

Growing the Main Street Community

Five inspiring downtown projects
and the people who support them



PECHA KUCHA

- A presentation methodology in which 20 slides are shown for 20 seconds each, usually seen in a multiple-speaker event
- Conceived as a venue through which young designers could meet, show their work, exchange ideas, and network
- The format keeps presentations concise and fast-paced

Five inspiring downtown projects and the people who support them

- 5 slides and 5 minutes

- Q&A after the presentations

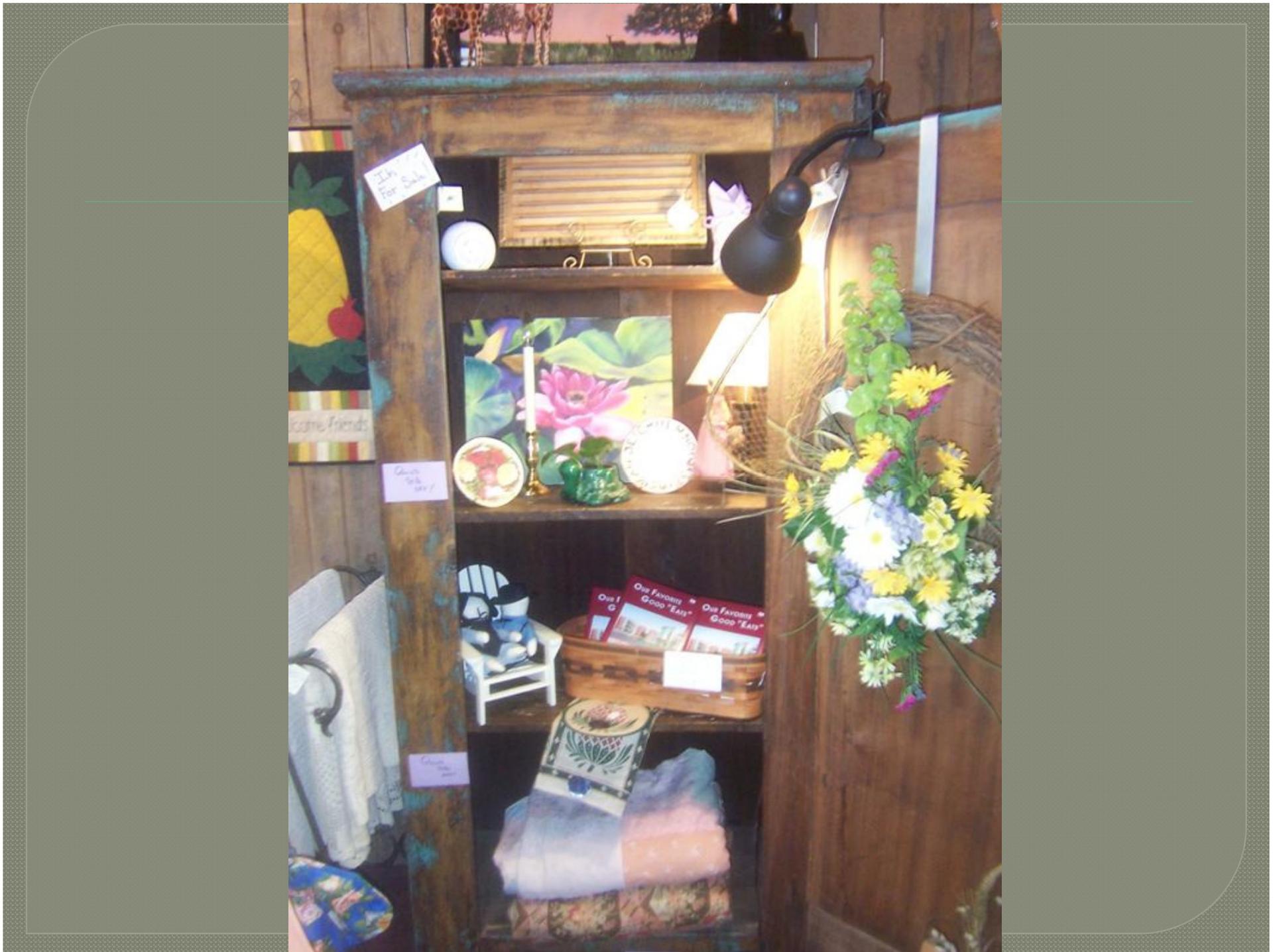
1. Rebecca Watson, Turtle Lane Gifts
2. Kate Petranech, Berryville Main Street
3. Jennifer Heyns, Partnership for Warrenton
4. Suzi Carter, Friendly City Food Co-op
5. Jo Kelley, Altavista on Track

