

STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION



END-OF-YEAR REPORT

JULY 2021 - JUNE 2022



OUR MISSION

As a Virginia Main Street non-profit, the Staunton Downtown Development Association nurtures a culturally vibrant and economically robust Downtown.

OUR VISION

The SDDA's Vision is to connect customers, entrepreneurs, residents and visitors, making Downtown Staunton a genuine community hub.

Photographs used throughout this report are courtesy of multiple talented, local artists. This includes, but is not limited to, Geoff L Johnson Photography, Queen City Photography, John K. Craft, Kyle Yates Photography, and Hannah Joy Photography.

TABLE OF CONTENTS

Agreement with the City of Staunton	4
Board of Directors & Staff.	12
2020 - 2021 Annual Report	14
Event Reports	20
Shop & Dine Out in Downtown	21
Vax the Valley	22
Fall Happenings	24
Veteran’s Day	26
Small Business Saturday	27
Staunton Christmas Parade	28
Saturdays in December.	30
Reindeer Hunt & Santa’s Mailbox.	33
Spring “Hoppenings” and “That Downtown Chick”.	36
New Banners for Downtown Staunton.	37
THE SPACE.	38
Marketing Campaigns	40
Staunton Stories	41
Be Yourself in Downtown Staunton	42
Downtown is Home.	44
Elfie Squad.	45
Partnerships.	46
Activity Reports	47
FY22 End-of-Year Work Report	60
FY23 Work Plan	78
Main Street Reports	90
Central Business District Occupancy	97
FY23 Approved Budget	108
Compiled Financial Statements June 30, 2021 - Audit from Didawick & Co	110

AGREEMENT WITH THE CITY OF STAUNTON

The agreement linked below and on the following pages comprise the July 1, 2022 through June 30, 2023 fiscal year agreement between the City of Staunton and the Staunton Downtown Development Association. This agreement is updated annually in June.

[**VIEW ONLINE**](#)

**AGREEMENT
BETWEEN THE
CITY OF STAUNTON
AND THE
STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION, INC.**

THIS AGREEMENT ("Agreement") made effective as of July 1, 2022, for identification, is by and between the City of Staunton, Virginia, a municipal corporation of the Commonwealth of Virginia ("City") and the Staunton Downtown Development Association, Inc., a Virginia non-stock corporation ("SDDA"), authorized to do business in the Commonwealth of Virginia.

1. Recitals.

The City has adopted an ordinance continuing a downtown service district ("DSD") and set forth in Section 3.60.050 of the Staunton City Code a requirement for a contract between the City and the SDDA, including standards or measures that can serve as the basis for evaluating the performance of SDDA.

In consideration of services it will provide, SDDA has requested that the City appropriate certain funds on an annual basis which, along with other funds obtained by SDDA, will allow the SDDA to continue to implement the Main Street Program in the City of Staunton and take such other actions deemed appropriate to promote business in the DSD and the interests of the City, consistent with the terms of this Agreement.

The SDDA and the City enter into this Agreement for purposes of defining their contractual relationship during the July 1, 2022 – June 30, 2023 fiscal year.

2. Term.

- 2.1. The term of this Agreement shall be from July 1, 2022, through June 30, 2023.
- 2.2. The term may be extended in accordance with law.

3. City's Primary Obligations. The City will:

- 3.1. Appropriate the amount of \$50,000 plus all the revenue collected from the special tax rate on real property in the DSD, providing the \$50,000 to SDDA after the start of the FY2021 and the balance of such funding to SDDA during FY 2023, as determined by the City Manager.
- 3.2. Provide available in-kind services through its public works, police, fire and rescue, parks and recreation and other departments for the support of SDDA-sponsored DSD activities such as festivals and parades, as authorized by the City Manager/designee.
- 3.3. Provide Internet and telephone service and technical assistance, with the City to invoice monthly the SDDA and receive payment within 30 days for telephone charges.

- 3.4. Have the City Manager/designee serve as an administrative liaison to the SDDA staff.
- 3.5. Have a member of City Council serve as a liaison to the SDDA Board.
- 3.6. Assist in the advertisement of activities, promotions and festivals of SDDA through the City-controlled cable television channel(s), so long as such matters relate to the SDDA's performance of its obligations under this Agreement.
- 3.7. Endeavor to give advance notice to SDDA of any capital improvements, repairs, street closings or other City activities that might have a substantial effect on DSD businesses.
- 3.8. Use the Streetscape Plan, as adopted by City Council, as a guide for any public improvements and maintenance within the DSD.
- 3.9. Pursue appropriate grants as approved by City Council, to aid in continuing to support improvements and the general economic development of the DSD.
- 3.10. Make a good faith attempt to work with SDDA to obtain information from the Commissioner of Revenue or other local government officials, as appropriate, that would be of benefit in the performance of this Agreement or to the economic development of the DSD generally.
- 3.11. Provide one space without charge at the Johnson Street Parking Garage for SDDA's "Little Truck."

4. SDDA's Primary Obligations. The SDDA will:

- 4.1. Reduce the number of vacant and leasable first floor storefronts within the DSD, on Beverley Street, with a goal of increasing occupancy by 50% as of June 1, 2023, and deliver a list and addresses of vacant storefronts as of that date to the City Manager.
- 4.2. Provide financial support of \$10,000 for the City trolley operation, by means of contributions to the Central Shenandoah Planning District Commission (CSPDC) (the regional agency responsible for management of transit services in the City), by payment of invoices received from CSPDC, with evidence of payment of invoices to be delivered to the City contemporaneously with payment of such invoices; provided, in the event the City instructs SDDA to provide such support in another manner, SDDA shall proceed as instructed by the City.
- 4.3. Provide and maintain hanging flower baskets on each light pole along Beverley Street, from Lewis Street to Market Street, from May until September, weather permitting, or implement an alternative landscaping program in all or a portion of the DSD, at a comparable cost and subject to prior approval of the City.
- 4.4. Provide a minimum of 10,000 copies of a shopping and dining guide listing the retail shops and restaurants within the DSD, by June 1, 2022, or implement an alternative

program, including a possible combination of print and online materials, at a comparable cost and subject to prior approval of the City.

- 4.5. Plan, organize, advertise and implement a minimum of three special events in the DSD to attract visitors and customers for DSD businesses, including but not limited to the Christmas parade, and report results to the City Manager/designee within 30 days of completion of the event.
- 4.6. Identify types of new businesses that are needed in the DSD and look for opportunities to recruit local and regional businesses interested in locating and expanding in downtowns; distribute written material to and visit or schedule meetings with those prospects as a step in recruiting them to locate in the DSD; and make personal contact with at least 30 such identified prospects throughout the year to create relationships and a reputation for the SDDA that will establish the association as a reliable resource, develop business opportunities for entrepreneurs and foster leasing opportunities for property owners.
 - 4.6.2 SDDA will provide to the City Manager/designee a record of recruitment and retention/expansion activities that includes the address and owners of at least five of those prospects that have located in the DSD by July 1, 2023.
- 4.7. Provide the following reports and documentation to the City Manager/designee:
 - 4.7.1. An annual plan of work that reflects SDDA's mission statement and the objectives of the DSD as reflected in Chapter 3.60 of the Staunton City Code, no later than January 15, 2023.
 - 4.7.2. A progress report based on the work plan and SDDA's implementation of this Agreement in the four primary activity areas of economic development, design, promotions and organization, no later than July 1, 2023.
 - 4.7.3. A summary of the results of a survey distributed to a random sample of a minimum of 100 people who shop in the DSD, soliciting their opinions as to the availability of goods and services, attractiveness and safety of the DSD and such other issues as SDDA deems appropriate, by July 1, 2023.
 - 4.7.4. A copy of the annual report provided to SDDA members, which shall include a list of all members of SDDA as of January 1, 2023, no later than the date on which the annual report is provided to SDDA members.
 - 4.7.5. A monthly financial report.
 - 4.7.6. A monthly communications report, detailing communications activity of SDDA.
 - 4.7.7. An updated list of the SDDA Board members with the address of their business and residence, on or before January 15, 2023, and July 1, 2023, documenting that

at least 51 percent of the Board members are DSD property owners, business owners, or operators.

