



STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION

5 ~ Year Vision

Downtown Staunton will be a real community and lively cultural hub connecting customers, entrepreneurs, residents, and visitors.

2009/2010

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Organization Committee: Connect Residents with meaningful community participation opportunities

Potential Strategies:

Develop, promote, and manage rewarding volunteer experiences

Fully staff committees, building a deep bench of community leaders

Develop a downtown Youth Development program

Develop a giving program as part of the membership campaign

Engage property owners as a stakeholder group

Creatively use the new online tools & brand to strengthen identity

Launch Website ~ connect technological resources

Tap existing community blog

Logo opportunities

Consider staffing level and an appropriate funding strategy to support it

Actively promote SDDA and its goals through the board members, committee members, & volunteers

Promotions: Connect visitors and residents in a welcoming and real community

Potential Strategies:

Develop an annual calendar of promotional events

Facilitate the creation of a community event calendar

Explore expanding/moving event location areas to broader parts of the district

Encourage 'participation' businesses such as the music store

Build the tradition of local performance, both formal and informal, traditional and unexpected

Publicize a parking plan/tip sheet to address perception

Evaluate promotions

Economic Development: Connect Entrepreneurs with customers and businesses resources

Potential Strategies:

Become a convening point for business resources

Identify path for emerging entrepreneurs

Provide resources for entrepreneurs in developing 'mall' venues

Expand the strategic role in property leasing and business location

Explore and promote cluster or co-location strategies

Explore creative connections between nonprofits and businesses

Identify clear path for commercial use of small and unusual properties

Expand the extended hours campaign/street entertainment ... (there's always something happening downtown)

Design: Connect contemporary business clusters in a historic setting

Potential Strategies:

Further development strategy for Central Avenue, identifying opportunities around potential and upcoming development

Increase physical connectivity

Identify and use discovery nodes as informal public spaces

Explore landscape, hardscape and streetscape donation opportunities

Support Newtown property owner's district request when the time is right

Provide clear signage guidance to property owners; connect to City resources and links on website

Drafted 8/2010



The Staunton Downtown Development Association is a nonprofit association committed, through a strong public/private partnership, to enhancing downtown Staunton's economic environment as a center of commerce while maintaining the character and integrity of the City's central business district as an attractive place to live, work and visit.