



About us:

Downtown Ayden, Inc. is a local, community driven organization that is striving to make our historic downtown the center of social, economic, and cultural life in Ayden. Through annual events, infrastructure projects, and economic opportunities, Downtown Ayden, Inc. brings the community together to make Ayden a "Hallmark town" welcome to everyone. The Town of Ayden is a North Carolina Main Street Community, designated by the NC Department of Commerce and Main Street & Rural Planning Center. We support the Kings of Q BBQ competition every spring in May.

Contact us to get involved:
ssmith@ayden.com



Downtown Ayden, Inc.'s Vision and Mission Statements

- In Ayden, “**Que marks the spot**” for the first stop on the BBQ Trail.
- Known for its whole hog, wood-fired, Eastern NC style BBQ, Ayden is the third largest municipality in ever-growing Pitt County, nestled between the capitol and the coast.
- Our community is the place where people choose to eat, live, work and play.
- The downtown area offers a walkable, picturesque, inclusive atmosphere bursting with unique destinations and growth opportunities.

Downtown
Ayden
where
Q Marks the
Spot

www.downtownayden.org

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Downtown Ayden, Inc.'s Goals and Activities for 2022-2023

Que Marks the Spot for the first stop on the BBQ Trail.

Goal: Become the destination for eastern NC style BBQ. We want to increase the revenue of our downtown businesses that capitalizes on the destination tourist attractions build on our long history of Eastern NC style BBQ.

- Communicate and build relationships with other retail locations to measure their revenue as well.
- Continue to host and improve Kings of Q BBQ Cookoff and Festival.
- Work with marketing and branding committee to expand kinds of merch and where it's sold, and work with marketing and branding committee to purchase pig sculptures and decorate them.
- Create a walking map or historical walking trail to identify places of interest downtown.

* As each goal is accomplished the board will determine new goals..

The downtown area offers an inclusive atmosphere and growth opportunities.

Goal: Create a welcoming environment for new, existing, and diverse businesses. We aim to reduce the number of empty storefronts in Ayden's downtown by 20% in the coming year.

- Maintain and improve downtown business inventory to make it a resource for potential businesses.
- Create a "New Business Guide" that covers permitting and resources for new business owners.
- Establish a partnership with ECU/ PCC entrepreneurship programs and the Pitt County Small Business Center to promote our downtown area to entrepreneurs.
- Create a downtown design guideline to provide a framework for downtown appearance.
- Work with the town to offer business and tax incentives to woman and minority-owned businesses.

The downtown area offers a walkable, picturesque atmosphere.

Goal: Downtown Ayden is working on improving the walkability and quality of life in downtown to encourage healthy activity.

- Conduct a walkability assessment and host at least one event in partnership with the Arts and Recreation Dept. downtown.
- Collaborate with the Arts and Recreation Department to hold one healthy activity event in the downtown area.
- Create a map that shows how far locations are (.25-mile, .5-mile, 1 mile) from downtown.
- Work with the high school and middle school to paint crosswalks downtown.
- Organize a fun walk work with businesses and Chamber to increase participation.