- 4.8. Comply with all laws applicable to SDDA, including but not limited to the Virginia Freedom of Information Act.
- 4.9. Administer the street performance program in the DSD. The street performance permitting system is designed to permit the orderly flow of pedestrians and other traffic in the DSD while still preserving performers' First Amendment freedom of expression. The City shall inform SDDA of any Special Event Permit requested for the DSD in which a musical or artistic performance may be incorporated into the Special Event Permit.
5. No Other Relationship. The provisions of this Agreement do not create and shall not be applied, construed or interpreted to create any other kind of legal relationship, express or implied, between the City of Staunton and SDDA, including but not limited to one based on agency, joint venture, or partnership.
6. Immunity. The provisions of this Agreement do not waive or modify and shall not be applied, construed or interpreted to waive any immunity of the City, its officials, employees, agents or representatives.
7. Notice. Notices pursuant to this Agreement may be given by postage-prepaid first class mail, facsimile, or hand-delivery to the following contacts:

City Manager
City of Staunton
116 W. Beverley Street (24401)
P. O. Box 58
Staunton, VA 24402-0058
Fax: (540) 851-4000

Executive Director
Staunton Downtown Development Association
1 East Beverley Street
Staunton, VA 24401
Fax: (540) 851-4018

8. Controlling Law. The terms of this Agreement and the rights and responsibilities of the City and the SDDA in any way related to this Agreement shall be governed by the laws of the Commonwealth of Virginia, without reference to conflict of laws rules or principles.
9. Forum Selection. Any action, proceeding, or claim in any way related to this Agreement shall be filed and maintained solely in the Circuit Court for the City of Staunton, Virginia.
10. Amendment. This Agreement may be amended only by mutual written agreement of the City and the SDDA.

11. Assignment; Successors and Assigns. Neither the City nor the SDDA may assign this Agreement. This Agreement shall be binding upon and inure to the benefit of successors and permitted assigns of the City and the SDDA.
12. Severability. If any provision, clause or part of this Agreement or the application of such is held invalid or unenforceable for any reason, the remainder of the Agreement or the application of such part under other circumstances shall be unaffected and shall remain in full force and effect.
13. Construction. In the event that any issues arise about the interpretation or construction of this Agreement, this Agreement shall be interpreted or construed as if both the City and the SDDA have fully participated in the drafting of all provisions.
14. Termination.
 - 14.1. The City may terminate this Agreement upon the SDDA's substantial breach of this Agreement.
 - 14.2. The SDDA may terminate this Agreement upon the City's substantial breach of this Agreement.
 - 14.3. Neither the City nor SDDA may terminate this Agreement for an alleged breach unless at least 10 days prior written notice shall be given to the other, specifying the breach, and there has been a failure to cure the breach within 10 days after receipt of the written notice.
15. Non-Appropriation. The obligations of the City are contingent upon and subject to appropriation of sufficient funds for the purpose of this Agreement.
16. Final and Entire Agreement. This Agreement includes all of the terms of agreement between the City and the SDDA, and there are no other agreements, promises, inducements or understandings between them.

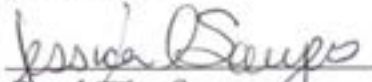
City of Staunton, Virginia

Signed: 

By: Leslie M. Beauregard
Interim City Manager

Date: June 21, 2022

Staunton Downtown Development Association, Inc.

Signed: 

By: Jessica Sawyers
President

Date: June 17, 2022, 2022



BOARD OF DIRECTORS & STAFF



Jessica Godsie Sawyers

President, Promotions Chair
2nd Term, Expires 2023

112 South New St.
Staunton, VA 24401
(540) 466-0797
jessaw@live.com



Sarah Lynch

Economic Vitality Chair
1st Term, Expires 2023

9 West Beverlet St.
Staunton, VA 24401
(540) 292-2251
slynch1111@gmail.com



Claire Richardson

Vice President
1st Term, Expires 2023

643 Parkview Ave.
Staunton, VA 24401
(540) 294-5531
Claireavey@gmail.com



Brad Arrowood

Design Chair
2nd Term, Expires 2023

236 Fillmore St.
Staunton, VA 24401
(540) 292-1998
bradarrowood@gmail.com



Liesel Crosier

Secretary
1st Term, Expires 2022

Associate VP for External Affairs
Mary Baldwin University
(540) 280-8702
lcrosier@marybaldwin.edu



Len Doran

**Immediate Past President,
Organization Chair**

2nd Term, Expires 2023
P.O. Box 1481
Staunton, VA 24401
(540) 849-4457
Len.Doran@gmail.com



Tammy Warren

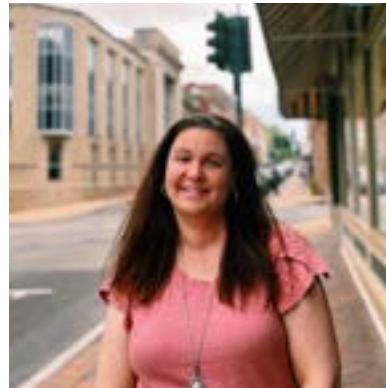
Treasurer
2nd Term, Expires 2023

38 North Central Ave.
Staunton, VA 24401
(540) 471-2166
Tammy.Warren@bankatcity.com



Andrea Oakes
City Council Liason

P.O. Box 1879
Staunton, VA 24402-1879
(540) 480-6013
oakesaw@ci.staunton.va.us



Michele Waitier
Assistant Executive Director

1 East Beverley St.
Staunton, VA 24401
(540) 332-3867
michele@stauntondowntown.org



Leslie Beauregard
Ex Officio

116 West Beverley St.
Staunton, VA 24401
(540) 448-1103
beauregardlm@ci.staunton.va.us



Ellen Ashby
Finance Manager

1 East Beverley St.
Staunton, VA 24401
(540) 332-3867
bookkeeper@stauntondowntown.org



Greg A. Beam
Executive Director

311 North Lewis St.
Staunton, VA 24401
(540) 448-3724
greg@stauntondowntown.org



Hannah Green
Marketing Freelancer

1 East Beverley St.
(443) 684-0974
info@hannahjoyphotos.com

ANNUAL REPORT

JULY 2020 - JUNE 2021

Each year, the SDDA staff puts together an annual report for public consumption. This report goes over successes and lists the supporters from the previous fiscal year. This year, we highlighted the 2020 floods, the holiday season, changes in SDDA staff, and the continuity of the SDDA response to the COVID-19 pandemic. All supporters listed have either paid into the SDDA membership plan, are property owners in the historic district or donated in some way to the organization.

[VIEW ONLINE](#)

STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION 2020-2021 ANNUAL REPORT



1 East Beverley Street, Second Floor | (540) 332-3867 | info@stauntondowntown.org

LETTER FROM THE PRESIDENT

The Staunton Downtown Development Association was founded in 1993. The original Strategic Plan is in the files of the organization. It is interesting to note that the SDDA has remained closely aligned with the founding plan. The SDDA founding was assisted by the National Trust for Historic Preservation, the Virginia State Department of Housing and Community Development, the Historic Staunton Foundation, the City of Staunton, and many Staunton leaders.

