

# VIRGINIA MAIN STREET



Annual  
Report  
2005



FIRST AVE.

MAIN ST.



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# Annual Report 2005





## Virginia Main Street: There's No Place Like Downtown

Since 1985, Virginia Main Street has been helping localities revitalize their downtown commercial districts using the National Main Street Center's successful Main Street Approach™.

### VIRGINIA

The results have been remarkable — entrepreneurs are opening new businesses and investors are putting their money into once vacant buildings; tourists are visiting new shops and restaurants and residents are enjoying renewed community pride. Thousands of jobs have been created and more than \$364.5 million in private money has been invested in Virginia's Main Street communities since the program began.

## The Main Street Approach™: A Strategy for Success

Addressing more than just appearances is what sets the Main Street Approach™ apart from other attempts at downtown revitalization. A deteriorated and vacant downtown building is a symptom of the loss of downtown's economic viability, not its cause, so a coat of paint alone can't create real downtown revitalization. Communities must work to spark renewed commerce downtown as well as improve its appearance.

The Main Street Approach™ provides a successful mechanism to do that. Each of the Main Street Four Points uses strategies to increase commercial activity or enhance the attractiveness of real estate. With this comprehensive approach, based on the fundamentals of real estate economics, communities now have a proven means to effectively address the complex and changing issues facing the downtown business environment.

### THE FOUR POINTS

Communities develop individual strategies, working in each of the four key, interconnected areas:

#### Design

Enhancing the unique visual quality of downtown by addressing all design elements to create an appealing environment.

#### Promotion

Creating and marketing a positive image based on the unique attributes of the downtown district.

#### Economic Restructuring

Strengthening downtown's existing economic assets and fulfilling its broadest market potential.

#### Organization

Establishing consensus and cooperation by building effective partnerships among all downtown stakeholders.

### THE EIGHT PRINCIPLES

In addition to the Four Points, successful Main Street efforts follow eight guiding principles.

- Comprehensive Action
- Incremental Progress
- Public-Private Partnerships
- Builds on Existing Assets
- Action-Oriented
- Changing Attitudes
- Quality
- Self-Help

### *Building Vitality Downtown - Start Today*

Don't want to "re-invent the wheel"? Just getting started in revitalization? Looking for help and guidance with revitalization? Virginia Main Street has the information and resources to help.

An initiative of the Virginia Department of Housing and Community Development (DHCD), Virginia Main Street provides valuable, free assistance to train, prepare and support communities. There are options for participation designed to match a community's commitment and readiness.

## Cumulative Program Statistics Summary 2005



### Program Funding for Main Street Five Year Leveraging

Ratio of budget to all investment:	\$22.61
Ratio of budget to private investment:	\$11.05
Ratio of budget to public investment:	\$11.56

### Value of Volunteers

Estimated market value of time <sup>2</sup> :	\$5,780,769
Hours contributed since 1992:	321,328

### Economic Impacts on Main Street Created, Retained and Expanded

Businesses to date:	3,803
Jobs to date:	10,730
Cost per job 2000-2004	\$4,164

### Physical Improvements <sup>1</sup>

#### Private Investment

Cumulative investment to date:	\$364,508,556
Cumulative rehabilitation projects:	4,870
Average investment:	\$74,848

#### Public Investment 1985-2004

Cumulative investment to date:	\$202,186,201
Cumulative projects:	555
Average investment:	\$364,299

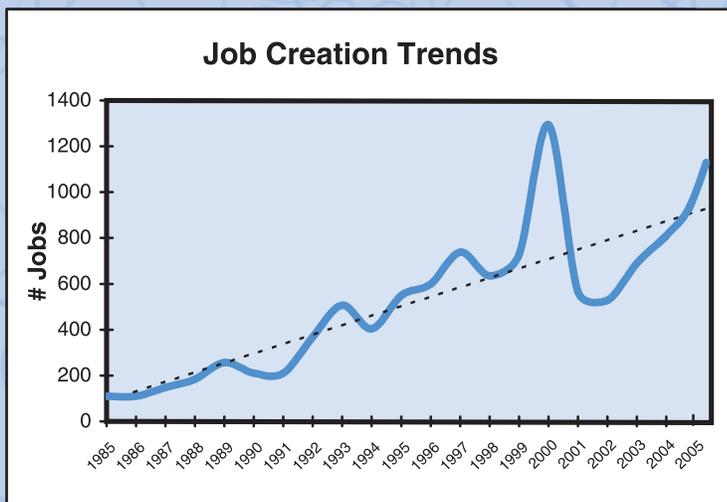
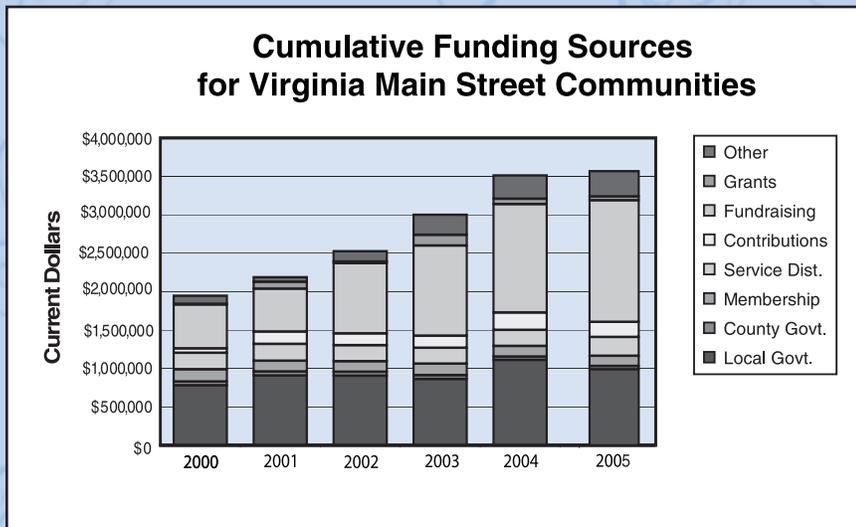
### Notes and Sources

All figures are from the Virginia Main Street Database (VMSSD) except where noted.

