

Altavista Community Development Corporation



Altavista On Track Is Born

- 2003 Formed a Steering Committee at direction of Town Council
- 2004 Affiliated with Virginia Main Street
- 2007 Designated a VA Main Street Town
- Ongoing Accreditation



Altavista On Track

- **Mission** To enhance our downtown district by strengthening community identity, pride and economic vitality
- **Vision** To revitalize our community, to foster economic development and opportunity and provide leadership to enhance community identity and pride
- **Goal** To create an attractive, vibrant, welcoming, prosperous downtown area that responds to and meets the needs of residents and visitors, by providing goods and services and additional employment opportunities



Main Street Approach

Incremental, Simultaneous Work in Four Areas

Organization

- Establishes organizational structure
- Conducts fund raising

Promotion

- Markets Business District

Design

- Seeks and administers grant programs
- Reviews design work

Economic Restructuring

- Helps to retain and attract businesses



Accomplishment Highlights



- Building Improvement Grant (\$10,000 matching)
- Low Interest Loan Programs with 3 Local Banks
- Town and County Tax Abatement Programs
- Small Façade Grants (\$250 matching)



Accomplishment Highlights

- National Historic Designation
- Events
 - ✦ Scarecrow Stroll
 - ✦ Uncle Billy's Day Festival
 - ✦ Giblet Jog 5k
- Website and Newsletter
AltavistaOnTrack.com



Accomplishment Highlights



- Retail Consultant Seminar and One on Ones
- Branding/Marketing Strategy Session



Focus on Economics



- Streetscape Project
- CDBG Grant
 - ❖Building Improvements
 - ❖Link Park to Downtown
 - ❖Improve Public Spaces
 - ❖Upper Story Housing



Economic Restructuring Assistance

- Todd Barman Consultation
- Report of Findings and Recommendations



Best Strategies

- Retain Existing Businesses
- Prepare to Recruit Prospects
- Establish a Business Owner Attraction Program
- Become an Entrepreneurial Support Program
- Recruit Proactively

Main Areas of Concentration

- Clustering/Leasing Program
- Fine Tune Committee Work
- Foster Entrepreneurism



THANK YOU



Contact: Jo Kelley, Executive Director
(434)944-5530 AltavistaOnTrack@embarqmail.com