The past several years have presented many unanticipated challenges. The SDDA has always responded quickly to any catastrophes in the Downtown Service area. The pandemic was the first challenge in 2020. The Board of Directors of the SDDA along with other community leaders brainstormed ways to decrease the impact of COVID-19 on the Downtown merchants. As a result of this discussion, the Shop and Dine Out program was created alongside the City of Staunton and with the support of City Council. We know that the impact of this outdoor dining program was most positive on the restaurants and other merchants.

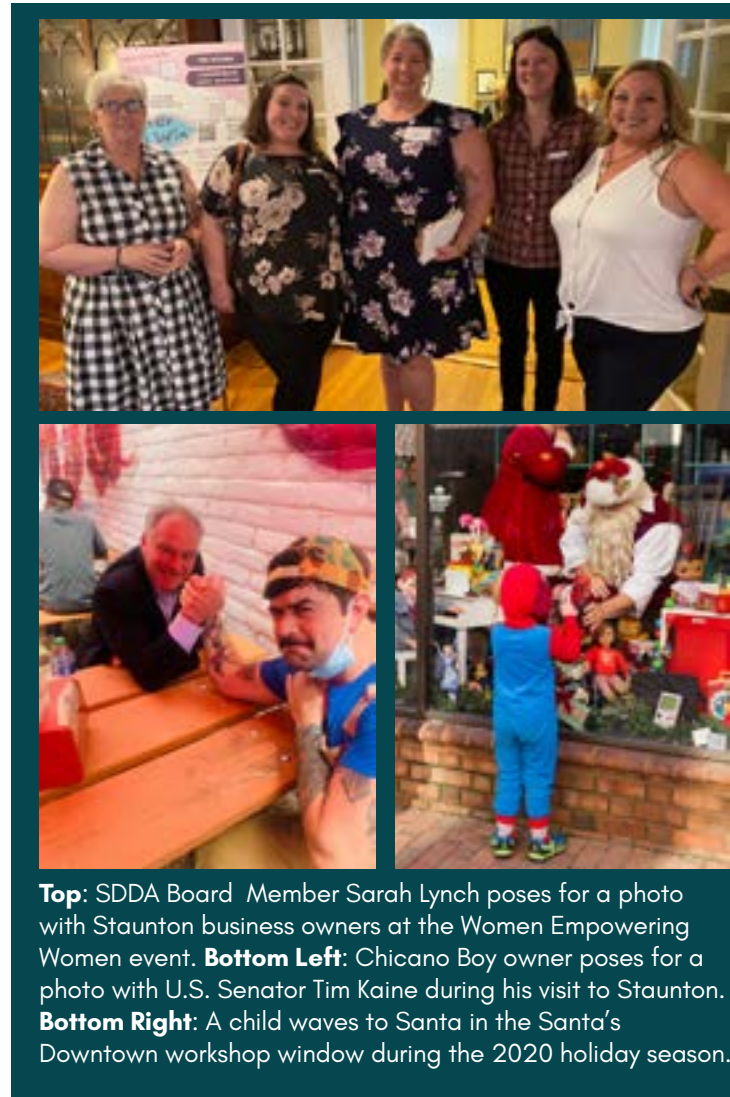
And then came the floods! Twice in the month of August 2020, areas of the downtown flooded. Once again, the SDDA moved into action. The collaboration of so many organizations made the task of water mitigation and clean up much easier. The SDDA staff and board members walked the flooded areas, met with business and property owners and determined what materials they needed to get back to business.

And now here is the happy part of this note, Christmas 2020. Last year, SDDA was able to bring the holiday spirit and Christmas to Downtown Staunton. With the support and help of the community, the SDDA was able to have Santa's Workshop featuring Santa Claus in a storefront on Beverley. This enabled children and parents to have a visit with Santa in a totally Covid-safe environment. It was a significant project and the SDDA staff and volunteers made it all look easy.

To everyone who has been involved in the growth and successes of the Staunton Downtown Development Association for the last twenty-eight years, we give you our deepest thanks. We make Staunton Strong with the support of the entire community. If you have questions about SDDA, please contact Greg A. Beam, our Executive Director.

Leonard Doran

Leonard Doran, 2020-2021 SDDA Board President



Top: SDDA Board Member Sarah Lynch poses for a photo with Staunton business owners at the Women Empowering Women event. **Bottom Left:** Chicano Boy owner poses for a photo with U.S. Senator Tim Kaine during his visit to Staunton. **Bottom Right:** A child waves to Santa in the Santa's Downtown workshop window during the 2020 holiday season.

HIGHLIGHTS FROM THE YEAR

SANTA'S DOWNTOWN WORKSHOP

Executive Director Greg Beam collaborated with volunteers and community organizations to assist in the creation of Santa's Downtown Workshop, offered in downtown the first three Saturdays in December. Between the hours of 10 a.m. and 2 p.m., individuals and families were invited to see Santa, Mrs. Claus and elves working in the storefront windows of 110 W. Beverley Street in downtown. This new, safe and socially distanced experience, allowed the community to still meander by and wave to Santa and friends as they prepared for Christmas. Children were also able to bring letters to Santa, which could be placed in a special Santa mailbox, located in front of the storefront during the hours of the event. Social media promotions and photos from the event reached over 5,000 people. Special thanks to ShenanArts, Oak Grove Theater, Restoration Anglican Church, Peter Wray (Triangle Realtors), and many others in the community who loaned vintage toys which added to the display, creating a very special holiday workspace for Santa! Santa's Downtown Workshop was sponsored by City National Bank.



Top: Visitors to Santa's Downtown workshop wave to Santa and Mrs. Claus during Saturdays in December 2020. **Middle:** Leslie Greer shows how to take care of the newly designed downtown flower baskets, a collaboration between her floral company and the SDDA Design Committee. **Bottom:** A toddler and his brother check out all of the toys in the window of Santa's Downtown Workshop during the 2020 Saturdays in December event.

DESIGN COMMITTEE

With approval from the Staunton Downtown Development Association (SDDA) Design Committee, Greg Beam worked with Beverley Street business owners as they agreed to partner with the SDDA, creating an updated approach to the annual Downtown Service District flower basket/planter program in the spring of 2021. The updates to the program allowed for a blend of both street level and hanging flowers and plantings—further enhancing the beauty of downtown. The SDDA contracted with Leslie Geer to provide botanical design and maintenance services for 2021. Mr. Beam and Ms. Geer have remained in communication with City of Staunton Horticulturist Matt Sensabaugh seeking additional guidance and recommendations as the street level plantings started during April. The hanging baskets were placed at intersections by Memorial Day weekend. Additionally, in the coming months, SDDA will be ordering new banners to be used downtown, as the current banners are showing their age and need to be replaced, having been in use for more than 10 years. Kathy Frazier (Frazier Associates) and her team members have provided a few initial suggestions/concepts of new designs for street level banners downtown. SDDA Design Committee members are currently reviewing/discussing the designs and making recommendations for potential changes to the mock-ups. SDDA aims to place an order early summer for the replacement/new banners. Mr. Beam and Ms. Frazier (at the request of the Public Works Engineering Office) provided suggestions regarding the banner placement on new poles being installed on Central Avenue, as once the projects/upgrades are completed, new banners will be placed along Central Avenue as well.