<sup>1</sup> All monetary figures have been adjusted for inflation using the Consumer Price Index.

<sup>2</sup> [www.independentsector.org/programs/research/volunteer\\_time.htm](http://www.independentsector.org/programs/research/volunteer_time.htm)

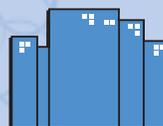
In 2005, Virginia Main Street served a total of 98 communities across the state. Over 1,850 downtown professionals, business and property owners, local government officials and other downtown stakeholders benefited from on-site Main Street services.



In 1980 the National Main Street Center came to life as a result of the National Trust for Historic Preservation's work to stem the loss of significant commercial architecture due to economic decline in America's smaller downtowns. Since that time, nationwide, Main Street communities have generated a remarkable \$24 billion in investment and created net gains of more than 67,000 businesses and 308,370 jobs. Since 1985, in Virginia, this tool has led to:



**10,730**  
Jobs  
Created



**3,803**  
Businesses Created,  
Retained and  
Expanded



**321,328**  
Volunteer Hours  
(since 1997)



**\$364.5 Million**  
Private Sector Investment  
(Current Dollars)

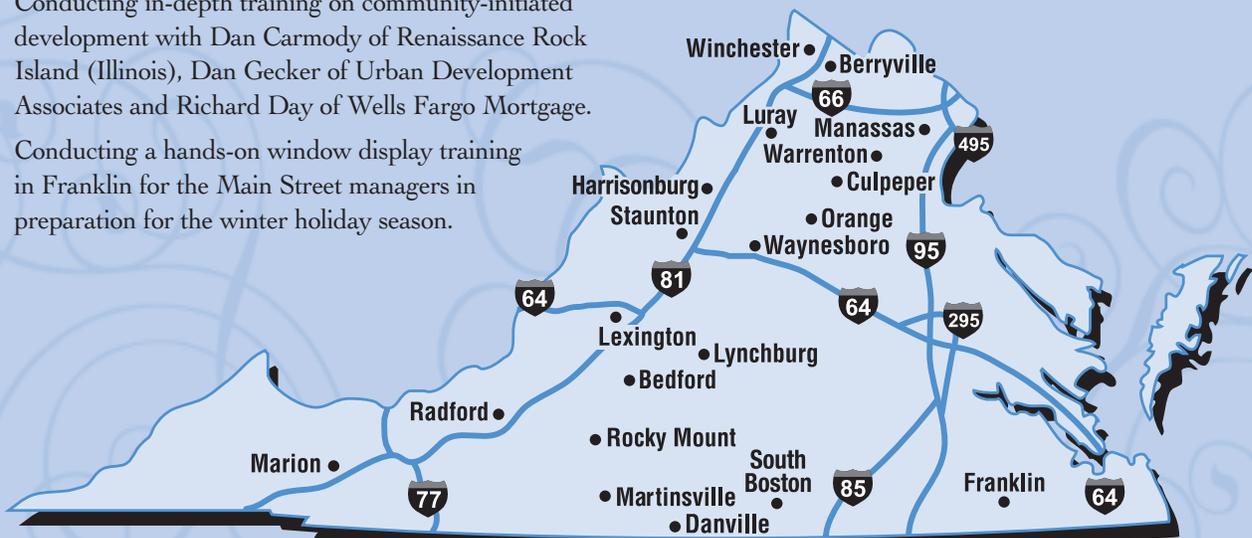


# 2005 VMS Year-End Review

## VIRGINIA

The Virginia Main Street Program (VMS) is proud to be a partner in the revitalization of downtowns across Virginia. The VMS program is dedicated to building economic vitality downtown and while the statistics on page 3 illustrate the cumulative accomplishment of VMS designated communities, there were also numerous important program accomplishments in 2005, including:

- Organizing a summit of six Northern Virginia communities to discuss retaining a unique sense of place at the edges of metropolitan growth.
- Publishing and distributing a white paper summarizing the summit's findings that includes a list of tools currently being used to maintain community character.
- Having National Trust for Historic Preservation President Richard Moe, along with Virginia Governor Mark Warner, address the audience at the 2005 Virginia Main Street Milestone Awards.
- Sponsoring Kennedy Smith, former National Main Street Center Executive Director, to visit the three newly designated Main Street communities and serve as a consultant on individual sales gap and market analysis.
- Bringing in the highly respected consulting firm Arnett Muldrow to lead the recently designated Virginia Main Street Communities in a strategic planning and community branding process.
- Bundling consultants' services to make them more affordable for established Virginia Main Street Communities wishing to use them.
- Adding the three newest designated communities to the popular National Park Service online travel itinerary.
- Developing a partnership relationship with the Journey Through Hallowed Ground organization and creating collaborative opportunities for designated Main Street communities in the region.
- Conducting in-depth training on community-initiated development with Dan Carmody of Renaissance Rock Island (Illinois), Dan Gecker of Urban Development Associates and Richard Day of Wells Fargo Mortgage.
- Conducting a hands-on window display training in Franklin for the Main Street managers in preparation for the winter holiday season.



# 2005 Communities in Review

## Bedford Main Street, Inc. *Designated 1985*

~ Nationally Accredited Main Street Program ~

Bedford Main Street's Board of Directors started 2005 by tackling items on their new five-year strategic plan. The plan is one result of an intensive capacity building program funded by a Virginia Department of Housing and Community Development Seed Grant.

The Design Committee formed a task force comprised of local citizens to develop a new master plan for Centertown Park, downtown Bedford's signature public space. Harvey-Delaney Landscape Architects of Lynchburg was chosen to

provide conceptual drawings of the area, which contains an information kiosk and Bedford's famous clock.

