



SDDA Eblast for Tuesday, February 21

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www.stauntondowntown.org



Need to check event information?

Visit our Google Calendar

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New This Week

SDDA Membership Drive 2012. Membership renewal and data verification deadline is tomorrow, Feb. 22! If you have not responded to the email sent several weeks ago and/or renewed your membership, please do ASAP.

Members of the SDDA Board will be making courtesy calls Feb. 23-28 to assist with updating our database records.

If you did not receive an email with the 2012 Membership Brochure and a PDF of information in our database about you, your business and/or downtown property, please let us know.

sdda_assistant@ci.staunton.va.us or 540.332.3867.

Extended Hours Survey Distributed. Did you participate in the Extended Hours Program last year? We distributed an online survey last week asking how the program worked for you. Please respond by March 2. Didn't get the email? Please let us know and we will send it to you again. sdda_assistant@ci.staunton.va.us or 540.332.3867.

Stories from Love, Downtown. Merchants, please send us the results of your Love, Downtown promotions! We would love to feature what you have collected and donated to your favorite charities this month! sdda_assistant@ci.staunton.va.us or 540.332.3867.

Managing the Legal Liability in Agritourism and Direct Marketing Operations workshop will be held in four (4) areas of the state.

Southern Virginia: Monday, March 12, 2012

1:00 – 4:30 p.m.

Pepsi Building

660 Craghead Street; Danville, VA

Featuring A J Nuchols farm

Southwest Virginia: Wednesday, March 21, 2012

1:00 – 4:30 p.m.

Williams Orchard

Annual Wellness Walk.

CHAMBER OFFERING JOURNEY TO CHINA

Exclusive Ad Space Offered By Staunton Parks and Recreation

Contact Us:

Staunton Downtown
Development Association
110 W. Johnson St., Ste. 225
Staunton, VA 24401
540-332-3867
Fax 540-851-4018

sdda_assistant@ci.staunton.va.us

5175 West Lee Highway; Wytheville, VA
Featuring Williams Orchard

Southeast Virginia: Friday, March 23, 2012

8:30 a.m. – 12:30 p.m.
Williamsburg Farmers' Market
Quarterpath Recreation Center
202 Quarterparth Road; Williamsburg, VA

Northwest Virginia: Friday, March 30, 2012

8:30 a.m. – 12:30 p.m.
Rockingham County Administration Center; Fire and Rescue Training Room
20 East Gay Street; Harrisonburg, VA
Featuring Gary & Ellen Lohr farm

Mark Your Calendars.

Queen City, Green City Window Event. As part of the SDDA's Hop Along the Bunny Trail (April and Queen City, Green City Earth Week celebration in downtown Staunton, we are encouraging merchants to plan to decorate their windows with a **green theme** between April 2 and April 29. We will also be inviting local organizations/artists to paint the windows on empty storefronts in a green theme. Participation guidelines will be issued in early March.

We will be showcasing participating merchants and groups on [The Downtown Lowdown](#) and on [Facebook](#). The next Earth Day Staunton will take place on: Saturday, April 14, 2012
9am-12pm Sunspots Byers Street Parking Lot (212 Lewis St.) Staunton, VA

Queen City/Green City Earth Week Events will take place from Saturday, April 14 - Sunday, April 22, 2012. Visit the [Earth Day Staunton website](#) for details on other activities during the week.

Hop Along the Bunny Trail. April 7, 2012 10am-Noon. Children visit with the SDDA bunny and hop along to participating stores to gather treats! Participation guidelines will be issued in early March.

In Case You Missed These

Listening Session for Local Foods Retailers & Restaurants. The Staunton Creative Community Fund is hosting a Community Foods listening session for local foods retailers and restaurant owners on Monday 2/27 from 1-4:30pm at Mill Street Grill

as part of the Community Foods Planning Grant SCCF received this year from the USDA.

The goal of this listening session is to hear specifically about the concerns, obstacles, and gaps in successfully providing locally produced goods in our area businesses and restaurants. Our Community Foods Planning project is designed to try to identify these gaps to better provide entrepreneurial solutions if and when possible by canvassing consumers, producers, and retailers alike. These listening sessions are a first step in that process.