OUR STAFF & BOARD

GOODBYE HANNAH, HELLO MICHELE

In mid-May, it was announced that Hannah Adams, the then-SDDA Marketing Manager, stepped out of her role with SDDA. She graduated with a dual master's degree in Public Health and Public Policy from the University of Virginia and joined Booz Allen Hamilton in Northern Virginia as a healthcare management consultant. Ms. Adams first joined the SDDA team in spring 2020 and immediately jumped in to help with the COVID-19 response, and later, the downtown floods. From there, she did a little bit of everything ... helping with events, social media posts and developing the new membership program. Ms. Adams has shared that she most enjoyed getting to know all the business owners and community members that make Staunton great.

Michele Waitier was selected as the next SDDA Assistant Executive Director, with an official start date of June 1, 2021. Ms. Waitier was the previous assistant executive director of Staunton's Valley Mission Inc., a position which she held through the end of May 2021. With over 20 years of experience working and volunteering in local non-profit organizations, Ms. Waitier has demonstrated the commitment, passion and experience that is needed to assist SDDA as it moves to the next level. Ms. Waitier was most looking forward to using her skills and knowledge in non-profit administration, to carry out the mission and vision of SDDA and continue the momentum the organization has generated within the community. Since joining the organization, Ms. Waitier has excelled in connecting with the community and learning about the needs of Downtown Staunton. We are so grateful for her hard work!



2020-2021 STAFF & BOARD OF DIRECTORS

Len Doran | President & Organization Chair
Robert Mortensen | Immediate Past President
Claire A. Richardson | Vice President
Tammy Warren | Treasurer
Liesel Crosier | Secretary
Sarah Lynch | Economic Vitality Chair
Jessica Godsie Sawyers | Promotions Chair

Brad Arrowood | Design Chair
Steve Rosenberg | Ex Officio
Mayor Andrea Oakes | City Council Liaison
Greg A. Beam | Executive Director
Michele Waitier | Assistant Executive Director
Ellen Ashby | Finance Manager
Hannah Adams | Outgoing Marketing Manager

Left: Outgoing Marketing Manager Hannah Adams takes a photo with the current SDDA Staff. **Middle:** Greg, Ellen and Michele pose for a photo during the "Women Empowering Women" event at the end of June 2021. **Right:** Michele Waitier was named the new Assistant Executive Director of the SDDA in May 2021.

THANK YOU TO OUR SPONSORS!

EVENT SPONSORS

City National Bank

DONORS

Anonymous

Carter Bank & Trust

Crossfit Staunton

Dorothy Duval Nelson

Dupont Community Credit Union

Gretchen Bishop

Katri Heller

LD&B Insurance Agency

Network for Good

Olivet Presbyterian Church

Ronald Ramsey

Sherrie Patterson

Staunton Youth Football League

Susan Boyd

Susan Haney

PROPERTY OWNERS

104 Storage, LLC

13 W. Beverley St. LLC

24 S. New LLC

268 Central LLC

3MTKB LLC

9 South, LC

Air Land Sproul Real Estate

Altenergy Inc.

Amato, Emilio & Deborah R.

Augusta Foursquare LLC

B & G Investments, LLC

Baker & Arnold LLC

Bankert, Judd C. & Dabney A.

Barristers Row Real Estate LLC

BCS Holdings LLC

Beverley & New LLC

Beverly Hotel LLC

Boddie Noell Enterprises

Boden, Louis S. & Ellen

Borzelleca, Joseph F. Jr. &

Brock, Ellen L.

Bowman, William L.

Boyd W. Thompson Jr. Trust

Brady, Rosemary M.

BRLR VA, LLC

Burnett Land Company

Caldwell, Debra D.

Cecil, Richard Alan Jr.

Chlodie LLC

Church, St. Francis of Assisi

Clearway, LLC

Clem, Catharine H. Hankla

Cochran, H.C. Stuart

Cocke, Robert Wilford Jr.

Commonwealth Holdings, LLC

Community Bank

Community Federal Savings

County of Augusta

Court Square Real Estate LLC

Cox, Timothy W.

Creamery Building LLC

Cuquivilla LLC

Dace Properties LLC

Dahl, Allen P. & Carolyn M.

Dandridge, Bernice Newman

Dandridge Family Trust

Detamore Properties LLC

Digstaunton LLC

Dooms, Carroll R. & Carol C.

Duncan, William M. et al, Trustees

East Beverley Company

Economic Development

Authority of the City of

Staunton

Edificio LLC

EHC Properties LLC

El Futuro, LLC

Elder, Bruce A. & Catherine M.

EMPC Properties LLC

F & M Bank- Massanutten

FHH LLC

First Bank

First VA Bank of Augusta

Five First Cousins LLC

Flynn, Mary C.

Foster, Dwight E.

Fox Estates LLC

Gerber, John K & Rivera, Gloria

God Will Provide Rentals LLC

Grantier, Kelly R.

Great Road of Virginia LLC

Hanger, James B. III & Priscilla C.

Harris, Matthew Mark

Hoffman, Donald K. & Susan D.

Hojka Properties LLC

Honey Hill LLC

Hunter, Charles S. III

Iron Front Condominium

Jackson, Cornelius V.

John M. Reid Revocable Trust

Joyce M. Eavers Family, LLC

Justice Real Estate LLC

Keystone Virginia Inc.

Kilbourn, Mason R. & Valerie F.

Kings Daughters Hospital

Landis, Janice K.

Larner Loft LLC

Lex Building

Lyle Properties L.C.

Lyndan LLC

Mary Baldwin University

Masonic Boom LLC

Mayz, Allan J. & Kathy D.

MB Land Co., LLC

McCary, Earl R.

McCray, Arthur G. & Pamela J.

Metz, David R. & Deborah T.

MH Staunton LLC

Middlehill LLC

Mikas Chalet LLC

Mill St. LLC

Miller, Richard T. & Barbara J.

Monkwell House LLC

Morgan, David Brian

Morocho LLC

New Theatre, LP

Nico, LLC

Norfolk Real Estate Venture LLC

North Mountain Holdings LLC
 Old Y LLC
 One 15 East Beverley, LLC
 OTBP Investments LLC
 Pad Rentals LLC
 Phoenix 2, LLC
 Pinnacle Fund LLC
 Planters Bank & Trust Co.
 Pump Street LLC
 Pump Street Properties LLC
 Raelsa I LLC
 Raelsa II LLC
 Ramsey Investments LC
 Redbeard Brewing Company
 LLC
 Rel Properties LLC
 Rhafiri, Said & Donna
 Roberts, Helen G.
 Roberts, Roy D. III & Barbara A.
 Rose, Colin A.
 Sansone, Philip A.
 Sarnelle, Dean S.
 Schmid Building, LLC
 Schwarting, Sue & Richard
 Schwartz, David L.
 Scrogam, Weldon W. & Phyllis T
 Shafer, Elizabeth H.
 Shaffer, Daniel J. et al
 Shenandoah Valley Club of
 Deaf
 Shenandoah Valley Pike LLC
 Shenandoah Valley Real Estate
 LLC
 Shiflett, Harry F. & Susan C.
 Shuler Land Company, LLC
 Skillman, Keni
 Skillman, Kenneth H.
 Slate Hill LLC
 Spitler, Steve W.
 Staunton Hotel LLC
 Staunton Innovation Hub LLC
 Staunton School of
 Cosmetology
 Staunton Visulite, LLC
 Stripling, C. Robert III & Mary A.
 Sumner, Angelia K.
 Sun Capitol LLC
 Sunspots Pavillion LLC
 Synchronicity, LLC