The Bedford Council for the Arts, in conjunction with Main Street's Promotions Committee, developed a series of Gallery Walk events designed

to expose the public to the growing number of art galleries in Centertown.

Increasing the number of upper story housing units downtown was identified as a key economic development goal. Accordingly, that committee hosted several sessions to gauge property owner interest in this type of housing, as well as to educate them about incentives for renovating historic buildings. Governor Warner designated Centertown Bedford as an Enterprise Zone in 2005, which will further encourage development.

Bedford Main Street's Organization Committee was reborn this year, and began working hard on volunteer management, marketing the organization's products, services, and achievements to the public, and developing a new membership campaign.



## Berryville Main Street *Designated 1992*



~ Nationally Accredited Main Street Program ~

In July, Downtown Berryville, Inc. became Berryville Main Street. With a newly elected president and board, Berryville Main Street began a re-branding campaign to be more closely affiliated with Virginia Main Street. This included not only the new name, Berryville Main Street, but also a new logo design, website and format for the quarterly newsletter to project all the positive changes taking place. The image revolution continued when Berryville Main Street secured the services of a window designer from New York to create stylish, interesting window displays for the office during the Halloween and the Christmas holidays.

Berryville Main Street continued its success with several established downtown events: a weekly Music in the Park series, a monthly Craft Market series, the annual Holiday Market, and the Christmas Tree Lighting-Reception. Berryville Main Street's Annual Christmas Parking Meters on Parade took off like wildfire for the second year in a row as did two new events, Dog Days of Summer and the Halloween Parade.



~ Nationally Accredited Main Street Program ~

According to the *Washington Post*, Culpeper has become "a destination for chic dining and farm-fresh products." Downtown Culpeper offers a variety of dining experiences from the Frost Diner to Culpeper's newest restaurant, Foti's. Foti's may be the new kid on the block, but it has already received great reviews in the *Washington Post* and an impressive article in *Washingtonian Magazine*. Culpeper's popular restaurant Its About Thyme plans an expansion this year that will glass in the alley connecting it to an adjoining building, which will feature a large, new rotisserie. The hottest trend in food is an emphasis on all things healthy. Downtown Culpeper's Food for Thought offers organic and local farm products such as cheese, eggs, meat and home baked goods. Further complementing these healthy food stores and restaurants are several day spas that help to round out the health-conscious offerings of downtown.

The State Theater, downtown's art deco movie theater, has been purchased through a partnership with the Library of Congress. Planned to open in 2007, the project ensures that Culpeper will always have a great venue for old and new films alike.

The Culpeper Renaissance sponsored Third Thursday Concert Series continues its success. The popular event attracts more than a 1,000 people each month. Life's a Beach in Downtown Culpeper brings out the young and young at heart for a good time in downtown. Culpeper Renaissance has also unveiled a new event this fall showcasing local cuisine and Virginia wine called The Taste of Culpeper. Hugely successful, "the Taste" will be made an annual event.



Community Population: 6,299  
Staff: 1 full-time, 1 part-time  
Budget: \$131,400  
Phone: 540-586-2148  
[www.centertownbedford.com](http://www.centertownbedford.com)



Community Population: 2,963  
Staff: 2 part-time  
Budget: \$38,800  
Phone: 540-955-4001  
[www.berryvillemainstreet.org](http://www.berryvillemainstreet.org)



Community Population: 9,875  
Staff: 1 full-time, 1 part-time  
Budget: \$168,500  
Phone: 540-825-4416  
[www.culpeperdowntown.com](http://www.culpeperdowntown.com)

## Downtown Danville Association Designated 2000

☞ *Nationally Accredited Main Street Program* ☞

This has been an exciting year for Downtown Danville. The City of Danville used façade grant incentives to support seven downtown rehabilitation projects which in turn spurred "improvement fever" among other downtown property owners. This year also saw major public improvements downtown. As the new Martin Luther King Bridge neared completion, improvements to the intersection at the Tobacco Warehouse District and the Historic Downtown District created a dynamic new gateway into downtown.



Next, "The Old 97" mural on the side of The Atrium Furniture building brought the entryway to downtown to life. This 45' x 75' panoramic tribute by Wes Hardin took 14 months to plan and

execute, but the hard work paid off - the big engine seems ready to jump off the building and get on down the track!

As the appearance of downtown improves, the Board of Directors committed to shifting the focus of the organization more towards property development and business recruitment. The Downtown Danville Association (DDA) works to take care of the city's heart - not just aesthetically, but also economically. When the Chamber of Commerce relocated its main office to the county, DDA partnered with them to maintain the Chamber's presence in downtown by providing a satellite office on Main Street.

As the final year of its five-year budget plan comes to a close, DDA launched a major fundraising campaign to keep the organization healthy for the next five years. In addition to a pledge campaign, DDA staged a Theatre, Art and Downtown Artifacts event, known as TA-DA, that raised more than \$4,600 and was a fun event for ticket holders who also participated in a silent auction and local theatre performance. Rounding out the event was dinner and a live auction of historic Main Street Bridge balusters that had been transformed by local artists into unique works of art.



Community Population: 48,411  
Staff: 1 full-time, 1 part-time  
Budget: \$83,500  
Phone: 434-791-4470

Website: [www.downtown-danville.com](http://www.downtown-danville.com)

## Downtown Franklin Association Designated 1985

☞ *Nationally Accredited Main Street Program* ☞

In 2005, the Downtown Franklin Association began a Façade Matching Grant Program. This program supported projects for 15 downtown buildings and generated more than \$34,000 in private investment downtown. While the downtown experienced the closing of several businesses this year, new businesses quickly opened. Overall, downtown Franklin experienced a gain of two new businesses, bringing the occupancy rate of available downtown business spaces to 95 percent by the end of the year.

