

WHAT'S UP *town*

2008

**Upcoming
Events**

**October 2-4:30 P.M.
Shelby High
Homecoming Parade**

**October 25-11 to 2
Shelby Fall Festival &
Livermush Expo**

**October 30 5-8:30 P.M.
Art Round Town
Gallery Crawl**

**November 28
From 5:30 to 8:30 P.M.
Holiday Carriage Rides**

**December 5
Holiday Carriage Rides**

**December 12
Holiday Carriage Rides**

**December 19
Holiday Carriage Rides**

**December 21-3:00 P.M.
Shelby Christmas Parade**

**For more information
704-484-3100**

Welcome New Businesses to Uptown Shelby

The arrival of Fall and cooler weather almost always bumps up the energy, and September brought plenty of new activity to Uptown Shelby. Four new businesses have opened their doors in the past weeks, and we hope to introduce you to your new neighbors.

ClutterMonkey, a collectibles, trading card, and computer play station emporium is at 226 South Lafayette Street, mid-block, and is providing a creative and social outlet for the youth of Shelby and the surrounding area who are crazy for today's popular games and collectibles. Jon Stoune has a 20 year background in computer networks and service. He reports that teens from throughout the area are coming in to meet other players, some they've only battled online before. ClutterMonkey is also selling snacks and drinks for their customers.

Celebrity Consignment, at 14 East Warren Street on Court Square, staged an elegant grand opening reception last week, and those attending certainly had an eye for fashion. Pat Huston, native of Shelby has launched Celebrity Consignment as a retail outlet for the extremely fine clothing and accessories that might be spotted on well-known figures in entertainment. Shelby's link to one of America's musical dynasties is adding a stylish sparkle to Uptown!

Awen Group, a full-service marketing and communications firm has opened shop at 221 Lafayette Street, #1. With years of experience serving higher profile regional clients, the group formed a new company to expand their offerings. Amy Camper is the agency President.

Pleasant City Wood Fired Grill opened on the corner of Graham and Lafayette last week to an almost full house every meal. Restaurant veteran Chris Canoutas has returned to Shelby from Brix Pizza in Chapel Hill, and says the community's response has been great. Pleasant City occupies the former Ichabod's location after Will Rucker completely rebuilt the structure to make it possible. Chris stresses the family atmosphere and strong service for lunch and dinner Monday through Saturday.

Stop in to shop, eat, play or plan a marketing campaign with these fine new establishments that are making Uptown Shelby a more lively and vital heart to the City of Pleasant Living.

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WHAT'S UPtown

Director's Notes



Executive Director
Wade Nichols

Hello from the new guy at Uptown Shelby! I want to thank everyone for being so welcoming and helpful to me during my first three weeks on the ground here. I have been working to visit as many business and property owners as possible, but it will take time to get to everyone. Just know that I'm always ready to hear from you if you have immediate questions, but especially if you've got a great idea that doesn't need to wait around for implementation.

I am looking forward to using my experience in marketing and community development to help Uptown Shelby continue growing and improving. With 25 years experience in working with tourism, technology and small businesses, I see good opportunities for us here. Whether we are working on revitalization of existing buildings, attracting new retailers and restaurants, developing new street-scapes or staging events that attract more visitors, I look forward to being part of the solution.

I come to Shelby with a lot of hope and aim to keep an open mind about the changes ahead. My mission is to work hard and be sure that we make those changes work to our benefit as a community and commercial center.

*Best regards,
Wade Nichols*

Business Forum Planned

All business owners in the Uptown Shelby district are invited to attend a forum on **October 9th at 5:30 P.M.** in the offices of Uptown Shelby. Executive Director Wade Nichols says that "we hope to see monthly or regular forums where merchants, restaurant owners, bank management, and other professionals can come together to share ideas and organize new efforts that meet their needs."

Nichols noted that Christmas will be upon us soon and "I hope we can get coordinated to the degree possible so that we can help each other and attract even more customers."

Forum meetings are expected to last no longer than one hour. Catch up with your Uptown neighbors and help shape the voice of Uptown Shelby.

Reminders

- Merchants, remember to leave on-street spaces available for customers whenever possible.
- Check the calendar of events and plan your shopping parties or customer appreciation events to help boost attendance.
- Keep your *Open For Business* banner out when you are open and please remember to take it in at day's end.

*Thank you
volunteers!*



Special thanks to all of the local citizens and Uptown Shelby volunteers who helped make the American Legion Southeastern Regional's and World Series a great success in August. This was a great way to introduce our great city to a completely new audience. Many thanks!