Taetzsch, Edward J. & Elaine D.
 Taylor J. Forester
 Taylor, James T. et al.
 The Old Firehouse Properties
 Theiss, Gary R.
 Three Twenty Associates
 Thurston and Lovey Inc.
 Trainum, Mary D.
 Trotter Tavern LLC
 Twenty Nine East LLC
 Valley Area Community Support
 Inc
 Vaughn, William L. & Peggy C.
 Virginia Building L.C.
 Walls Building LLC
 Wash J & L Inc.
 WCS Properties Inc.
 Weatherman, John R. Weeks,
 Susan B.
 West Beverley 123 LLC
 West, Kimberly R
 Wittmann, Walter P. & Claudia
 L.
 Witz, LLC
 Worthington Investments LLC

PROPERTY RENTERS

AugustaK9Trails, LLC
 Birch Gardens Assisted Living
 Dynamic DXS LLC
 Lift Mattress Co
 Marion's Candles
 Mediation in Motion LLC
 Newtown Baking and Kitchen
 Paris Cake Company/ Table 44
 Silver Line Theatre Exchange
 Staunton Farmers' Market
 The Art of Living & Dying LLC
 The Blackburn Inn
 The Well Balanced Paw



As a Main Street America™ Accredited program, the Staunton Downtown Development Association SDDA is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development. All Main Street America™ Accredited programs meet a set of National Accreditation Standards of Performance as outlined by the National Main Street Center.

EVENT REPORTS

JULY 2021- JUNE 2022

In lieu of the traditional activity reports, the SDDA has compiled all relevant information on events and happenings that occurred from July through December 2021. Each event will have relevant information and pictures included in their report. Events in this section include:

- Shop & Dine Out in Downtown
- Visit by U.S. Senator Tim Kaine
- Women Empowering Women
- Vax the Valley
- Fall Happenings
- Veteran's Day
- Small Business Saturday
- Staunton Christmas Parade
- Saturdays in December
- Reindeer Hunt and Santa's Mailbox
- Spring "Hopenings" and "That Downtown Chick"
- New Downtown Banners
- THE SPACE & The Little Truck

SHOP & DINE OUT IN DOWNTOWN

OVERVIEW

SDDA continued to coordinate with the City Manager's Office, as well as the City's Tourism, Economic Development, Public Works and Police departments, to manage and promote the weekly [Shop & Dine Out in Downtown](#) initiative throughout the summer and early fall of 2021. Marketing of the initiative included:

- Marketing & Promotions
- Sandwich boards used to designate curbside locations and remind folks about social distancing
- A webpage for the community with all the pertinent information
- Social media posts about the program

SDDA collaborated with the City of Staunton as adjustments were made to the program guidelines, allowing sidewalks to remain open to pedestrians during the weekend street closures.

SDDA will partner with the City's Tourism Department to develop a survey again in early January 2022, allowing community members and downtown stakeholders to share feedback and recommendations as the City considers the possible continuation of the initiative in spring 2022.



Top Left: The new logo for Shop & Dine Out in Downtown, debuted in 2021. **Bottom Left:** Patrons of [Yelping Dog Wine](#) enjoy Shop & Dine Out in Downtown in the late evening glow. **Right:** Patrons of [Blu Point Seafood Co.](#) enjoy an al fresco dinner during Shop & Dine Out in Downtown.

VAX THE VALLEY

JULY 24, 2021

OVERVIEW

SDDA partnered with [Central Shenandoah Health District](#) (CSHD) and [Augusta Health](#) to create and host a new three-part music series across Staunton, Waynesboro, and Augusta County named “VAX THE VALLEY.” The purpose of the event was to serve as a COVID-19 clinic for the community, for ages 12 and up to get vaccinated and to receive information provided by trained staff members of Augusta Health and CSHD. The first of the three-part series was held Saturday, July 24 (4PM-7PM) at [Sunspots Pavilion](#) in downtown Staunton.

“The Vax the Valley event is a celebration of how far we’ve come in the vaccine rollout from COVID-19, and it’s also an opportunity for us to go even further,” said Population Health Community Coordinator for the Central Shenandoah Health District Laura Lee Wight. “So we wanted to bring people together, have an opportunity to celebrate the vaccine, and then also provide them with an opportunity to get vaccinated if they haven’t done so already.”

VAX THE VALLEY was made possible with support from community partners providing local talent and food, and businesses in the area provided raffles and prizes. The event featured fun activities for kids and families and was free, open admission to all.

IN THE PRESS

WHSV

Augusta Free Press

WMRA & WEMC



Left: The weekend’s events are listed on the graphic originally used for Facebook. **Right:** An event volunteer chucks “VAX THE VALLEY” on the sidewalk in preparation for the event.



Top Left: Presenters speak to attendees during the event. **Middle Left:** A volunteer staffs a COVID-19 Vaccine Information table during the event. **Bottom Left:** Event goers listen to live music. **Top Right:** Attendees mingle with others and learn more about COVID-19 vaccination. **Middle Right:** 14 lbs. plays a set during the event. **Bottom Right:** Laura Lee Wight and Issac Izillo pose for a photo.

FALL HAPPENINGS IN DOWNTOWN STAUNTON

OVERVIEW

Building off of the success during the Fall Happenings campaign in 2020, SDDA once again promoted fall happenings and fun in downtown Staunton during October, sponsored by [DuPont Community Credit Union](#). Activities included:

- **BE YOURSELF in Downtown Staunton** - The SDDA encouraged individuals and families to visit downtown dressed in their "Halloween Best" during the three Saturdays which led up to Halloween, October 16, 23 and 30. Individuals and families were encouraged to take selfies and tag SDDA on social media: #sdda #stauntondowntown #downtownishome
- **Virtual Halloween Costume Contest** - The SDDA partnered with Staunton Parks and Recreation Department to offer a virtual costume contest. Deadline to submit photos for the virtual costume contest was October 27, 2021. Prizes were awarded by SDDA in the following 6 categories: Self-Made Costume \$75-1st place, \$50-2nd place, \$25-3rd place, Purchased/Store Bought Costume \$25, Group Costume \$25, and People's Choice \$25. Winners were announced November 1, 2021. Winners selected which downtown business that they wanted to receive the gift certificate (in designated amount). Online registration/details were listed [here](#) and [here](#).
- **Pumpkin Scavenger Hunt** - Participating downtown businesses hid/displayed pumpkins in their store windows October 21-31, 2021. Individuals and families had the opportunity to count the number of pumpkins and then were to submit their guesses online, in an attempt to win a \$75 gift certificate to their favorite downtown business. SDDA received a total of 10 responses, resulting in 1 winning entry which accurately guessed the total number of pumpkins (208) displayed in a total of 18 participating businesses.
- **Themed, Strolling Characters** - The SDDA once again partnered with Medieval Fantasies Company, coordinating costumed individuals who strolled throughout downtown from 10:00 a.m. to 2:00 p.m. on Saturday, October 16, 2021.

SDDA also supported (via discussion/brainstorm and online promotions/listings) another fall event/activity entitled CIDERS & SPIDERS, which ultimately transformed into Spiders, Bats and Black Cats Halloween Fun Day on Sat. Oct. 23 (10am-2pm) at the [Woodrow Wilson Presidential Library and Museum](#), sponsored by [Medieval Fantasies Company](#).

IN THE PRESS

WHSV

Right: A photo of a family trick-or-treating in Downtown Staunton is displayed on a social media graphic used to promote Fall Happenings in Downtown Staunton. Photos for this campaign were photographed by John Craft.





