

## Preservation Burlington, a Vibrant Community Asset

#### **Our Mission**

To protect and celebrate the architectural and historical heritage of Burlington and the surrounding area through education and involvement with historic properties and their owners.

#### **Our Vision**

To serve as a primary resource for historic property owners in our local communities through partnerships with local governments, businesses, and other local preservation groups. To continue to broaden our scope with new endeavors geared toward better supporting local historic preservation efforts.

#### **Our Board of Directors**

Jerome Bias, Julie Budd, Lynn Cowan, Tom Cowan, Faith Grant, Tom Jamison, Teri Jordan, Hank Dunn Woody Pelton, Sharon Roderick, Donna Vitucci, Molly Whitlatch, Andrew Leager, Peggy Boswell

#### **Our Community Engagement**

- Preservation Burlington has 386 past and present members
- Of our active memberships, 71 participate in our newly implemented automatic renewal program
- We log an average of 8,000 visits to our website per year
- Preservation Burlington has over 2,000 followers on social media platforms
- More than 1,500 individuals have enjoyed our historic home tours and events
- Hundreds have participated in DIY workshops pertaining to historic properties
- We advocate for preservation of historic properties slated for demolition
- We host public tours of historic neighborhoods
- We host educational tours at model preservation properties

#### **Our Signature Initiatives & Events**

- The Annual Tour of Historic Homes began in 2017 and features a walking tour of local historic properties. This popular event allows tourgoers exclusive access to Burlington's most interesting historic homes and commercial properties.
- **The Salvage Shop** began in 2019 and has saved thousands of items from the landfill and generated over \$125,000 to date.
- The Historic Property Grant Program began in 2021 and has awarded 15 matching grants, leveraging over \$145,000 of private investment into our community.





# Preservation Burlington is in the process of rebranding as Preservation Alamance!

- Our mission has not changed, but we are updating our name to reflect our county-wide focus.
- Among other changes to come, we will be expanding our very popular Historic Property Grant Program to include other communities.
- This transition will be effective in early 2026, but we couldn't wait to tell our supporters and share our new logo. We look forward to continuing to serve the Alamance County community and to Preserve, Educate and Involve the community in the preservation of our historic properties.
- We also want to express our gratitude and appreciation to Alamance Community Foundation for awarding a Community Grant to support this project.

Stay tuned for more information to come!





# PRESERVATION BURLINGTON

Preserve. Educate. Involve.



Facebook Reach: 6,036
Facebook Followers: 2,216
Facebook Page Views: 11,485
Percentage Women: 79.3%
Percentage Men: 20.7%

**Top Cities:** 

Burlington: 33%
Graham: 5.6%
Elon: 5/3%
Mebane: 3.6%
Greensboro: 3.5%

(over 90 days)



Instagram Views: 685
Instagram Followers: 245
Percentage Women: 80.0%
Percentage Men: 20.0%

**Top Cities:** 

Burlington: 32.2%
Greensboro: 6.5%
Graham: 5.3%
Durham: 4.5%

Elon: 4.5%

(over 90 days)



### Website Impact over 365 days

Total Site Sessions: 8,245
Total Unique Visitors: 6,290
Total Page Views: 19,057

### **Email Analytics over 365 days**



Email Recipient Count: 1642 unique contacts

Average Open Rate: 95.6% Average Click Rate: 3%

# of emails sent each month: 2-6

How people find us...



Direct to Website: 2,108 (+9%)
Organic Google Search: 4,357 (+8%)
Organic Social Media: 1,607 (+25%)
Email Marketing: 734 (+5%)

Organic Bing Search 206 (+25%)

From partners who are also promoting Preservation Burlington: 154





Established in 2019



100% Volunteer Operated



Located in the Historic Glencoe Mill Village



Saves architectural salvage items, building materials & antiques from the landfill.



