

| Agenda Item | cover sheet

for consideration by the Apex Town Council

Item Type: TOWN MANAGER'S REPORT

Meeting Date: August 11, 2026

Item Details

Presenter(s): Randy Vosburg, Town Manager

Department(s): Town Manager's Office

Requested Motion

Receive as information a proposed promotion strategy to support Downtown Apex businesses through December 31, 2026, in response to the expanded Salem Streetscape construction timeline, and provide direction to staff as appropriate.

Approval Recommended?

N/A

Item Details

The Salem Streetscape project is currently under construction along Salem Street between Saunders Street and Chatham Street and is anticipated to continue through December 2026. While downtown businesses remain open and accessible throughout construction, the project includes temporary traffic restrictions, detours, phased sidewalk and streetscape work, and other construction-related impacts that may affect how residents and visitors access and navigate Downtown Apex.

In recognition of the expanded construction timeline and its continuation through the 2026 holiday season, the Town Manager will present a proposed Downtown Apex Business Promotion Strategy intended to encourage residents and visitors to continue shopping, dining, and supporting businesses in the downtown area. The strategy would build upon the Town's existing "Keep Loving Local" messaging and provide enhanced promotional support through December 31, 2026. The Town currently encourages the community to patronize downtown businesses throughout construction, including through local shopping, dining, gift-card purchases, and promotion of downtown destinations and experiences.

Staff will provide additional information during the meeting regarding the proposed promotional approach, potential initiatives, and implementation. The current concept anticipates approximately \$5,000 per month from September through December 2026, for a amount not to exceed \$25,000, to support

coordinated downtown business promotion during the remainder of the construction period and holiday season.

This item is presented for Council information and direction. A separate budget amendment to provide funding for the promotional strategy would be brought forward for Council consideration at a future meeting.

Attachments

- N/A