Soon

Downtown Fall Happenings

Costumes Encouraged!
Throughout Downtown / Weekends during October
Taking photos? Don't forget to tag SDDA:
📷 #sdda #stautondowntown 📍 #stautondowntown

Pumpkin Scavenger Hunt
Locate & count pumpkins in windows of participating downtown businesses October 21-31
Details & Map: www.StautonDowntown.org/Events

Online Costume Contest
Organized by Staunton Parks & Recreation
Deadline: October 27 / Details: www.ci.staunton.va.us/departments/parks-recreation

Strolling Characters
Coordinated by Medieval Fantasies Company
Throughout Downtown Staunton
Saturday, October 16 / 10AM-2PM

For Additional Fall Happenings: 

Sponsored by:
 **DuPont Community**
CREDIT UNION



Top Left: Themed characters from [Medieval Fantasies Co.](http://www.MedievalFantasiesCo.com) stroll the streets of Downtown Staunton. **Top Middle:** Fall events are listed on sandwich boards throughout Downtown. **Top Right:** Chris Pugh from [Medieval Fantasies Co.](http://www.MedievalFantasiesCo.com) poses for a photo with the Fall Happenings sandwich board. **Middle Left:** A toddler poses for a photo in his [Staunton Fire & Rescue](http://www.StauntonFireRescue.com) Halloween costume. He was the People's Choice Winner for 2021. **Bottom Left:** A father and son duo pose for a photo in their Frankenstein Halloween costumes. They won the Self-Made Costume Contest for 2021. **Bottom Right:** The SDDA crew pose for a photo outside their office donning their best Halloween attire.

VETERAN'S DAY

NOVEMBER 11, 2021

OVERVIEW

The SDDA promoted Veterans Day-related happenings, events and promotions, as well as highlighted Veteran-owned downtown businesses through social media during November leading up to Veteran's Day. SDDA encouraged the community to celebrate the entrepreneurial spirit and resilience of our veteran small business owners during National Veterans Small Business Week, Nov. 1-5, 2021.

Veteran Owned/Operated businesses in downtown Staunton included (as of November 2021): [Beverly Street Records & Collectibles](#), [The Book Dragon Shop](#), [Queen City Photography](#), [Medieval Fantasies Company Gyfte Shoppe](#), [Made; By the People, For the People](#), [Beverly Cigar Store](#), [Shenandoah Valley Brewing Company](#), [Vic's](#), [Staunton Olive Oil Company](#), [Crucible Coffee Roasters](#) and [Ox-Eye Vineyards Tasting Room](#).

SDDA also supported/promoted a community-wide Veterans Day card collection, organized by [Thomas-Fields VFW Post 7814](#) which helped to provide cards for nearly 200 veteran residents in local nursing homes/facilities. Handmade cards, posters, and banners were welcome. Cards were picked up from collection points during the afternoon of November 8th and delivered November 10, 2021. Collection Points included: STAUNTON: Beverly Cigar Store, The Book Dragon Shop, Crucible Coffee Roasters, and Nuckols Gun Works. VERONA: Stonewall Brigade Museum. STUARTS DRAFT: Sooners BBQ and DAPS. FISHERSVILLE: Who's Next Barbershop. WAYNESBORO: South River Fly Shop and Zeus Digital Theaters



Left: The Small Business Administration created this graphic for National Veterans Small Business Week. It was utilized on social media. **Right:** Volunteers from the [Thomas-Fields VFW Post 7814](#) collected and provided thank you cards for nearly 200 veterans residing in area nursing homes.

SHOP SMALL SATURDAY

NOVEMBER 27, 2021

OVERVIEW

Staunton City Council shared a proclamation at their November 11 meeting, that Saturday, November 27, 2021 would be recognized as Small Business Saturday in the City of Staunton. SDDA Executive Director Greg Beam was in attendance to receive the proclamation from Mayor Andrea Oakes. SDDA shared the organization will continue to encourage the community to shop, stay and play local in our beautiful community.

The SDDA kicked off the 2021 holiday season with a little cheer and celebrated the many wonderful downtown businesses and organizations during Small Business Saturday, November 27. SDDA encouraged the community to shop, stay and play local in historic and hip downtown Staunton.

As part of the new Shop Small Saturday marketing, SDDA collaborated with Ms. Louise Pollack and the National Honor Society (NHS) students at Staunton High School---who volunteered to dress as festive hybrids of elves and cheerleaders---becoming official SDDA "elfies".

The Elfie Squad worked on a Small Business Saturday project—"Bring a Little Cheer to Downtown Staunton." The group visited multiple downtown businesses and made videos highlighting Staunton on TikTok. The Elfies were also present at the three Saturdays in December events, working with the children and families and taking their pictures with Santa. The NHS students also had the help of a few "Mini Elfies" during Saturdays in December, three young ladies from A.R. Ware Elementary School and Shelburne Middle School who also shared their time to bring the Christmas spirit to the visitors to the Santa Sites.

Several downtown businesses were part of the Small Business Saturday Tiktok campaign. Those businesses were [Design @ Nine](#), [Woodrow Wilson Presidential Library](#), [Essentially Zen](#), [The Well Balanced Paw](#), [Redwood Co](#), [The Book Dragon](#), [BAJA Bean](#) and [H.L. Lang](#). The videos garnered a lot of views with a few having over a 1,000 views!!

Visit SDDA
on TikTok



Left: Mayor Andrea Oakes presents Mr. Greg A. Beam with a Proclamation from the City of Staunton. **Right:** The Elfie Squad pose for a photo with staff at [H.L. Lang & Co.](#)

STAUNTON CHRISTMAS PARADE

NOVEMBER 29, 2021

OVERVIEW

The Staunton Christmas Parade returned to downtown Staunton on Monday, November 29, organized with support from the [Staunton Kiwanis Club](#). The SDDA selected brothers Joseph and Chapman Williams of [Williams Brothers Tree and Lawn Service](#) to serve as the Grand Marshals of the 2021 [Staunton Christmas Parade](#). The parade was sponsored by [Columbia Gas of Virginia](#). More than 106 organizations/businesses (including Santa) completed their applications to participate in the 2021 parade. Parade goers cheered as Santa arrived in his newly refurbished sleigh, painted by [Shiflett's Auto Repair & Body Shop](#), styled by [ShenanArts](#) and sponsored by [McKee Foods](#). Santa's Sleigh was pulled by his 9 faithful reindeer, who were sponsored by [Baja Bean Co.](#), [Shenandoah Dermatology](#), [Bears & Blankets Academy of Learning](#), [Lift Mattress](#), [The Blackburn Inn](#), Tammy Warren (In Memory of Robert Warren), [Shiflett's Auto Repair](#) and [CMA's Valley Dealerships](#). An official ribbon cutting to kick-off the parade was held at 7 p.m. the night of the parade, led by the Grand Marshals, Mayor Andrea Oakes, SDDA staff and representatives of [Columbia Gas of Virginia](#).

"Columbia Gas is proud to be the presenting sponsor for the 2021 Staunton Christmas Parade. This is a beloved tradition which has brought joy to many residents over the decades. As last year's parade was unfortunately canceled, this year's theme of 'A Welcome Home Christmas' is most fitting and truly exciting for our community.... As a long time partner in providing safe and reliable energy to this community we're pleased to join the Staunton Downtown Development Association and the Staunton Kiwanis Club as sponsors." - Brent Archer, President, Columbia Gas



Left: The Staunton Christmas Parade was sponsored by [Columbia Gas](#). **Right:** Santa's sleigh was sponsored by [McKee Foods](#).