Over \$135,000 raised to date



Sales provide funding for general expenses and Historic Property Grants



Open to the public the first Saturday of each month and also by private appointment.



Facebook Reach: 2,984
Facebook Followers: 2,532
Facebook Page Likes: 2,100

Impressions: 30,300

Percentage Women: 88.2% Percentage Men: 11.8%

**Top Cities:** 

Burlington: 19.5% Greensboro: 6.4%

Gibsonville: 3.6%

Elon: 3.6% Graham: 7.7%

(over 90 days)



Instagram Reach: 714
Instagram Followers: 1,274
Percentage Women: 77.1%
Percentage Men: 22.9%

**Top Cities:** 

Burlington: 28.5%

Elon: 5.4%

Greensboro: 4.8%

Durham: 4.2%

Raleigh: 2.7%

(over 90 days)

# **Historic Property Matching Grants**

#### 2021-2024

- 15 total Grants have been awarded totaling \$45,980.
- Grantees contribute a minimum of 50% of their project cost, leveraging private investment of \$145,000 into our community
- The Grant Program funds exterior repairs of historic properties
- All projects meet national standards for historic preservation
- All projects support the future viability of our historic neighborhoods and support surrounding property values
- Grants awards can be up to \$5,000 per project
- Available for Income-Producing & Residential Properties

















## **Annual Tour of Historic Homes**





- Began in 2017
- Up to 500 attendees each tour
- The Annual Tour features privately owned historic properties across Burlington
- Most popular event allows tour goers exclusive access into Burlington's most interesting historic properties.
- The Annual Tour educates and promotes historic preservation through showcasing real life use of historic properties.





Learn about all of our past events: https://www.presburlington.org/event-archives



## Levels & Benefits

Thank you for considering our Annual Community Sponsor Program, to protect and celebrate our area's architectural heritage and cultural welfare.

Please consider a tax-deductible gift at one of the following levels.

Platinum	\$3,000
Gold	\$2,500
Silver	\$2,000
Bronze	\$1,500
Diamond	\$1,000
Emerald	\$500
Ruby	\$250

Your contribution gains your business exposure among our membership and followers while supporting our mutual community work. Preservation Burlington is the only nonprofit organization of its type in the county. Our programs foster a special sense of place while elevating property values, stimulating the purchase of local materials and professional services, reducing the land fill, and best of all, supporting optimally livable neighborhoods citywide.

Annual Sponsors receive exposure via:

- Event and tour publications
- Social media platforms
- Website
- Signage at our Salvage Shop in Glencoe Village
- Featured in each email sent to our subscribers
- A gift of \$1,000 or more enables your logo to appear alongside your name.

## New Opportunity to participate in the Annual Tour of Historic Homes

Annual Community Sponsors also have the opportunity to be an <u>exclusive</u> sponsor of a property featured in the Annual Tour of Historic Homes.

This opportunity will only be available to Annual Community Sponsors. It is an additional amount of \$1,000 above your Annual Sponsorship. This would include a large sign with your logo outside of the property, mention in the tour guide, and the option to be present in the property during the tour.

Tour sponsors are limited based on the number of properties participating in that year's Annual Historic Tour. This will be available first come, first served.

All Annual Sponsors will be honored in the tour guide and other materials as described above regardless of participation in this additional opportunity.



Name of business or individual as you would like it printed:
Contact Name:
Contact phone number:
Contact Email :
Business Website:
*Sponsor Amount Enclosed:
Mailing Address:
Business Address:

For sponsorships \$1,000 and above, please email your high resolution logo to sponsors@presburlington.org, along with this response form. If we do not receive a high resolution version of your logo, we cannot place it on our website or print material.

Make checks payable to: Preservation Burlington, Inc., P.O. Box 171, Burlington, NC 27216 Electronic payment by ACH or Credit is available for an additional processing fee. Please notify us by email if you wish to pay electronically.

\*Please note that your sponsorship will not be considered completed until full payment has been received.