



Contact Information:

Burlington Economic Development
Peter Bishop, pbishop@burlingtonnc.gov

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Burlington announces new leader in Erin McClure Nettles

[Burlington, NC] — The City of Burlington and the Burlington Downtown Corporation, Inc. are pleased to announce that Erin McClure Nettles has been hired to be the City's next Downtown Manager.

In this role, Erin will be responsible for working with downtown merchants, property owners and other stakeholders to continue downtown Burlington's revitalization and maintain the City's 34-year run as an accredited North Carolina and National Main Street community.

Erin comes to the downtown leadership position with broad experience in non-profit management, event planning and small business. Erin most recently served as the director of meetings for the American Society of Echocardiography, where she managed a \$3 million event budget and produced 10+ events per year for audiences up to 3,000.

"I am honored to be the next Downtown Manager," Nettles said. "I have enjoyed watching the revitalization taking place in downtown Burlington and I'm eager to help facilitate that transformation. I look forward to utilizing my career experience combined with my passion for downtown and small business to deliver a direct impact on the community that I love. I'm thrilled to be a part of this exciting time in Burlington's history."

A native of Graham, Erin is no stranger to Main Street business – her family has owned and operated Green & McClure Furniture in nearby Graham for four generations. "Being born and raised in Alamance County in a family with a small downtown business, I have witnessed first-hand the courage, determination, and resilience required of small business owners to achieve success. I

look forward to working side by side with them to help them and Downtown Burlington reach its greatest potential.”

Coleman Rich, the President of the Burlington Downtown Corporation, writes: “The Burlington Downtown Corporation congratulates Erin McClure Nettles as the new Downtown Manager. Erin brings many attributes needed for the success of the downtown district. We are excited to have the opportunity to work with Erin and her involvement in continuing the growth of the downtown area. The Burlington Downtown Corporation wishes her all the best as Downtown Manager for the City of Burlington.”

Erin is a graduate of UNC Wilmington, earning a bachelor’s degree in Parks and Recreation. She resides in Burlington with her husband, Whilden, son Tucker (5), daughter Tallulah (2) and their cocker spaniel rescue Colt.

In 2020, the City of Burlington and the Burlington Downtown Corporation signed a memorandum of understanding outlining a new operational model whereby the non-profit maintains an independent board of directors and the City oversees and directs the Downtown Manager. This ‘hybrid’ model for downtown operations is utilized by 75% of the communities in the NC Main Street program, as it provides operational and budget efficiencies so more effort and funding goes to support downtowns.

The Burlington Downtown Corporation, Inc. is a 501-C3 not-for-profit organization whose membership consists of all business and property owners in the 16-block Municipal Service District of Downtown Burlington. Led by a 15-member board of directors and five subject-area committees, the BDC provides merchant services, grants, events and marketing support for its members through a contract for services from the City of Burlington.

The City of Burlington’s Economic Development department manages the Municipal Service District contract and works closely with the BDC to revitalize downtown Burlington through business support, new business recruitment and historic preservation. The Downtown Manager is a City employee working cooperatively with economic development and the BDC.

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