This session will be geared specifically for area retailers and restaurant owners featuring local foods, but all interested and invested community members are welcome to attend. We will start off the conversation with a brief panel discussion featuring local innovative entrepreneurs who are committed to offering locally produced goods, including Tracy Hiner of Mary Baldwin College, Michael Reeps of Staunton Fresh, Mike Lund of Mike Lund Food, and Kathleen Stinehart of Cranberry's Grocery and Eatery. The format will be very casual and loosely facilitated, beginning with each panelist talking briefly about their motives for starting a business that offers local products, the obstacles they've faced by doing that, and ways in which they have tried to address those obstacles. We will use that to launch into larger discussions among other attendees addressing the same topics.

Contact the Staunton Creative Community fund at 540-213-0333 or joelle@stauntonfund.com for more information!

Merchant Participation Info for the 7th Annual Wellness Walk. Call for merchants to help us with our **7th Annual Wellness Walk in support of Women's Health Virginia. March 17, 10 a.m. - 3:00 p.m.** Start location **25 W. Beverley Street.**

- Would you like to be a punch location? The walkers receive a punch card with the punch locations and a map of participating businesses. They must get 10 punches (visit 10 businesses) to be eligible for the prize drawing!
- Would you be willing to donate prize? This is a wonderful way to promote your business. The walkers are always excited about the gifts and visiting merchants.
- Will you donate a percentage of your sales on March 17, 2012 to support Women's Health Virginia? It is a nonprofit organization enhancing the health and well being of women and girls in Virginia. <http://www.womenshealthvirginia.org/>

Contact: Irene Sarnelle, isarnelle@mbc.edu

CHAMBER OFFERING JOURNEY TO CHINA. Linda Hershey, President & CEO of the Greater Augusta Regional Chamber of Commerce announced that they still have room for additional travelers on their tour and trade mission to China, scheduled for April 20-28, 2012. Area businesses as well as the

community are being invited on this 9-day, 7-night journey featuring comprehensive tours of local attractions in Beijing, Chongqing, Wonzhou, and Shanghai. "This can be more than just a site seeing tour if you want to include business opportunities," quotes Hershey. "Consultations will be set up with Chinese Foreign Affairs for those who wish to make trade connections to their Chinese counterparts." she added. The tour package includes roundtrip air transportation on United Airlines, five star hotel accommodations with daily breakfast, all sightseeing tours and admission fees as per itinerary, and one (1) lunch. English speaking local guides in each city are also included. Deadline for reservations is Monday February 20, 2012. For more information contact: Linda at 540-324-1133, president@augustava.com or go online at www.augustava.com and click on **Chamber China Trip** for itinerary.

Exclusive Ad Space Offered By Staunton Parks and Recreation.

The Staunton Parks and Recreation Department will offer exclusive ad space in the department's Spring/Summer brochure. This is the first time in the department's history that anything other than information directly related to Staunton Parks and Recreation has been allowed into the brochure. The brochure is directly mailed to all Staunton residences as well as current parks and recreation customers. Approximately 16,000 copies of the brochure are direct mailed. The ad space will cost \$866 for a 8.5 X 11inch page in a glossy full color publication. Only four pages of advertisers will be accepted on a first come first paid basis. To view the publication that is direct mailed to 16,000 + residences every four months log on to www.stauntonparksandrecreationrevolution.com.

The sponsorship/ad dollars will not only get the advertisers space in the well-known and highly visible department brochure but the ads will also be visible on both of the department web pages. Included in the price is free professional graphic designed advertisement space. The next brochure is set to be released in early April 2012. The deadline to place your information in this next brochure is February 24, 2012.

The Department of Parks and Recreation reserves the right to screen ads that are not wholesome in nature. Businesses or organizations that have a specific goal of community building are encouraged to respond immediately. The messages of community oriented organizations have great potential for reaching target markets via the highly visible and discernable community brochure. The Staunton Parks and Recreation Department continues its marketing 2.0 platform to promote it's mission of providing the best possible community recreation programs, parks and facilities.

For more information call 540-332-3945 or log on to www.staunton.va.us/recreation. To read more about the Method to Our Madness, log on to www.stauntonparksandrecreation.wordpress.com.
