



## COMMONWEALTH of VIRGINIA

Virginia Department of Housing  
and Community Development

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**Virginia Main Street celebrates private investment and volunteerism**

*- VMS celebrates more than \$488 million in private investment during Milestone Awards -*

**Richmond, Va.** – Celebrating more than \$488 million in private investment and more than 473,000 volunteer hours donated to community and economic development in Virginia’s downtowns, representatives from Virginia’s 21 Virginia Main Street (VMS) designated communities came together today for the VMS Virginia Milestone Achievement Awards.

Virginia’s Secretary of Commerce and Trade Patrick O. Gottschalk spoke at the awards ceremony, held at the Jefferson Hotel in Richmond, Virginia.

“The revitalization of Virginia’s downtown areas through the Virginia Main Street program and the hard work and dedication of local staff and volunteers is a key component of Virginia’s overall economic growth and strength,” said Gottschalk.

The VMS program, administered by the Virginia Department of Housing and Community Development (DHCD), uses the National Main Street model to help communities revitalize their downtowns, focusing on their unique heritage and attributes. The program provides assistance and training to help communities increase the economic vitality of their downtown commercial districts, and develop strategies that create economic growth and pride in their downtown areas.

The milestone awards recognize designated VMS communities for excellence in two categories; amount of private investment dollars and number of volunteer hours contributed toward improving downtowns.

“Today we are celebrating exemplary achievement in the Virginia Main Street program,” said DHCD Director Bill Shelton. “The results go far beyond numbers – you can see the results of your hard work each day as you walk past revitalized buildings that house new businesses – new businesses that create jobs - jobs that revitalize the economic vitality of your downtown.”

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Lauren Adkins of the National Trust Main Street Center was the keynote speaker for the ceremony. Adkins serves as the assistant director of consulting services for the center, focused on brand management, partnership development, and consulting.

The following localities received awards for volunteerism:

- Berryville Main Street – *10,000 hours*
- Orange Downtown Alliance, Inc. – *15,000 hours*
- Main Street Radford, Inc. – *15,000 hours*
- Staunton Downtown Development Association – *15,000 hours*
- Culpeper Renaissance, Inc. – *20,000 hours*
- Martinsville Uptown Revitalization Association – *25,000 hours*
- Downtown Franklin Association – *30,000 hours*
- The Partnership for Warrenton Foundation – *30,000 hours*
- Harrisonburg Downtown Renaissance – *35,000 hours*
- Historic Manassas, Inc. – *35,000 hours*
- Bedford Main Street, Inc. – *40,000 hours*
- Lynch's Landing, Inc. – *65,000 hours*

The following localities received awards for private investment:

- Luray Downtown Initiative, Inc. and the Town of Luray - *\$5 million*
- Main Street Radford, Inc. and the City of Radford - *\$10 million*
- Community Partnership for the Revitalization of Rocky Mount and the Town of Rocky Mount - *\$10 million*
- Destination Downtown South Boston and the Town of South Boston - *\$10 million*
- Berryville Main Street and the Town of Berryville - *\$15 million*
- Orange Downtown Alliance, Inc. and the Town of Orange - *\$20 million*
- Downtown Franklin Association and the City of Franklin - *\$25 million*
- The Partnership for Warrenton Foundation, Inc. and the Town of Warrenton - *\$25 million*
- Culpeper Renaissance, Inc. and the Town of Culpeper - *\$35 million*
- Winchester Old Town Development Board and the City of Winchester - *\$45 million*
- Lynch's Landing, Inc. and the City of Lynchburg - *\$65 million*

The 21 designated VMS communities in Virginia are: Abingdon, Altavista, Bedford, Blackstone, Berryville, Culpeper, Franklin, Harrisonburg, Luray, Lynchburg, Manassas, Marion, Martinsville, Orange, Radford, Rocky Mount, South Boston, Staunton, Warrenton, Waynesboro, and Winchester. For more information about VMS, call (804) 371-7030 or visit the VMS Web page at:

[www.dhcd.virginia.gov/mainstreet](http://www.dhcd.virginia.gov/mainstreet).

DHCD is committed to creating safe, affordable, and prosperous communities to live, work and do business in Virginia. DHCD partners with Virginia's communities to develop their economic potential, regulates Virginia's building and fire codes, provides training and certification for building officials and support for Virginia's homeless, and invests more than \$100 million each year into housing and community development projects throughout the state. By partnering with local governments, nonprofit groups, state and federal agencies, and others, DHCD is working to improve the quality of life for Virginians.

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***(L to R): Kyle Meyer, VMS; Jeff Sadler, VMS; Kathy Frazier, Architect for VMS, Bill Shelton, DHCD Director; Lauren Adkins, National Main Street Center; Secretary of Commerce and Trade Patrick O. Gottschalk***