Volunteer involvement is a critical component of making a Main Street Program successful. Volunteers gave generously of their time and talents to the Downtown Franklin Association's many programs and services, contributing more than 4,000 hours to help turn Franklin's downtown district into a place for people to shop and visit.

The paramount example of volunteer participation for 2005 was the quest to construct the World's Longest Paper Chain. The Downtown Franklin Association led the charge to put Franklin on the world map. A total of 60 individuals from all areas of the city gathered on June 4 and 5 and hand stapled strips of paper for 24 continuous hours. As a result, Franklin is now the proud Guinness World Record holder of the Longest Paper Chain, 54.34 miles! This is just one example of how the Downtown Franklin Association's volunteers continue their dedication to making downtown Franklin the showcase of the community.



Community Population: 8,346  
Staff: 1 full-time, 1 part-time  
Budget: \$167,000  
Phone: 757-562-6900

## Harrisonburg Downtown Renaissance Designated 2004

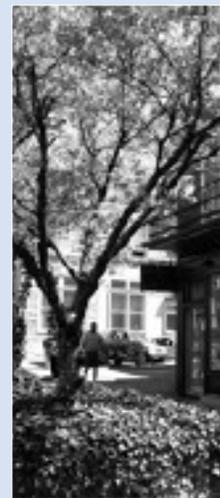
☞ *Nationally Accredited Main Street Program* ☞

In 2005, Harrisonburg Downtown Renaissance (HDR) moved to new offices in the Hardesty-Higgins House located on Main Street. Restored by the City of Harrisonburg, the Hardesty-Higgins House is also home the city's Visitors Center, Harrisonburg Tourism and Visitor Services, the Valley Turnpike Museum, and Mrs. Hardesty's Tea Room.

The branding of downtown improved dramatically with several achievements, including the installation of Virginia Main Street signs at key gateways, the launching of the HDR website, and the installation of colorful and attractive banners in the downtown district. Plans for streetscape and infrastructure improvements progressed to the construction planning phase, with the goal to implement at least a portion of the plan by mid-2007.

City Façade Improvement Grants enabled several business and property owners to undertake property enhancements such as painting exteriors and purchasing new signage. Several property owners announced plans to convert underutilized buildings into renovated mixed-use projects, some including upscale housing.

The fourth oldest house in Harrisonburg was saved from demolition and moved to another location downtown, where it will become the offices of Arts Council of the Valley. A new self-guided walking tour brochure directs visitors to architecturally significant downtown buildings. Three Civil War Trails interpretive signs were installed, one at the Hardesty-Higgins House and two more at other downtown locations.



## Lexington Downtown Development Association Designated 1988

Volunteers came out for the Blacks Run/Downtown Cleanup Day in the spring to improve the health and appearance of the downtown district and of Blacks Run, which flows through downtown. The Cleanup Day sparked a grassroots movement to remove graffiti on buildings and to report graffiti activity to a newly formed Police Task Force.

Key events for 2005 included Court Days and Block Party in the 'Burg. The inaugural Court Days Festival recreated 1850s Harrisonburg, offering street re-enactors, period music, crafts, games and food. To welcome back area college students to the community in the fall, HDR staged the first Block Party in the 'Burg featuring up-and-coming bands, contests, games, and walking tours of downtown.

To build support for HDR, the Renaissance Night fundraiser generated more than \$24,000 in revenue. Harrisonburg Downtown Renaissance's annual celebration and reception created a public forum to report on its accomplishments and goals, as well as kick off the 2005-2006 membership

campaign. In December, HDR honored its dedicated volunteers with gift certificates to Court Square Theater and a holiday reception at the Hardesty-Higgins House.



### ☞ Nationally Accredited Main Street Program ☞

Lexington Downtown Development Association (LDDA) received a second year of Seed Capacity Grant funds from the Virginia Department of Housing and Community Development Office of Community Capacity Building. The grant offered funding support and technical training to strengthen the organizational structure and leadership capacity of LDDA. Through the support of Virginia Main Street and the Office of Community Capacity Building, LDDA worked toward building a stronger board of directors, productive committees, new programs, a five-year strategic plan, an annual workplan, new policies and procedures, partnerships with the city, Chamber of Commerce, the tourism program, historic preservation organizations, and many others.

In the midst of internal changes, LDDA sponsored its traditional calendar of downtown special events, evaluating and discovering ways to enhance them in the future. In addition to offering workshops for creating effective window displays and inviting window flower boxes, the LDDA granted approximately \$2,000 to businesses for new and improved signage and exterior façade improvements.



## Luray Downtown Initiative Designated 2004

The Luray Downtown Initiative's (LDI) first full year of operation proved that the community fully embraced its efforts to revitalize downtown Luray. In early 2005, LDI partnered with *The Page News & Courier* to create a weekly feature called "Faces of Main Street" to reacquaint the public with what makes each business along the major streets in downtown, Main and Broad, so special.

With overwhelming support from volunteers and community leaders, businessmen and women, and community philanthropists, LDI had three important event "firsts." May's First Annual Festival of Spring attracted 3,500 visitors to downtown to enjoy unique crafters, music, and wine. On the Fourth of July, families and friends gathered on Main Street and along the Luray Hawksbill Greenway for the First Annual Family Funfest. LDI's First Annual "On the Town" Cash Party raised \$27,000 in one night. Twenty-five hundred dollar donations from seven Gold Sponsors provided the bulk of the funding which LDI will use for working capital, as well as short and long term projects to spearhead revitalization.

With assistance from community business leaders and downtown consulting firm Arnett Muldrow Associates, LDI developed a brand and logo for the downtown. It will be utilized on the website to market and publicize downtown businesses and special events. Additional marketing efforts included designing downtown maps to direct visitors to businesses within the downtown district. The maps will be installed in kiosks at the Greenway and the three town municipal parking lots in hopes of capitalizing on the more than 500,000 tourists and guests that visit the area annually.