Panelist

- Rebecca Watson, Business Owner,
Staunton's Turtle Lane Gifts











Panelist

- Kate Petranech, Board President,
Berryville Main Street

Catch Fire with YOUR Fund-Raising

**Launching Berryville Main Street's
Fire-House Gallery & Shop**



Catch Fire with YOUR Fund-Raising

Get Buy-In

Catch Fire with YOUR Fund-Raising

Sell the Benefits

Catch Fire with YOUR Fund-Raising

Make It REAL
(and exciting)

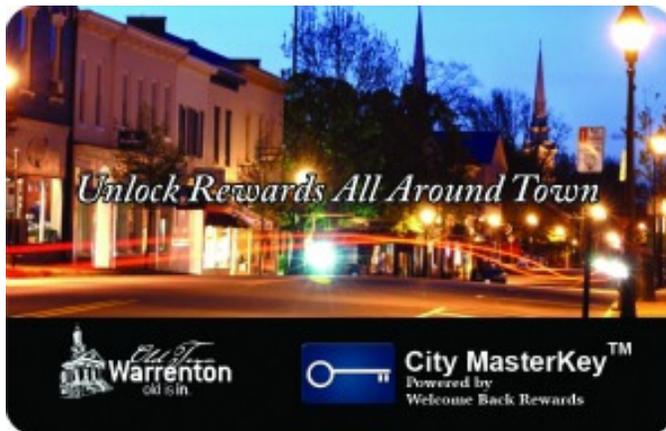
Catch Fire with YOUR Fund-Raising

Say THANKS

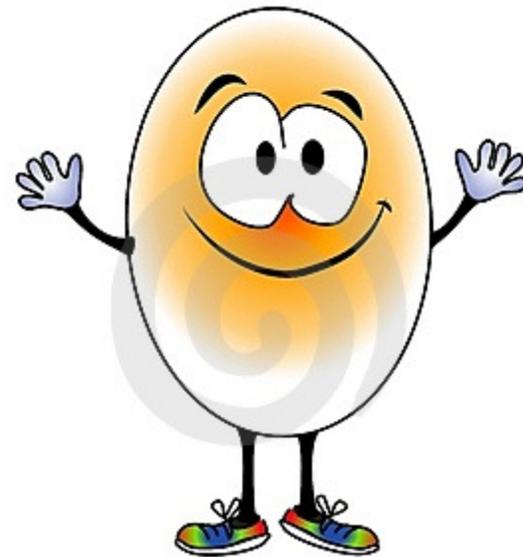
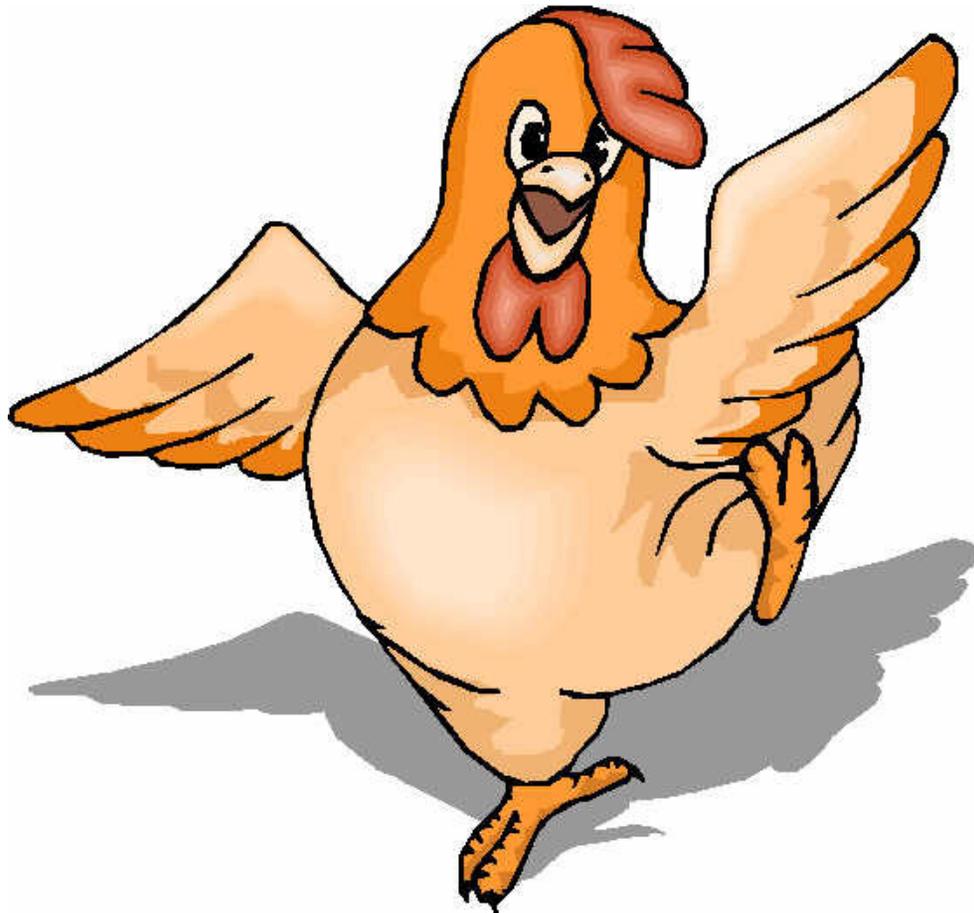
Panelist