“The McKee Foods family is proud to be a part of the Staunton Christmas Parade again this year! There’s nothing like bringing smiles and seeing the joyful faces of our friends and families in the community!” - Cindy Campbell, HR Services Supervisor, McKee Foods Inc.



Top Left: The Grand Marshals prepare to cut the Staunton Christmas Parade ribbon. **Top Right:** Santa waves to the crowd from his sleigh during the Christmas Parade. **Bottom Left:** Two Christmas elves pose for a photo after the parade finishes. **Middle Right:** A close-up of Rudolph’s red nose as it illuminates the parade route. **Bottom Right:** Parade participants pose for a photo at the conclusion of the parade.

SATURDAYS IN DECEMBER

DEC. 4, 11, 18 | THROUGHOUT DOWNTOWN

OVERVIEW

The SDDA expanded upon the success of the 2020 Saturdays in December event programming, adding three “Santa Sites” to the 2021 schedule of events and happenings in downtown Staunton. Activities, were scheduled for Saturdays, December 4, 11 and 18 between 10:00 a.m. and 2:00 p.m. throughout downtown Staunton. Highlights included (but were not limited to) the Staunton-Augusta Winter Market, strolling holiday characters, musicians, performers, and youth focused activities.

SDDA opted to position the Santa Sites throughout the DSD to encourage further reach/exposure of the entire downtown for event goers/visitors. The idea of stretching the activities and happenings throughout the entire district continues to share and/or remind the community and visitors of the various areas/aspects of the district. This continues to be one of the goals of the SDDA when planning events.

SDDA coordinated with volunteers from [Medieval Fantasies Company](#), [Queen City Music Studios](#) and the [Stonewall Brigade Band](#) to provide strolling characters, carolers and music throughout downtown during December, adding to the holiday magic and charm for community members and visitors. Jack Reid and Davis Reid shared their musical talents with the SDDA, singing at all three Santa Sites during December.

SDDA continued to communicate with [Staunton Farmers’ Market](#) Manager Ashley Malcom, coordinating promotional efforts for the market’s second Winter Market, which was held from 9 a.m. until 1 p.m. the first three Saturdays in December. SDDA promoted the Winter Market online and via social media and radio, and in print and street signage.

Local artist Candace Christy shared her talents by creating a special Staunton Saturdays in December map, highlighting the 2021 Santa Sites. Ms. Christy’s map was distributed throughout downtown during December as well as through social media outlets. Individuals and families shared that they enjoyed using the Staunton map to discover the various locations as they meandered throughout downtown during Saturdays in December. Ms. Christy is already planning to create a map for the 2022 events!



Left: Two members of the Elfie Squad pose for a photo during the event. **Middle:** Three winter-themed characters from [Medieval Fantasies Co.](#) stroll throughout Downtown Staunton. **Right:** Onlookers glance in the windows at Santa’s Downtown Workshop.

Saturdays in December

Winter Market

Wharf Parking Lot | 9am - 1pm

Downtown Santa Sites

Dec. 4

Santa's Reindeer at Candy Cove Courtyard

58 N. Central Ave. | 10am - 2pm

Sponsored by **CITY NATIONAL BANK**

Dec. 11

Santa's Cottage at Gingerbread Gardens

20 N. Coalter Street | 10am - 2pm

Sponsored by **KK HOMES**

Dec. 18

Santa's Workshop at Joyland Row

18 S. New Street | 10am - 2pm

Sponsored by **BANKERS INSURANCE**

Santa's Mailbox

Located at all Santa Sites | 10am - 2pm

SPONSORED BY **DEREK FLORY, KLINE MAY REALTY**

*Strolling Characters,
Musical Guests & Performers*

Throughout Downtown Staunton | 10am - 2pm



For Additional Holiday Happenings...

www.StauntonDowntown.org/Events



Top Left: This graphic depicts the events for the month of December and was used to create sandwich boards. **Bottom Left:** Volunteers from the [WWPL](http://www.wwpl.com) pose for a photo at Santa's Cottage. **Top Right:** Staunton High School FCCLA volunteers dress in holiday-themed outfits and greet visitors to Santa's Cottage. **Middle Right:** Members of the Elfie Squad pose for a photo with Mr. and Mrs. Claus at Santa's Downtown Workshop. **Bottom Right:** This map, created by Candace Christy, depicts the Saturdays in December events.

SATURDAYS IN DECEMBER

CANDY CANE COURTYARD | DEC. 4

OVERVIEW

SDDA coordinated Santa's Sleigh & Reindeer to be on display in Candy Cane Courtyard at City National Bank (38 N. Central Avenue, Staunton), on Saturday, December 4, 2021 sponsored by City National Bank. Representatives from City National Bank were on-hand providing free, fun activities for kids. Blue Ridge CASA team members provided delicious cookies as treats and helped as children wrote letters to Santa at a special holiday letter writing station. An estimated 200 individuals, families (and a few pets) enjoyed free photos with Santa and Mrs. Claus on Santa's newly refurbished sleigh. The SDDA's elfiesquad offered support by taking the photos on the phones of those posing for photos, so that there was no charge for those who stopped by for the event.

"We participated because City has always been involved in the Sparkles & Sweets/November Downtown Event. We actually considered that to be our "signature event". Each City National Branch needs to have a minimum of one large ("signature") event each year. We were discussing doing something in the warmer weather...but when the SDDA started the Saturdays in December, and of course Candy Cane Court...it simply fell into place for us. We enjoy being included in "Downtown". City also enjoys being part of the local community and giving of our time whenever possible. We very much enjoyed the event this year, and look forward to this being an annual event! We continue to have customers comment on the Candy Cane Courtyard...they loved it!!!" - Ms. Tammy Warren, VP Branch Manager (Staunton), City National Bank



Top Left: Friends pose for a photo with Mr. and Mrs. Claus on Santa's sleigh. **Bottom Left:** Santa's sleigh sits in Candy Cane Courtyard outside [City National Bank](#). **Middle:** A child visits with Santa's reindeer before telling Santa what he wanted for Christmas. **Top Right:** The staff of [Blue Ridge Casa](#) pose for a photo beside their table. **Bottom Right:** Members of the Elfie Squad pose for a photo outside Santa's sleigh in Candy Cane Courtyard.

SATURDAYS IN DECEMBER

SANTA'S COTTAGE | DEC. 11

OVERVIEW

SDDA designed and created Santa's Cottage, located in "Gingerbread Gardens" at the [Woodrow Wilson Presidential Library & Museum](#). SDDA was pleased that the [WWPL](#) staff allowed SDDA to transform the carriage house into "Santa's Cottage" for December. WWPL staff tracked approximately 400 individuals and families that participated in activities, music and photo opportunities during the event which was sponsored by [KK Homes](#). The KK Homes team were also on-hand sharing free pre-wrapped gingerbread cookies to those who participated. Jack Reid and Davis Reid provided some smooth tunes in the gardens as visitors enjoyed photo opportunities while friends frolicked through the gardens which were decked out with giant gingerbread inflatables and delightful cardboard gingerbread houses.

Many families were in awe of the cottage and appreciated the time and effort of all that helped with the "Christmas Magic." One family let SDDA staff member know that their family was from two different states, Pennsylvania and South Carolina. They chose to meet in Staunton to celebrate Christmas together. They fell in love with Staunton as they researched different areas on the internet. While researching they saw information about the Saturdays in December and made sure they came to Santa's Cottage to get pictures of the whole family and the newly born grandchildren! They look forward to coming again and spending time in Staunton on future trips.



