

Annual ECDI Events, Downtown Elizabeth City

January—December 2024



Elizabeth City Downtown, Inc. is a 501(c)(3) nonprofit entity. Our mission is to be a catalyst of revitalization, acting as a central resource for potential investors, visitors, and residents interested in our historic waterfront downtown.

We are an accredited Main Street Community through Main Street America and have been a member and part of that organization, as well as the NC Main Street program, since 1988.

Our board consists of business owners, property owners, residents, downtown lovers, and ex-officio members from City Council, Pasquotank County Commissioners, US Coast Guard, Visit Elizabeth City, and the EC Area Chamber of Commerce.

Downtown now has a thriving (and still growing) central business district with:

- 31 Dining, snack, and sipping establishments including pubs, cafes, breweries, wine bars, speakeasies, candy and coffee shops.
- 31 Shopping opportunities.
- 23 Health, beauty, and wellness businesses.
- 10 Art, experience, and kids' activity centers.

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First Friday ArtWalk -- From 4:00 until 7:00 pm on the First Friday of each month, stroll downtown and enjoy a celebration of the arts. Participating businesses and art galleries host and feature the works of guest artists, musicians, and creative works of all kinds. Maps and lists of participating businesses are available to guide you. **ECDI is the organizer for this event. January 5, February 2, March 1, April 5, May 3, June 7, July 5, August 2, September 6, October 4, November 1, December 6, 2024. Attendance: 250-1000**

TarWheel Cycling Event –April 20, 2024, Cyclists of all levels start/finish at Charles Creek Park and ride 33, 62, or 100 miles through the countryside of Pasquotank and Perquimans Counties. There is a packet pickup and check-in on **Friday, April 19, 2024. ECDI is the organizer for this event. Attendance: 300-400 cyclists**

NC Potato Festival — **May 17, 18, 19, 2024**, ECDI is the host/organizer of this fabulous three-day event celebrating one of our local crops - the potato! Enjoy 3 days of music, vendors, mechanical rides, a games-midway, and lots of great eats. Take part in the National Potato Peeling Contest, the Little Miss Tater Tot contest, cornhole competition, and lots of other activities at this family-oriented event. This event is free to the public. **ECDI is the organizer for this event. Attendance: 35,000-45,000**

Legends and Lore of Elizabeth City – **June 7 (5-7 pm) and June 8, 10am – 4:00 pm**, a Mystery clue-based and scavenger hunt experience built around the legend of Alvin Sawyer and the Moonshine and Motorsports, Various locations with culminating event. Friday evening, April 12, VIP event. **Under ECDI umbrella, partnerships with Visit Elizabeth City, ECHNA and local businesses. Attendance: 200-300**

Mariners' Wharf Film Festival -- **June and July (8 weeks), each Tuesday evening starting at dusk (excluding holidays), Mariners' Wharf Park, 2024 Dates: June 4, 11, 18, 25; July 2, 9, 16, 23, 2024 (Rain Date: July 30)**. Enjoy a classic movie on a large screen while relaxing in a lawn chair or on a blanket at Mariners' Wharf Park on the beautiful downtown waterfront. Have dinner in one of our downtown restaurants or pubs prior to the movie or bring a picnic to enjoy. Popcorn and drinks available for purchase during the movie. **ECDI is the organizer for this event in partnership with RCE Theaters. Attendance: 150-300 each week**

Music on the Green at Mariners' Wharf Park – **Starting in August for eight (8) consecutive weeks, Each Tuesday evening, 6-8 pm, Mariners' Wharf Park. 2024 Dates: August 6, 13, 20, 27; September 3, 10, 17, 24, 2024** -- A free concert on the beautiful downtown waterfront at Mariners' Wharf Park. Enjoy musical performances by talented and popular local and regional entertainers. Hot dogs, drinks, and popcorn available for purchase from American Legion Post 84. **ECDI is the organizer for this event. Attendance: 200-600 each week**

Downtown Business Trick or Treat Event – **October 26, 2024, 1:00-3:00 pm**. Families come to the Downtown Central Business District and enjoy trick or treating at all the participating businesses. **ECDI is the organizer for this event. Attendance: 900-1200**

Holiday Celebration and Downtown Illumination – **Friday, November 29, 2024, 6-8 pm, Begins at the Pasquotank County Courthouse** -- Held the Friday after Thanksgiving each year as an old-fashioned, small-town celebration of the season, hundreds gather at the Courthouse for singing and the "flipping of the switch" to turn on the downtown holiday lights. Festivities continue with caroling through the heart of downtown, Santa and elves, Olaf the Snowman, Face Painting, Mrs. Claus story hour, Hay Ride/Sleigh Ride with gingerbread cookies, and a hot cocoa, coffee, and sweets stop. A complete schedule of events and participating businesses will be provided as the event nears. **ECDI is the organizer for this event. Attendance: 800-1500**