- Jennifer Heyns, Executive Director, The Partnership for Warrenton Foundation

WARRENTON CITY MASTERKEY PROGRAM



The age-old dilemma



What came first: the Merchant or the Customer?

13 Merchants Initially
 19 After Just One Year
 25 = Program Goal
 600 = Customers in the Database



THE POWER TO TRANSFORM LIVES



benefits



For the town merchants:

- Old Town feels more “connected”
- Gives merchants a common goal/purpose
- Gives merchants and town an additional opportunity for marketing/advertising
- Brings customers back more frequently
- Creates a merchant database of customer info

For the hosting organization:

- Earn money on rewards cards sales
- Earn money on merchant program renewals
- Creates a combined database for hosting organization
- Great way to brand and market the town as a whole
- Freedom to create merchant promotions and cross promotions so that merchants increase cohesion



Panelist

- Suzi Carter, Marketing and Membership Coordinator, Friendly City Food Co-op



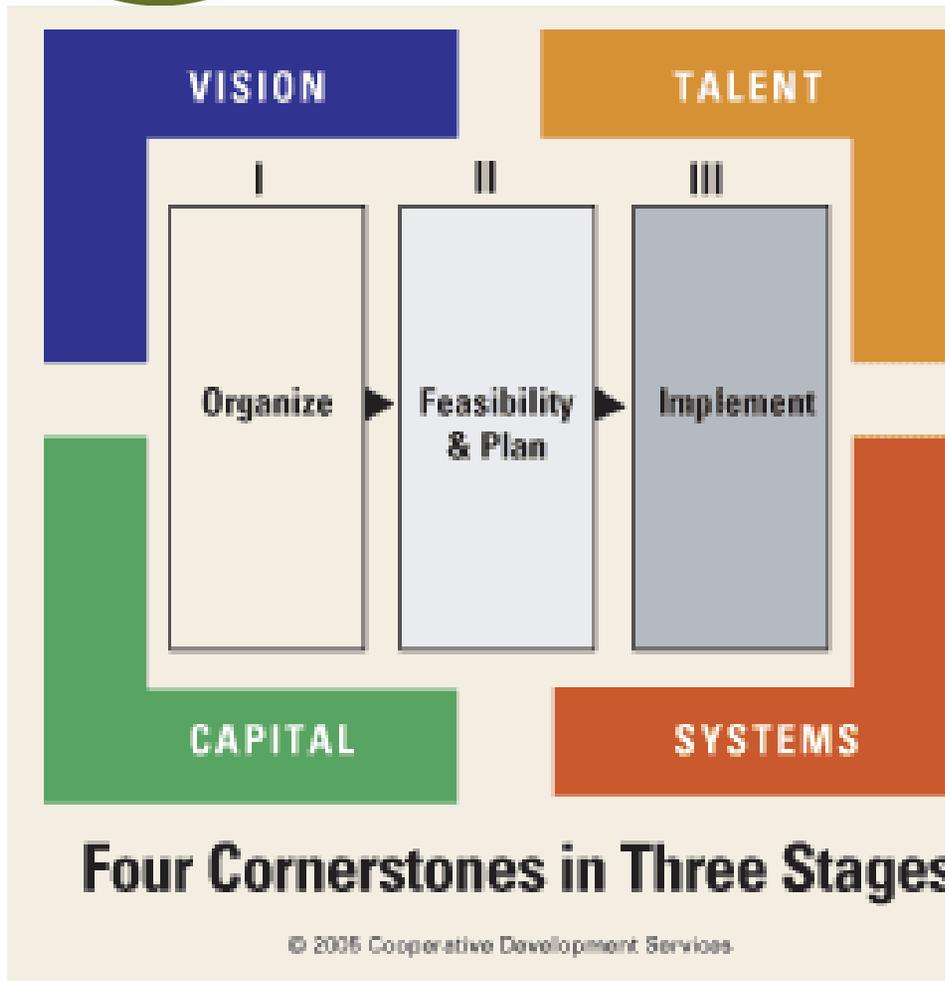
FRIENDLY CITY





FRIENDLY CITY

FOOD CO-OP



+ 7 Co-op Principles

BEAT THE BLAHS!

* presented by your local co-ops! *

February 28th
@ 5:00pm - 7:30pm
Little Grill Collective

Free Massages!
Spring Gardening Lessons!
Food & Mood Talks!
Local Treats!

Learn More About Member Benefits!

Join your local cooperatives to BEAT THE BLAHS! Friendly City Food Co-op, Park View Credit Union, Rockingham Cooperative, and the Little Grill are all cooperatives working together for you, to help beat the winter "blahs" this month... Bring a friend and join us!





VALLEY CROP MOB

Janet's Garden
April 24th

Meeting Place:
Miller Parking Lot at 1230
Food Co-op at 1245
(Plan on carpooling)

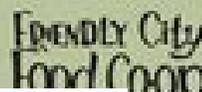
local foods happy hour

Where: January 18th
5:00 - 8:00 PM

Where: Local Chop & Grill House
57 W. Gay Street

Cost: Free for food
\$10 for wine pairing

Join the Friendly City Food Co-op and Harrisonburg Farmers Market for an evening of delicious winter-friendly foods from chef Ryan Zale. We will be here to talk about growing a different kind of grocery store and local food system.



Friendly City Food Co-op for 3 Square Meals!

December Membership Drive

WEDNESDAY
November 15th

11:00AM - 1:00PM
1:00PM - 3:00PM
5:00PM - 7:00PM

