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Community Appearance Commission Announces Holiday Storefront Decorations Winners

Salisbury_North Carolina_December 18 – Members of Salisbury’s Community Appearance Commission (CAC) recently selected winners for the Downtown Holiday Storefront Decorations Awards. The awards acknowledge the creative efforts of downtown retailers who celebrate the season by dressing their doors and windows with festive holiday decor.

The jury of four enjoyed viewing 73 seasonal displays created by downtown businesses. After a spirited discussion, they named eight awards to honor the most inspired efforts of shopkeepers.

Best Overall Holiday Display was awarded for the second consecutive year to *Textile Products (121 North Main St.)* Storeowner Linda Dukelo and her staff artfully arrange their shop windows with fresh color and decorating ideas year-round. To celebrate the holiday season, they creatively use store products in elegant vignettes with a seasonal twist. The jury commends them as well for enhancing the window-shopper’s pleasure by decorating an otherwise empty storefront at 114 North Main Street, across from their shop.

Best Theme Display: *Nashville Nights (125 East Innes St.)* Wagon wheels and all things western tastefully grace the storefront window of this popular new nightclub. The jury appreciated the simplicity of the composition and how it cleverly articulates the business’s theme throughout the holiday decor. The display is courtesy of co-owner Dick Palmore’s sister Beverly Ryan, who also owns - and skillfully decorated adjacent restaurant *Grits*. Jeff Littleton is the other owner of Nashville Nights.



Most Creative Use of Product: *Literary Bookpost (110 South Main St.)* A spiraling stack of books forms a colorful Christmas tree of reading pleasures. Around the tree and in the adjacent window, shoppers are drawn to a festive arrangement of intriguing gifts for children from recently merged *Just the Thing*. Proprietor partners Gwen Matthews and Glenda Dyson are commended for the window display and for the happy union of complementary products.

Best Showcase Window: *Beyond Basics at the Salisbury Wine Shop (106 South Main St.)* It may be just a window showcasing free-lance decorator's Sandie Burris's holiday wares, but the impressive array of the many wreaths caught the eye of the jurors. The jurors applaud Wine Shop owners Bob and Stephanie Potter for smart use of their deep storefront, creating several opportunities for "pop-up" gallery spots.

Best Composition: *Southern Spirit (102 South Main St.)* Owner Toby Hagmaier engages shoppers with an effective arrangement of color, shape, texture and scale. Diverse objects from the store inventory are transformed into a cohesive holiday composition of rich reds and greens.

Children of all Ages Award: *The Candy Shoppe (119 South Main St.)* What is more captivating for both children and adults than giant dancing M&Ms? In this new shop's windows, traditional meets whimsy in the best holiday way. The jurors thank the Vick family for choosing Salisbury for their sweet business and Nancy Vick for sharing her decorating expertise.

Best New Store Display: *Skinny Wheels (111 West Innes St.)* What child (or adult) has not asked for a new bicycle for Christmas? Pair a bike with a fireplace mantle and a mechanical Santa, and you have the best thing under the tree. Owner Eric Phillips recently relocated his shop to Salisbury, and Salisbury is thrilled to have it just in time for the holidays!

True Spirit of Christmas Award: *Critters (125 South Main St.)* The jurors extend special gratitude to owners Bob Lambrecht and Jon Planovsky for hosting the large Toys for Tots collection box on behalf of the Marine Corps Reserves national Toys for Tots program. Giving to others, especially to those in need is the true expression of the season.



The Community Appearance Commission thanks all the owners and staff who decorate their storefronts for the holidays and throughout the year, making downtown Salisbury such an enjoyable place to live, visit and shop. All storefront decoration winners will be invited to the CAC Biennial Awards program where they will be honored for their contributions. This is the ninth consecutive year for the Downtown Holiday Storefront Decorations Awards.

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