

Businesses in downtown Elon cater creatively to customer base of students

Natalie Allison
Senior Reporter

Owners of businesses in downtown Elon must think strategically about how their shops will rely on the support of mainly college students, with fewer than 12 spaces available.

Shops that have maintained a presence on the block for several years, as well as those that are new to Elon, all have one thing in common: to provide different products and services to Elon students and community members.

Justine Duszlak, owner of Mynt boutique, has been in business in downtown Elon for seven years. Duszlak said her Lebanon Avenue business knows its target customers and what to offer them that they can't get anywhere else in the area.

"We get all sorts of people," she said. "Whatever you carry, whether it be food or clothing, you need to do your research. We carry some brands that aren't even available in Greensboro."

Beth Kelley, employee at All That JAS on Williamson Avenue, said the Greek-inspired store is also a destination spot.

"People travel up and down I-40 because our store is very unique," Kelley said.

Although Elon students make up the majority of the store's customer base, All That JAS has expanded beyond the local area, making the shop popular with other schools



HEATHER CASSANO | Photo Editor

Currently, there are 12 spaces available for businesses in downtown Elon. The university is working to increase the commerce there, and has contacted more than 40 businesses about the possibility of coming to the area.

in North Carolina. Students from UNC Wilmington to Appalachian State University come by the store to shop for apparel and accessories that are offered at few other places in the state, Kelley said.

Paige Sigmon, a student at High Point University, frequently drives to All That JAS so she can have a more personal shopping experience for her Greek apparel.

"I'd rather not do the shopping online," Sigmon said. "I like to have personal

service and would still drive 45 minutes for it — even if weren't necessarily located at another university."

These two businesses in particular, because of the unique nature of their merchandise offerings, said they are successful beyond their business with Elon students.

The newly-opened Local Yogurt, a frozen yogurt shop that features fresh fruit toppings from area farmers, is one of three locations by the same name in the state.

Each shop, including those in Greenville and Durham, is located in college towns and mainly serve students.

"Most of our customers are Elon students," said Natasha Whitby, employee at Local Yogurt in Elon. "I worked here a few days over spring break — it was just dead. I don't think the Elon and Burlington community really knows about it."

Because Elon's emphasis on sustainability is not necessarily shared by most in

the surrounding community, Whitby said many people might not understand why Local Yogurt is different from other ice cream and frozen yogurt stores.

The Elon Town Center, which is currently being constructed beside Acorn Coffee Shop, will feature the university's Barnes & Noble bookstore, The Pendulum office and two additional businesses.

No decisions have been made concerning which other businesses will occupy the space in the Elon Town Center, according to Gerald Whittington, senior vice president for business, finance and technology.

To increase commerce in the downtown area, Whittington said the developer and the university have approached more than 40 businesses, including clothing stores, food venues, jewelry stores, drugstores and services, such as dry cleaning.

Sophomore Genevieve D'Cruz said she would like to see a more practical store, such as a drugstore or small grocery store.

"I don't have a car on campus," she said. "If I run out of shampoo, I'd like to not have to run to downstairs Colonnades and pay \$7 for a bottle of shampoo."

The two new businesses to be housed in the Elon Town Center will be determined in late spring or this summer, Whittington said.

Elon follows sustainability plan, stays in full bloom for spring

Becca Tynes
Senior Reporter

Spring is finally here, and Elon University's campus is bursting with color.

While it may seem the flower display beds across campus change often throughout the academic year, they are only changed twice.

"We change only the annual flower display beds, and that is twice a year, planting the winter annuals in October and the summer annuals right after commencement in late May or early June," said Tom Flood, assistant director of Physical Plant and director of landscaping and grounds.

Early spring at Elon is not a changeover season. Although campus looks different than it did during the winter months, the flowers currently blooming on Elon's campus were planted in October and November. But many students do not realize this.

"It seems as if new flowers and plants are planted every few weeks on campus," said sophomore Hayley Robb. "The campus always looks so fresh and cleaned up. I had no idea they only plant new flowers twice a year."

Tulips are spring-blooming perennials, and although the landscaping team plants the bulbs in the winter months, the tulips do not bloom until spring.

Landscaping is a primary factor in establishing the image of the university. It assists in supporting Elon's national image of excellence and must be kept attractive



HEATHER CASSANO | Photo Editor

Groundskeepers consider the landscaping of Elon to be a significant factor in developing the university's image.

in order to market the university.

"The reality is that many people's judgment of the university is supported by the appearance of the landscape and the buildings," Flood said. "The landscape is the cover of the book called Elon."

Greg Zaiser, dean of admissions, agrees with Flood and said the appearance and landscaping of the campus are what visitors first comment on when they visit the university.

"The physical nature of the campus is very, very powerful," Zaiser said. "The campus always moves people beyond words."

Despite the myth that the grass at Elon is painted, it stays so green because of

overseeding.

"Although rumor may have it, we do not paint the grass," Flood said. "We overseeded the grass last August and early September in order to thicken up the grass and create an everlasting green color."

Elon's landscapers maintain the campus' image while following the sustainability plan in every way possible, Flood said.

Storm water is captured in Lakes Mary Nell and Verona, which are in turn, the campus' main irrigation systems.

Leaves and grass clippings are ground up and used for compost, which has many uses in the landscaping on campus. Some of the compost goes into the flowerbeds,

while some is also taken and turned into fertilizer.

The campus' landscapers use a slow-release fertilizer to fertilize main campus twice a year.

"We have a landscape management plan," Flood said. "In return, we have no leaching, no run-off and we're using the absolute minimum amount of fertilizer we can possibly use."

While many people who visit campus fall in love with its environment, once they experience Elon even more, they soon learn that the inside is as good as the outside, Zaiser said.

"Once people see that the buildings and grounds are well cared for, they eventually learn that the people are, too," Flood said.

ECC bids farewell to historic structure

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There were two dissenting votes of the 108 votes cast.

"We talked about demolishing the Parish House quite a few times over the past 10 years, and we really exhausted our efforts in renovating the Parish House and restoring it as much as we can," said Monica Nicholson, office manager at the Elon Community Church. "We've done the best we can to keep it here as long as we could, but it has become too much to maintain."

The current structure is approximately 2,000 square feet and will increase by 1,800 square feet.

"The church is growing, and also the community is growing," Nicholson said. "The current building we have is just not big enough. We are a very green congregation, and it is not meeting those needs any more."

In order to be more energy efficient, the building will contain a two-stage heat pump and LEED lighting. The new building will also include a banquet room, a stage, a full service kitchen, storage space, three classrooms and an elevator.

"It will be easier for our older and handicapped members to access both the new building and the church building," Nicholson said.

The new facility will better suit the various organizations that use the church, Troxler said.

Elon organizations and Cub Scouts currently use the church for philanthropy events and meeting space.

She hopes that the addition will foster a greater connection between the church and the university and the church and the community, she said.

"I think it will set a foundation for the spirit and growth in the church," said Earl Danieleley, Elon Community Church member since 1948.