WELCOME TO THE NEW FRIENDLY CITY FOOD CO-OP! We are excited to have you join us for our 3rd year. We are currently looking for members to help us grow our business. We are currently looking for members to help us grow our business. We are currently looking for members to help us grow our business.





Values



ecology
community
justice



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Panelist

- Alexis Thompson, Economic Development Coordinator, Town of Ashland



ASHLAND, VA

Chalk Walk!

A FAMILY AND COMMUNITY
Sidewalk "Chalk Art" Event



Accessible Art



Shoe-string Promotion

facebook

Search

Ashland Chalk Walk Like

Community Organization · Ashland, Virginia

ASHLAND, VA
Chalk Walk!
A FAMILY AND COMMUNITY Sidewalk "Chalk Art" Event

Wall
Info
Photos

45 people like this

Likes See All

- Ashwood Gardens and Nursery
- Train Town Toy & Hobby
- Pepicelli's Pizza
- Cross Mill Gallery

Ashland Chalk Walk

Main Street "Notices" Photographic Artistry Association
mainstreetashland.org
From left: Ian Kirkland, Tom Wulf, Alexis Thorpe
Photo courtesy of Herbie

July 13 at 4:47pm · Share

Ashland Chalk Walk

New map showcases News, Weather Sports Guide for.
www.nbc12.com
Businesses in Ashland Street Association has highlighting more than and do business down

Home Events Calendar News Business Directory Gallery

« Back to Events

2011 Ashland Chalk Walk

Start:	May 7, 2011 9:00 am	Venue:	Ashland Library Plaza
Cost:	\$5 for 3x3 square, \$10 for a 6x6 square	Address:	Ashland, VA

ASHLAND, VA
Chalk Walk!
A FAMILY AND COMMUNITY Sidewalk "Chalk Art" Event

Express your creativity at Ashland Main Street Association's second annual Chalk Walk! This fun and engaging community event will be held Saturday, May 7, 2011 from 9:00 a.m. until 3:00 p.m. at the Ashland Library Plaza in the historic downtown district. It is open to artists of all ages.

Reserve a 3'x3' block of sidewalk for just \$5, or a 6'x6' block for just \$10! Click on the [link](#) to register and reserve your "concrete canvas" before the May 1st registration deadline. Chalk will

be provided so just bring a sketch to work from!



Springboard for:

- Fundraising
- Arts and Cultural District
- College Interaction
- Ashland Artist Network
- Hanover Arts & Activity Center

Thank you for listening

Q&A