  
 Marilyn Pludhomme  
 Christopher Power  
 Vicki Power  
 Mary Wells Prioleau  
 Dave Prudhomme  
 Joe Pullara  
 Dellla Pullara  
 Sunny Reno  
 Linda Lee Reynolds  
 Lori Robinson  
 Jennifer Rogers  
 Lauren Roy  
 Daphne Sawyer  
 Terry Schager  
 Shelly Self  
 Ethan Sessoms  
 Farley Snow  
 Seinwel Steinhart  
 Jenny Surrect  
 Ahdarius Thomas  
 Kathy Toomey  
 John Toomey  
 Dean Trakas  
 Mary Twitty  
 Liz Valci  
 Marsha Van Hecke  
 Haley Viehman  
 Rick Viehman  
 Pete Viehman  
 Cindy Viehman  
 Sydney Waldman  
 Amy Waldner  
 Christine Ward  
 Thomas Ward  
 Sean Whitaker  
 Charles Willis

### TDDA Committees:

Economic Vitality:  
 Scott Lane, chair  
 Jim Van Hecke  
 Carol Browning  
 Ronnie Reid  
 Kim Karaman  
 Lynne Perlmutter  
 Jonathan Gerst  
 Roger Clifton

### Design:

Julie McIntyre  
 Dean Trakas  
 Julia Calhoun  
 Nick Fischer  
 Carol Lynn Jackson  
 Gillian Drummond

### Promotions & Events:

Penny Padgett  
 Ashley Menetre  
 Patty Aldred  
 Allison O'Steen  
 Lindy Buss  
 Christy Ward  
 Alex Gerst  
 Cinda Austin

### Tryon Beer Fest:

John Toomey  
 Dean Plantamura  
 Dionne Plantamura  
 Kim Nelson  
 Cindy Viehman  
 Terry Schager  
 Dirk Lovelace  
 Joey Pullara  
 Della Pullara  
 Lauren Roy  
 Bill Crowell  
 Dennis Nagle  
 Ann Nagle  
 Christina Fegan  
 Shelley Block  
 Pete Viehman

# Financials

## Statement of Activities

July 2016 through May 2017

Jul '16 - May 17

Revenue	
43100 · Donations	6,582.57
43400 · Memberships	7,477.21
43500 · Fees for Services Provided	500.00
44800 · Government Support	12,000.00
45000 · Grant Revenue	5,712.42
46000 · Fund Raising Events	46,744.95
48000 · Interest Revenue	21.27
<b>Total Revenue</b>	<b>79,038.42</b>
Expense	
60100 · Advertising	7,502.96
60200 · Annual Meeting TDDA	809.11
60300 · Bank Charges & Fees	17.92
60400 · Board & Staff Development	1,027.19
60500 · Dues & Memberships	549.51
60700 · Equipment Rental	5,424.55
60780 · Gifts	25.51
60800 · Insurance	2,446.46
60890 · North Carolina Sales Tax Paid	1,464.82
60900 · Supplies Office	890.10
61000 · Supplies Events	18,995.54
62000 · Payroll	43,575.00
62050 · Payroll Taxes	3,333.49
63000 · Postage & Shipping	470.40
64000 · Printing & Copying	2,738.82
65000 · Professional Fees	6,316.53
66000 · Rent - Office	3,350.00
67200 · Special Projects	1,082.94
67500 · Subscriptions & Books	84.00
67700 · Telephone & Internet	1,072.60
70000 · Support of Local Events	1,000.00
<b>Total Expense</b>	<b>102,177.45</b>
<b>Change in Net Assets</b>	<b>(\$23,139.03)</b>

## Statement of Financial Position

As of May 31, 2017

May 31, 17

ASSETS	
Current Assets	
Checking/Savings	37,113.78
Accounts Receivable	4,729.00
Other Current Assets	136.26
<b>TOTAL ASSETS</b>	<b>41,979.04</b>
LIABILITIES & NET ASSETS	
Liabilities	
Current Liabilities	3,217.01
<b>Total Liabilities</b>	<b>3,217.01</b>
<b>Net Asset</b>	<b>38,762.03</b>
<b>TOTAL LIABILITIES &amp; Net Asset</b>	<b>41,979.04</b>