Community Population: 40,468  
Staff: 1 full-time, 2 part-time  
Budget: \$156,300  
Phone: 540-432-8922

Website: [www.harrisonburgdowntown.org](http://www.harrisonburgdowntown.org)



Community Population: 6,867  
Staff: 1 full-time, 1 part-time  
Budget: \$105,800  
Phone: 540-463-7191

Website: [www.downtownlexington.com](http://www.downtownlexington.com)



Community Population: 4,879  
Budget: \$114,900  
Phone: 540-743-6073

Website: [www.luraydowntown.com](http://www.luraydowntown.com)

# Lynch's Landing, Inc.

Designated 2000

☞ *Nationally Accredited Main Street Program* ☞

Downtown Lynchburg began 2005 as a Top 10 semi-finalist in the Great American Main Street Awards. The next honor came from Travelocity who named Friday Cheers one of the "Top 10 Attractions in Virginia." Investors took note and invested \$3,975,225 in downtown. In keeping with Lynch's Landing's commitment to providing residential opportunities downtown, developers converted three abandoned buildings to lofts and apartments.

Lynchburg also saw major investment from the federal government, most importantly a \$16 million expansion of the existing federal courthouse. An historic schoolhouse located on the site was preserved and incorporated into the design of the new courthouse. This project is a shining example of the Main Street Approach™ of economic development in the context of historic preservation.

The City of Lynchburg also completed its restoration of the beautiful and historic Old Courthouse Museum. Other successes include the opening of 13 new downtown businesses and Lynch's Landing raising \$41,000 to start a Façade Grant Program.



Some important achievements by the volunteers of Lynch's Landing this year include the development of a Main Street Conceptual

Plan, creating a unique downtown visual experience by stringing 500,000 twinkling lights at the gateway to downtown, and visiting all 265 businesses downtown during Business Appreciation Week.

Lynch's Landing continues to grow as an organization by increasing and diversifying its revenue streams. Event attendance was solid in 2005 for the Annual Jamboree by the James and Friday Cheers, which raised more than \$160,000 to provide funding for the annual workplan. Lynch's Landing continues to be a catalyst for the dramatic revitalization taking place in downtown.



Community Population: 65,269  
Staff: 4 full-time  
Budget: \$1,327,100  
Phone: 434-528-3950

Website: [www.downtownlynchburg.com](http://www.downtownlynchburg.com)

# Historic Manassas, Inc.

Designated 1988

☞ *Nationally Accredited Main Street Program* ☞

GREAT AMERICAN MAIN STREET  
AWARD WINNER 2003

Historic Manassas, Inc. (HMI) continues to actively and successfully pursue positive media coverage for Old Town as a means of increasing tourism. Examples of HMI's success include features in *The Washington Post*, which twice included Manassas in the "Road Trip" section of the "Sunday Source" section of the newspaper, and a three page article in the May issue of *Southern Living*, which featured many attractions and businesses in Old Town. Feature articles on Old Town also



appeared in *Virginia Heritage*, *Virginia Living*, and *Discover* magazines.

In the past year, Old Town has witnessed several significant, positive changes in its business and physical landscape. HMI celebrated the addition of

the Morias Building, a five-story office structure built with the cooperation of the Historic Architectural Review Board. Further, some of downtown's best existing businesses are expanding, remodeling, and relocating within Old Town to take advantage of the growing number of visitors.

In June of 2005, the City of Manassas and the Harris Pavilion held the First Annual Manassas Wine Festival. Virginia wineries and local Manassas merchants came together to celebrate Virginia and all it has to offer. This event was so successful that in 2006 it will be expanded to better accommodate the thousands of expected visitors. HMI's volunteers are proud of the role they have played in making Old Town's future brighter today than it was a decade ago.



Community Population: 35,125  
Staff: 2 full-time, 6 part-time  
Budget: \$350,900  
Phone: 703-361-6599

Website: [www.historicmanassasinc.org](http://www.historicmanassasinc.org)

# Marion Downtown Revitalization Association

Designated 1995

☞ *Nationally Accredited Main Street Program* ☞

Marion Downtown is on its way – turning 11 years of hard work into an "overnight success." Last year, Marion's historic downtown saw \$9.5 million of new private investment, plus the beginning of the second phase of the town's streetscape project, which means an additional \$600,000 worth of public investment. The Lincoln Theatre continues to bring visitors in from across the region, and now, with the popular "Song of the Mountains" bluegrass show being taped live at the Lincoln and syndicated across Virginia via public broadcasting, the theatre is again serving as the cultural anchor for downtown.

Joe and Susie Ellis continued their community stewardship by investing major funds in the restoration of the General Francis Marion Hotel, a 36-room state-of-the-art boutique hotel and conference facility, with a restaurant coming Spring 2006. Macado's became Marion's first-ever chain table service restaurant, renovating the old downtown post office and opening in December. The Lincoln House B&B opened after a sizable renovation, and several other property owners are also investing in façade renovations and interior rehabilitations.

In 2005, Downtown Marion saw the opening of nine new businesses and the addition of 86 new employees to downtown. Parking continues to be a hot issue, and the Marion Town Council is working with Marion Downtown to find suitable solutions to the downtown's new growing pains.



