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DOWNTOWN SANFORD INC. HIRES PROMOTIONS COORDINATOR

AUGUST 20, 2018—Downtown Sanford, Inc. (DSI) is excited to announce and welcome Kelli Laudate as the organization’s new Promotions Coordinator. Laudate will be responsible for downtown promotion, marketing, events planning, database management, sponsorship solicitations and general administrative assistance to support efforts to improve the appearance, vitality and economic development of downtown Sanford. Laudate joined DSI on Aug. 13.

Laudate, a Sanford native, comes to DSI following her involvement as a StreetFest & Fireworks committee member where she showed great enthusiasm, excitement and a passion for Downtown Sanford. It was this experience DSI

Executive Director Jennifer St. Clair highlighted in hiring Laudate.

“Downtown Sanford is growing by leaps and bounds. Between the positive progress being made and the challenges we still face, it’s just more than a staff of one can realistically handle,” St. Clair said. “After seeing Kelli’s focused, task-oriented approach to StreetFest, I knew she was exactly who our organization needed to keep growing our signature events and develop new ones.”

In her new role, Laudate will implement and facilitate the planning and logistical aspects of program festivals and events, as well as communicate with all organizations involved in each event. She will also create, build, and maintain relationships with the community to establish fundraising for DSI programming and solicit annual sponsorships for promotional activities.

Laudate said helping people fall in love with Sanford by creating experiences the entire family can enjoy is a big part of her excitement in the new position.

“I am thrilled to have the opportunity to be part of the Downtown Sanford, Inc. team. This is a dream job opportunity for me, as I grew up in Sanford and truly love our town,” said Laudate, citing recent growth and the forward thinking of local officials as part of the reason she was so eager to take this job.

Laudate’s past experience includes serving as president/manager of the Westlake Valley Swim and Racquet Club, tutoring third- through fifth-grade students at Tramway Elementary and working as a professional development specialist and implementation coach for K-12 educators. Laudate has also worked in retail and customer service.

She earned her Bachelor of Science in business administration and marketing from Meredith College, as well as her K-6 licensure. She is active in the community, serving on the board for Salvation Army and First Baptist Church.

Downtown Sanford, Inc. is a 501c(3) non-profit dedicated to the economic health and quality of life in Downtown Sanford, North Carolina. Its mission is to manage the development of Downtown Sanford as the primary economic, cultural, and social center of the community; to educate the community on the unique assets and historical significance of the downtown area; and to promote and stimulate the improvement of these assets. DSI is a nationally accredited Main Street program through Main Street America.