# Promotions & Events



## Farm to Trade Street

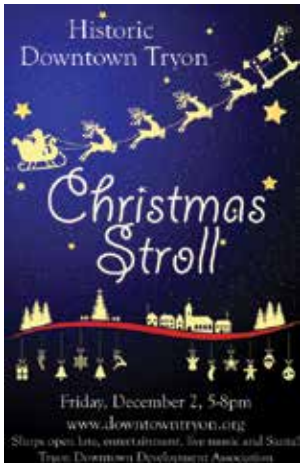
In June, 2016, 360 attendees were served a multi-course meal, stretched over 300 feet down Trade Street in downtown. Food was contributed by local farms, prepared by local restaurants and caterers, and served by local wait staff. The Cigarette Holders performed, as well as Ruskie Musikante (thanks to the support of the Polk County Community Foundation).

## 176 Street Sale

Highway 176 hosted 20+ yard sales throughout Tryon and Landrum. Residents and stores set up in parking spots along Trade Street in celebration of National Yard Sale Day.

## Tryon Halloween Stroll

An annual tradition, children and families trick-or-treated to businesses along Trade Street, ending with a costume contest at Tryon Theatre



## Grand Opening

With an influx of new businesses, businesses relocating, and expanding, a celebration was held for all of the new and expanded downtown businesses.

## Tryon Beer Fest, Presented by New View Realty

Celebrating its 5th year, the Tryon Beer Fest once again brought the brews and fun. As a special recognition and memory of Joe Pullara, a special beer was brewed by Thomas Creek Brewing in Greenville.

## Tryon Christmas Stroll

A new tradition of lighting and decorating the town's Christmas Tree was started, with the Tryon Town Manager, Zach Ollis and town councilmen participating in the decorating. Another tradition of "Wreathing" Morris was started with the Tryon Riding & Hunt Club.



## Tryon Midnight

The annual new year's celebration, funded by a Free Community Events Grant by the Polk County Community Foundation. Special Edition played hit songs, while Andy Millard and Dean Trakas did their annual ball drop... twice! The event was 100% free, including food, activities and new years items.

## Tryon April Fool's Celebration

After much demand, TDDA brought back the April Fool's Festival on a small scale, hosting live music at St. Luke's Plaza, beer sales from Winding Creek Brewing, and an oyster roast. "Spot the Spoof" News games were placed at stores throughout downtown and attendees were asked to vote which story was the "Real" news item.

## Tryon Rhythm & Wine Festival, Presented by New View Realty

A wine and music festival is slated for years alternating with the Farm to trade dinner. New View Realty came on as presenting sponsor. Artwork for the posters and t shirts were from Jennifer Grobowsky, and paintings were sold at a silent auction during the festival. Local wineries poured samples, as well as wine that could be found for purchase at The Tryon Bottle.



# Design

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*A Taste of Olives & Grapes has embarked on a new adventure in the Town of Tryon, North Carolina. We believe the location we have picked, the classic old building, depicts the atmosphere we are trying to provide along with our great products. By helping to restore the beauty of the building, it's our way of giving back to the community and building a relationship that we so look forward to.*

*-Kimberly Spurlock Tarach  
A Taste of Olives & Grapes*

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## Facade Grants

As a result of years of success of the Tryon Beer Fest, TDDA awarded Façade Improvement Grants to improve Manna Cabanna on Hwy 176 as a gateway project to downtown, a new paint coat on A Taste of Olives and Grapes, planters at Ward Financial, and signage for EquiTreasures.

## Flowers Downtown

The Design Committee is working toward beautifying downtown through natural beauty, with plans to increase planters in front of downtown businesses, as well as saving daffodil bulbs at the site of the future Tryon Little Theatre.

## Streetscape Update

TDDA was instrumental many years ago in creating the Streetscape plan, and beginning the process. The result of nearly 20 years of streetscape work will be completed in the near future. In 2016, the sidewalks were improved at the Oak/Trade intersection, and the remaining sidewalk from Palmer street to St. Luke's Plaza will be complete in the near future. Looking forward, expansion of sidewalk to the gateways of downtown, as well as Pacolet and Palmer streets will be explored.