Community Population: 6,349  
Staff: 1 full-time, 1 part-time  
Budget: \$95,600  
Phone: 540-483-4190

Website: [www.mariondowntown.org](http://www.mariondowntown.org)

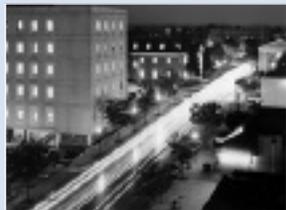
## Martinsville Uptown Revitalization Association

*Designated 1995*

☞ *Nationally Accredited Main Street Program* ☞

In 2005, Martinsville Uptown Revitalization Association, Gateway Streetscape Foundation and Martinsville/Henry County Historical

Society developed the Martinsville Uptown Initiative. Martinsville Uptown is leading and coordinating all activities of the initiative, which include planting



more than 60 new trees in Uptown and converting unused storefront windows into exhibits of historical artifacts, artisan works and displays of local interest. The Uptown Initiative Memorial/Honor Tree campaign, which allows citizens to honor loved ones, will help pay for a portion of the tree planting expenses.

The Martinsville Uptown Initiative will extend the Farmers Market's selling season and broaden its scope of offerings and special events. It will also expand Martinsville Uptown's façade and signage grant program, commission a study to develop a plan for utilizing the vacant historic courthouse on the uptown square, and provide funds for new projects promotion, volunteer training, and a project coordinator position.

Working with the National Trust for Historic Preservation (NTHP), Martinsville Uptown began a retail market analysis. The NTHP continues to be a valuable partner with Martinsville Uptown as they seek to enhance the vitality and economic well-being of the central business district.

Martinsville Uptown's annual TGIF concert series celebrated its eleventh year of providing music and entertainment for the whole family. Almost 5,000 people attended the six-concert series this year. This series provides 43 percent of Martinsville Uptown's gross revenue.

These past successes and the ambitious workplan for next year have made the board, staff, and volunteers of Martinsville Uptown's, as well as the entire community, excited about the many possibilities and opportunities visible on the horizon.



Community Population: 15,416  
Staff: 1 full-time, 1 part-time  
Budget: \$113,900  
Phone: 540-632-5688

Website: [www.martinsvilleuptown.net](http://www.martinsvilleuptown.net)

## Orange Downtown Alliance, Inc.

*Designated 1992*

☞ *Nationally Accredited Main Street Program* ☞

The Orange Downtown Alliance, Inc. (ODA) helped to recruit several businesses to downtown in 2005, including: an appraisal company, a clothing store/hair salon, a coffee kiosk, a dancewear store, an engineering office, a family barber shop, an import shop, an insurance office, a mortgage office, a pharmacy, a title company, a thrift shop, a used car business, a web site development/graphic arts company, and two restaurants. Of those 16 businesses, the eight retail establishments are ones recommended for recruitment in ODA's Marketing Analysis and Retail Revitalization Plan. In addition to these successes, ODA played pivotal roles in the recruitment of an independent pharmacy to downtown and the relocation of a successful restaurant within downtown.

Community Land Use and Economics (CLUE) Group, LLC, with assistance and oversight provided by ODA, conducted a sales gap analysis for the Town of Orange in 2005. ODA expects a draft report in early 2006.

ODA also undertook an organizational assessment in May followed by a retreat of its Board of Directors and standing committees. Virginia Main Street Program staff facilitated this meeting. Both of these exercises are helping the organization move forward after 13 years of revitalizing downtown Orange.



Community Population: 4,123  
Staff: 1 full-time, 1 part-time  
Budget: \$78,000  
Phone: 540-672-2540

Website: [www.townoforangeva.org](http://www.townoforangeva.org)

## Main Street Radford, Inc.

*Designated 1989*

☞ *Nationally Accredited Main Street Program* ☞

Economic revitalization and partnership proved to be the theme of 2005 for Main Street Radford (MSR). Downtown Radford welcomed 14 new businesses, including a massage therapy studio, two restaurants and three specialty-clothing stores. In addition, a lease agreement partnership between MSR, the City of Radford and Norfolk-Southern Railway led to the creation of 51 downtown parking spaces.

MSR continues to hold quarterly Merchant Meetings, which allow merchants an opportunity to meet and discuss important issues relating to their businesses and to downtown Radford. One outgrowth of these meetings was the creation a gift card program. Eighteen businesses have already signed on and are working with MSR to market the gift cards as a promotional and economic development tool.

The Farmers Market kicked off its eighth successful year with a Taste of Radford, a local event promoting downtown businesses. MSR again made October Kid's month at the Farmers Market, which meant different events every week just for kids, such as pumpkin painting, scarecrow building, and face painting.

Through a partnership with Radford University, MSR was able to provide a building and property survey for downtown businesses, children's activities, and a downtown clean-up day. Aside from promotional events, MSR actively sought to recruit small, independent business and restaurants to the community.

MSR continues to attribute its success to its active Board and dynamic Promotions committee, combined with dedicated community and civic leaders who are all seeking innovative ideas for downtown Radford.



Community Population: 15,859  
Staff: 1 full-time  
Budget: \$58,800  
Phone: 540-731-3656

Website: [www.mainstreetradford.org](http://www.mainstreetradford.org)

# Rocky Mount Community Partnership for Revitalization

*Designated 1995*

☞ *Nationally Accredited Main Street Program* ☞

As the eastern most gateway to The Crooked Road: Virginia's Heritage Music Trail, Rocky Mount plays a vital role in introducing visitors to the trail. The Community Partnership for Revitalization (CPR) continues its commitment to the Main Street Approach™ by putting on promotional events such as the First Thursdays Concert Series, the Pigg River Ramble Canoe Race/Float, and the Uptown/Downtown Rocky Mount 5K road race. These events are an important part of the continued revitalization effort for downtown Rocky Mount.

CPR negotiated an opportunity to give a monthly report and special event reminder on the popular "Rise and Shine" cable television program. The Economic Restructuring Committee celebrated five new businesses opening downtown, and will seek to encourage more next year as they develop a recruitment packet for the central business district.

The Promotions Committee held the First Annual Cruising Event and Car Show in downtown. The event, which attracted 76 classic car entries, was finished off with CPR projecting the movie American Graffiti onto a screen at the Farmers Market Square.