Small Business Saturday – **Promotion Activities from 10 am – 2 pm, Downtown, November 30, 2024, Each business has own hours of operation** -- Held each year on the Saturday between Black Friday & Cyber Monday, to encourage the support of small businesses nationwide. **An American Express sponsored event that ECDI supports and promotes. Attendance: 500-1500 throughout the day.**

SantaCon – **December 7, 2024, 1:00-5:00 pm, throughout downtown**. A gathering of Santas (or other holiday characters) in downtown. *New Event

Holiday Tree Beehive Hair Party! – **December 7, 2024, 1:00-5:00 pm, throughout downtown**. Show off your best 60's-inspired holiday beehive hair decorated for the holidays in festive style! *New Event

Holiday Window Decorating Contest – **December 1 - December 31, 2024** – Wander downtown and view the beautifully decorated holiday windows and vote for your favorite. Talk about classic holiday nostalgia! **Attendees: Est 5000+ throughout the season**

ECDI Events Sponsorship Opportunities

January—December 2024



Annual Budget 2023-24:

\$311,700.00

30% of funding is received from the City of Elizabeth City and Pasquotank County.

The remainder, 70%, is obtained through fundraisers, sponsorships, grants, and donations.

50% of our budget is spent on community events/activities.

All but 2 events are free and open to the public.

Our categories of work align with Main Street America's 4-point approach:

- Promotion
- Economic Vitality (Development)
- Organization
- Design (Beautification)

In addition to specific event sponsorship opportunities, we also have Special Project sponsorship opportunities ranging from \$500- \$5,000 for public art elements such as metalworks wings, murals, bike racks, or other creative art elements.

NC Potato Festival (Attendance: 35,000-45,000)

Sponsor Levels from \$50 to \$10,000

(See separate Potato Festival sponsorship Form)

Note: Any sponsorship (or combination of sponsorships) of \$3,000 or more is considered an ECDI Premiere Sponsor which gives exposure at all ECDI Events, websites/landing pages, and electronic communications through the calendar year.

First Friday ArtWalk (Attendance: 250-1000)

Annual Event Sponsor \$500: Company logo on event web landing page with linkback, spotlight on Facebook event, name on printed fliers, logo with linkback on electronic promo communications, may have promo booth at monthly events.

Individual Month Sponsor \$150: Company logo on that month's Facebook event, name on printed fliers for that month, logo with linkback on electronic promo communications, may have a promo booth at that month's First Friday event.

TarWheel Cycling Event (Attendance 300-400 cyclists)

Event Sponsor \$500: Company logo on event web landing page with linkback, spotlight on Facebook event, name on printed fliers, logo with linkback on electronic promo communications, signage at packet pickup, event start, all SAG stops, and ride finish/hot dog lunch, Logo on t-shirt. May have promo booth at event.

SAG/Rest Stop Sponsor \$300: Company logo on event web landing page with linkback, spotlight on Facebook event, name on printed fliers, logo with linkback on electronic promo communications, signage at SAG/Rest Stop, Logo on t-shirt. May have promo booth at event.

Legends & Lore of Elizabeth City (Attendance 200-300)

Event Sponsor \$500: Company logo on event web landing page with linkback, spotlight on Facebook event, name on printed fliers, logo with linkback on electronic promo communications, signage at VIP event, all Clue Stops, and event ending celebration, Logo on t-shirt, 2 tickets to Friday evening or VIP event. May have promo booth at event.

Clue Stop Sponsor \$150: Company logo on event web landing page with linkback, spotlight on Facebook event, name on printed fliers, logo with linkback on electronic promo communications, signage at Clue Stop, Logo on t-shirt. May have promo booth at event.

Mariners' Wharf Film Festival (8 weeks, weather-dependent) (Attendance 150-300 each week)

Annual Event Sponsor (All 8 weeks) \$500: Company logo on event web landing page with linkback, spotlight on Facebook event, name on printed fliers/posters, logo with linkback on electronic promo communications, signage at each night's event, may have promo booth at weekly events.

Individual Movie Night Sponsor \$150: Company logo on that night's Facebook event promo, name on printed fliers for that month, logo with linkback on electronic promo communications, signage at that night's movie, may have a promo booth at that night's movie.

Music on the Green at Mariners' Wharf Park (8 weeks, weather-dependent) (Attendance 200-600 each week)

Annual Event Sponsor (All 8 weeks) \$500: Company logo on event web landing page with linkback, spotlight on Facebook event, name on printed fliers/posters, logo with linkback on electronic promo communications, signage at each night's concert, shoutouts from the stage, may have promo booth at weekly events.

Individual Music Night Sponsor \$150: Company logo on that night's Facebook event promo, name on printed fliers for that month, logo with linkback on electronic promo communications, signage at that night's concert, shoutouts from the stage, may have a promo booth at that night's concert.