## Downtown Improvements

Thanks to the hard work and dedication of Scott and Gayle Lane, the Missildines project was completed in 2016. Design committee members, Brady Trakas architects were instrumental in the historic rehabilitation of this project.

Another major downtown improvement project was the Stott's Ford exterior renovation, also completed by Brady Trakas Design.

## Future Downtown Projects

The focus on design will be two-fold: focusing on what next major projects should be complete, and how to incorporate smaller design elements to improve the look and feel of downtown Tryon.



*eatery through color, design lines, fonts and signage, and outdoor seating area.*

*The Communities Kitchen is a shared-use commercial kitchen, the only NCDA and Department of Environmental Health inspected and approved for shared-use kitchen in Polk County. Our kitchen is available for production use on a fee-based shift schedule, 24 hours a day, seven days a week. We are here to serve farms who would like approved value-added processing, market vendors, food artisans and food-based entrepreneurs including caterers and mobile food units.*

*- Carol Lynn Jackson, The Communities Kitchen*

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# Economic Vitality

## NEW Business Downtown : July 2016 - June 2017

HOOP's Antiques & Vintage Collectibles

Remi Danielle Modern Furnishings

Foothills Fine Art

Black Coffee

Tryon Toymakers / Carolina Confections / Mills Mosseller Weaving Studio

Willis & Sellers Gallery

Birdie's Boutique

Southern by Design

EquiTreasures & More

A Taste of Olives & Grapes

## Relocated or Expanded businesses: July 2016 - June 2017

The Book Shelf - Relocated

The Nest Artisan Market - Relocated & Expanded

Four Winds Florist - Relocated

The Tryon Bottle - new name & under new ownership

Tryon Theatre - Under new ownership

Manna Cabanna - Additional location downtown

Huckleberry's - Now serving beer & wine

Vines of Tryon - New name

Stott's Ford - Updated Facade Improvements

Tryon Builders - Relocated

## COMING SOON

Katie D's New York Deli & Bagels

Custom Workroom Tech Center

### Building Entrepreneurs for Tryon

In February, 2017, TDDA hosted Mountain BizWorks Foundations 6-week business planning class taught by Dr. Joseph Fox. Three students successfully graduated. This program and partnership with SCORE is designed to have new businesses prepared for success.

### Mixed-Use Ordinance Research & Proposal

TDDA's economic vitality committee drives the town and community to think forward for the long-term economic success and sustainability for Tryon. The committee has recommended updates to ordinances that will be beneficial to economic success, including a review of mixed use, live/work, and upper floor uses in the Central Business District.

### Business Recruitment & Assistance

TDDA supports the business development in Downtown Tryon and the community at-large by providing a point of contact for new businesses interested in our area. In 2016, a business recruitment package and checklist was developed, and given to new businesses. This has helped new businesses to follow best-practices when opening.

### Long-range planning & Brainstorming

Due to the small physical size of our downtown, TDDA's economic vitality committee is forward thinking in planning for growth. The committee has provided expertise in planning for the remaining properties that can be developed downtown, and will be working toward a five-year plan for the highest and best use for available properties.



7 %

Increase in retail / food / beverage



9

New Businesses



6 %

Reduction in Vacancy Rate downtown



## VISION:

Downtown Tryon, at the first rise of the Blue Ridge Mountains is an inspiring, livable arts community steeped in cultural and equestrian heritage where our present blends with our notable history and drives our future.

## Economic Development Work Groups:

In 2017 TDDA further defined our economic development strategies and will have newly structured work groups. If you are interested in being involved with any of the following work groups, or an event committee, please contact TDDA today:

828-859-6484, [jamie@downtowntryon.org](mailto:jamie@downtowntryon.org)



**Tryon is an inspiring community rooted in the equine culture.**

GOAL: To create a destination that is uniquely specific to our equestrian heritage.



**Tryon is a vibrant community for literature, visual and performing arts**

GOAL: To expand Tryon as a vibrant arts destination



**Tryon is a livable community for everyone.**

GOAL: To make Downtown an accessible and desirable place for all residents and visitors