In 2005, CPR helped develop a first-of-its-kind recreation destination brochure for the area. This will be an important economic tool in support of the Crooked Road project. Downtown Rocky Mount's main thoroughfare, Franklin Street, continues to change as new businesses find their way to Rocky Mount's exciting, picturesque downtown and fewer buildings remain vacant.



Community Population: 3,989  
Staff: 1 full-time, 1 part-time  
Budget: \$86,000  
Phone: 540-489-3825

Website: [www.historicrockymount.com](http://www.historicrockymount.com)

# Destination Downtown South Boston

*Designated 2004*

☞ *Nationally Accredited Main Street Program* ☞

This has been a banner year for Destination Downtown South Boston (DDSB). It started with selection as a Nationally Accredited Main Street Program and awards from Virginia Main Street for achieving over 1,000 volunteer hours and \$1 million in private investment downtown. DDSB is proud to have



accomplished this in only its first full year of operation and is especially thankful to its volunteers who made it all happen.

Business activity in downtown has been brisk. Several new businesses

have become part of downtown's economic base. Their presence, as well as the employees and customers that they bring downtown will positively impact South Boston's economic development efforts and add to its quality of life.

This year has also seen the official opening of The Prizery. Serving as the arts and cultural center for South Boston, The Prizery is an \$8 million adaptive reuse of an existing tobacco warehouse. Another entertainment draw for downtown was created when DDSB partnered with the Jaycees to add a summer concert series downtown, Alive After Five, which is a great fund raiser for both non-profit organizations.

Top all of this off with over 15 businesses downtown who requested façade restoration renderings and you can see that Downtown South Boston is a "We C.A.R.E. (Concerned About Revitalization Efforts) Community on the grow!"



Community Population: 8,353  
Staff: 1 full-time  
Budget: \$88,000  
Phone: 434-575-MAIN

Website: [www.downtownsouthboston.com](http://www.downtownsouthboston.com)

# Staunton Downtown Development Association

*Designated 1995*

☞ *Nationally Accredited Main Street Program* ☞

**GREAT AMERICAN MAIN STREET AWARD WINNER 2003**

This year saw a huge jump in property values in the Downtown Service District (DSD), a 28 percent increase over two years compared to 18 percent citywide. This demonstrates in real terms the effectiveness of the past ten years of revitalization. This October, Staunton Downtown Development Association held its first fundraiser at the newly restored Stonewall Jackson Hotel & Conference Center. The event was a success as SDDA exceeded its fundraising goal of \$10,000.

The main project for the Economic Development committee was a sales gap analysis of the downtown with the final report expected in Spring. SDDA's Design Committee has once again sponsored, through private donations, the flower basket project that has come to define downtown Staunton in the summertime.

In addition to a region-wide print advertising campaign, SDDA continued its popular annual events and put on some new ones. The seventh annual Victorian Festival was again a success, attracting hundreds of visitors and vendors from as far away as California. The second annual Champagne, Chocolates & Shopping once again brought customers downtown. A new event, Survivor Staunton - Outshop, Outeat, Outplay, was a take-off on the popular "Survivor" TV series. It was designed to entice local college and high school students downtown.

SDDA faced a challenge this year with the renewal of the DSD ordinance. Although the many letters of support obtained from downtown business and



property owners seemed to assure passage of another five-year ordinance, the city's new real estate assessment figures caused much concern for City Council and constituents alike. The final result was satisfactory to all parties: a five-year extension of the DSD ordinance, an annual tax rate review, and a written contract between the city and SDDA.



Community Population: 23,853  
Staff: 1 full-time, 1 part-time  
Budget: \$145,400  
Phone: 540-332-3867

Website: [www.stauntondowntown.org](http://www.stauntondowntown.org)

# The Partnership for Warrenton Foundation

*Designated 1989*

The Partnership for Warrenton Foundation, Inc. (PFWF) continues to be the community's lead organization for special events. PFWF introduced a highly successful series of familiarization tours for its businesses and merchants, which advanced efforts at cross-marketing and expanded customer service. New events included Community Service Night and a summer series of Gallery Walks.

For the second consecutive year, the Southeast Tourism Society selected the PFWF annual Christmas event, GumDrop Square, as one of the Top Twenty Events in the Southeast. The designation provides major media coverage for the town. This signature event attracts visitors from all over Northern Virginia.

In 2005, downtown property values continued to increase, businesses expanded, and downtown enjoyed near 100 percent occupancy. The restored railroad depot now features fine dining.

PFWF hosted the Virginia Main Street first-of-a-kind regional summit for communities dealing with challenges of sprawl. The National Trust for Historic Preservation selected Old Town Warrenton for a site visit by representatives of more than 40 National Trusts

throughout the world as an example of community-wide efforts to preserve the character and uniqueness of the downtown.

Television personality Willard Scott was honorary chairman of the PFWF 16<sup>th</sup> annual fund raiser and community gala "An Evening Under the Stars"<sup>™</sup>. Two dozen restaurants, caterers, and local businesses provided support for the event. Guests actually danced under a canopy of stars! Indeed, the stars continue to shine on Warrenton as PFWF continues its work to make downtown the heart of the community.



# Waynesboro Downtown Development, Inc.

*Designated 2000*

*☞ Nationally Accredited Main Street Program ☞*

Waynesboro Downtown Development, Inc. (WDDI) had two major accomplishments in 2005. Most important was the initiation of the downtown Streetscape project which includes parking meter removal, new brick lined sidewalks along with new street lights, traffic signals, way finding kiosks, street banners, potted trees, benches, and freshly paved streets. The Streetscape project, which is nearing completion of phase one, is being funded through TEA-21 grants.

WDDI's second major accomplishment of 2005 resulted in the City of Waynesboro being selected for an allocation of New Markets Tax Credits in the program managed by the U. S. Department of Treasury. WDDI initiated and coordinated the application process. The organization is hopeful these tax credits will spark further investment in downtown.

Other accomplishments for downtown Waynesboro were the opening of 13 new businesses and the creation of 33 new jobs, as well as a successful year of fundraising for WDDI. Personal contributions made up a record 54 percent of its total budget. This type of grassroots, community support is especially important as WDDI works to again make downtown the heart and soul of the community.



# Winchester Old Town Development Board

*Designated 1985*

*☞ Nationally Accredited Main Street Program ☞*

The on-going success of Old Town Winchester's revitalization is clearly demonstrated in the accomplishments achieved in 2005. Major private investment is transforming and revitalizing the downtown core into a place for people to work, live and play. The organization is especially proud of projects such as the transformation of the old Leggett's building into a mixed use retail and office complex and the restoration of the former Bargain Corner building (built in 1827) with first floor retail and five new upscale upper-story apartments.



Other key announcements made in 2005 include the George Washington Hotel joining the Wyndham's Historic Hotel international portfolio as an historic destination hotel and the location of an Federal Bureau of Investigation facility in Old Town. The Old Courthouse Civil War Museum, which serves as a center point of the Old Town district and is located in the 1840 Frederick County Courthouse, completed the restoration of the first floor courtroom to its original design.

Old Town Winchester has evolved into a wonderful mix of retail specialty shops, galleries, restaurants, financial institutions, government offices, and a wide range of service businesses. The center of Old Town Winchester is the Loudoun Street Pedestrian Mall, which makes Old Town Winchester very distinctive. The Loudoun Street Pedestrian Mall, one of the few authentic pedestrian malls remaining nation-wide, is still a favorite gathering place for residents and visitors alike, it hosts many traditional special events, and serves as an anchor for continued commercial growth. It defines Old Town Winchester as the core area where the heart, soul and life of the community occurs.

Historic Warrenton Foundation  
1116 Pleasant Street  
Warrenton, OR

Community Population: 6,536  
Staff: 1 full-time  
Budget: \$93,400  
Phone: 540-349-8606

Website: [www.historicwarrenton.org](http://www.historicwarrenton.org)



Community Population: 19,520  
Staff: 1 part-time  
Budget: \$66,800  
Phone: 540-942-6705

Website: [www.waynesborodowntown.org](http://www.waynesborodowntown.org)



Community Population: 23,585  
Staff: 1 full-time, 1 part-time  
Budget: \$157,600  
Phone: 540-6671815

## DHCD Commercial District Affiliates

Altavista  
Ashland  
Blackstone  
Boydton  
Broadway  
Brookneal  
Buena Vista  
Cape Charles  
Chatham  
Chincoteague  
Clifton Forge  
Dayton  
Edinburg  
Elkton  
Emporia  
Exmore  
Fincastle  
Floyd  
Front Royal  
Halifax  
Herndon  
Hillsville  
Independence  
Kenbridge  
Kilmarnock  
La Crosse  
Leesburg  
Loudoun County  
Madison  
Mathews  
Mount Jackson  
Nelson County  
New Market  
Onancock  
Parksley  
Pearisburg  
Pennington Gap  
Pulaski  
Purcellville  
Scottsville  
Shenandoah  
South Hill  
Stanardsville  
Strasburg  
Stuart  
Suffolk  
Vinton  
West Point  
Wise  
Woodstock

# Virginia Main Street Assists More Downtowns

In 2005, five additional Virginia communities demonstrated their commitment to downtown revitalization by becoming DHCD Commercial District Affiliates. Virginia Main Street introduced this category of participation that provides access to trainings and limited technical assistance in 2000 and the total number of active Affiliates has since grown to 50.

The Affiliate option grew out of Virginia Main Street's desire to share the successful Main Street Approach™ with more



communities than just those with Main Street designation. Designation as a Virginia Main Street community requires a major commitment of financial and human resources that not every community is willing or ready to make. However, any community involved in downtown revitalization, regardless of size or readiness, can benefit greatly from using the time-tested four points of Main Street.

Affiliates learn about the Main Street Four Point Approach™ and develop projects and initiatives to revitalize their downtown that emphasize building on existing assets. A primary benefit of the Affiliate Program is access to Virginia Main Street's intensive trainings. The Affiliates have responded with tremendous enthusiasm to these workshops with strong attendance at "Main Street 101" trainings and the

topical trainings held throughout the year. These trainings give participants the chance to learn directly from state and



national experts about the latest tools and techniques for successful revitalization at nominal cost. This training, coupled with regular networking with state staff and the staff and board

members from Virginia Main Street designated communities and other Affiliates, ensures that communities don't have to reinvent the wheel and can learn the best practices for virtually every aspect of downtown development.

Several Affiliates have made outstanding progress since joining the program; organizing committees, hiring staff, developing promotional materials, coordinating special events and even undertaking the ever-important market analysis. While not a requirement for designation, working on downtown revitalization as an Affiliate helps prepare a community for full designation should they choose to apply during a designation round.



Virginia communities with pedestrian-oriented commercial districts can become Affiliates by completing a brief, non-competitive application at any time. There is no limit on the number of DHCD Commercial District Affiliates and the interest in this program continues to increase.



## Virginia Main Street Program Staff

Amy Yarcich,  
*Program Manager*

Courtney Anderson,  
*Downtown Revitalization Planner*

Stephen Versen,  
*Downtown Revitalization Planner*

Jeremiah Christopher,  
*Program Assistant*



VIRGINIA  
MAIN STREET

For more  
information about  
Virginia Main Street,  
please contact us at:

Virginia Main Street Program  
Virginia Department  
of Housing and Community Development

501 North Second Street  
Richmond, VA 23219

804-371-7030

[mainstreet@dhcd.virginia.gov](mailto:mainstreet@dhcd.virginia.gov)

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