Left: A visitor to Santa's Cottage poses for a photo. **Top Middle:** Santa and members of his crew pose for a photo on the second floor of the WWPL. **Bottom Middle:** Santa's mailbox, sponsored by Derek Flory of Mountain Valley Homes, sat outside Santa's Cottage. **Right:** Jack and Davis Reid play a set while visitors enjoy their visit with Santa.

SATURDAYS IN DECEMBER

SANTA'S WORKSHOP | DEC. 18

OVERVIEW

Santa's Downtown Workshop (18 S. New Street) next to Toyland Row provided FREE selfies with Santa, Mrs. Claus and friends. Children and adults were able to enjoy participating in activities such as face painting and making reindeer food which was provided by [Bankers' Insurance LLC](#). A few extra special friends that were in the alley, under the supervision of the [Dragon Preservation Society of Staunton](#), were available to have their pictures taken with all that were interested. Once inside the workshop and after seeing Santa and friends, families and individuals were able to see the miniature trains on display (and operating) from the [Augusta County Railroad Museum](#) & [Augusta County Model Railroad Club](#). Jack Reid and Davis Reid were available for one last Saturday to provide us with Christmas music while families enjoyed one last time of seeing Santa before Christmas. Santa's Downtown Workshop was sponsored by our friends at Bankers Insurance LLC.

Many families expressed gratitude to SDDA staff and volunteers for their dedication to bring Christmas cheer and a safe environment for children and adults to see Santa and his North Pole friends. Several families came to multiple Saturdays and enjoyed being able to get a different experience each time!



Top Left: Santa poses for a photo with the newest member of the Elfie Squad. **Top Middle:** Santa, Mrs Claus and an elf take a selfie during the festivities. **Top Right:** Santa and Mrs. Claus sit in Santa's Downtown Workshop. **Bottom Left, Middle and Right:** Santa's Downtown Workshop was decorated by toys from all decades.

REINDEER HUNT & SANTA'S MAILBOX

REINDEER HUNT

Santa's Reindeer were playing hide and seek and the SDDA elves needed help to find them all! Each of the nine reindeer were hiding (in plain view) in various storefront/business windows throughout downtown Staunton from 12/5 through 12/21. All 9 reindeer were found and we drew 9 names (you know, one for each reindeer). Each winner received a \$25 gift card from their favorite Downtown Businesses. Santa's Reindeer are sponsored by [Baja Bean Co.](#), [Shenandoah Dermatology](#), [Bears and Blankets Academy of Early Learning](#), [LIFT Mattress Co Staunton VA](#), [The Blackburn Inn and Conference Center](#), [Shiflett's Auto Body & Repair](#), [CMA's Valley Dealerships](#) and in memory of Mr. Robert E. Warren.



SANTA'S MAILBOX

Santa's Mailbox allowed parents and children to bring letters for Santa when visiting downtown during Saturdays in December events. If they forgot their letter, each Saturday site had a letter writing station for those wishing to get in those last requests to Santa!! Children and adults were able to "mail" their letter--no postage was necessary!! Over 500 letters were left in Santa's Downtown Mailbox during the 2021 holiday season. Santa's Downtown Mailbox was available at all three Santa Sites and was sponsored by [Derek Flory of Mountain Valley Homes](#).

Top Left: A child places their letter to Santa in the mailbox at Santa's Cottage. **Bottom Left:** Santa's reindeer are all lit up and ready for the Staunton Christmas Parade. **Middle:** Santa's Mailbox, sponsored by Derek Flory of Mountain Valley Homes, sits outside City National Bank in Candy Cane Courtyard. **Top Right:** One of Santa's reindeer sits in the window of the Arcadia Project, ready for eager Reindeer Hunters to find it. **Bottom Right:** Santa's Mailbox sits outside Santa's Cottage.

SPRING HOPPENINGS & THAT DOWNTOWN CHICK

SPRING “HOPPENINGS”

During the spring of 2022, the SDDA developed family-friendly activities and “hoppennings” that occurred throughout Downtown Staunton. Staunton-ites and visitors alike participated in the second annual Downtown Staunton Egg Hunt, where 30 participating downtown businesses hid eggs in their storefront windows. Egg hunters walked throughout downtown, counted all the visible eggs, and submitted their guesses to the SDDA. Three winners won a total of \$150 toward gift cards at downtown businesses.

Spring Hoppennings

Staunton Farmer's Market
Saturdays: April through November
Wharf Parking Lot / 7AM-12NOON

SPRING PHOTOS
w/ That Downtown Chick
Saturdays: April 2, 9, 16
Wharf Parking Lot / 9:30AM-11:30AM

Shop & Dine Out in Downtown
Shop, Stay and Play!
Weekends / April through October
Beverley Street & Beyond

Downtown EGG HUNT
April 1-18
Count the number of eggs displayed in participating business windows. Enter your "guesstimate" online for a chance to win one of three downtown Staunton gift certificates!

Details, Map & Info:
www.StauntonDowntown.org

“THAT DOWNTOWN CHICK”

Spring 2022 brought a new friend to Downtown Staunton. “That Downtown Chick” made an appearance during Saturday mornings in the Historic District and posed for photos with fans and families alike. She also handed out coloring pages to children for them to enjoy a fun, spring activity. Staunton’s newest chick set up at the Statler Brother tribute stools, near the Downtown Staunton Farmer’s market. The SDDA is looking forward to inviting That Downtown Chick back to the district in Spring 2023.

Left and Right: Families and friends pose for a photo with “That Downtown Chick” during spring 2022. **Middle:** The SDDA developed coloring pages to hand out to children after meeting “That Downtown Chick.”

NEW DOWNTOWN BANNERS

NEW BANNERS FOR DOWNTOWN STAUNTON

New banners were installed on lampposts on Central Avenue during the last week in March by the City of Staunton, VA – Government, Public Works team. There are a total of 144 banners (6 different color combinations/images) throughout downtown. The new banners are replacing the sets which have been in place for the past 10 years.



Left: The new banners are displayed along Frederick Street in Downtown Staunton. **Top Right:** The original mockups for the banners and colors used were provided by Frazier and Associates and approved by the SDDA Design Committee. **Bottom Right:** SDDA Executive Director stands alongside City of Staunton Director of Public Works Jeff Johnston and others during the banner unveiling in spring 2022.

THE SPACE AT 35A SOUTH NEW STREET

ANNOUNCING - THE SPACE

The SDDA partnered with the Department of Housing and Community Development to open THE SPACE, located at 35A South New Street in downtown Staunton. THE SPACE will serve as an evolving location for smaller exhibits, conversations and happenings. It is located beside the Staunton Visitors Center on New Street and features storefront windows from both the street and the New Street parking garage. SDDA invites individuals to step up and take a peek through the glass to check what's happening this summer.

BEGINNING JULY 1: A LIL' STATLER BROTHERS EXHIBIT

Swinging the spotlight to the debut of THE SPACE this summer, the SDDA will open A Lil' Statler Brothers Exhibit on Friday, July 1, 2022. This exhibit honors the Country Music Hall of Fame members and their roots in the Queen City. On special loan from the Statler Brothers and their families, A Lil' Statler Brothers Exhibit features a variety of items and memorabilia from the group's career that spanned four decades — including some of their legendary costumes, stage equipment, books, a few never before seen photos and props from The Statler Brothers' show on The Nashville Network.

SDDA's A Lil' Statler Brothers Exhibit at THE SPACE offers visitors and residents an opportunity to step up, look through the glass (24 hours a day, 7 days a week) from either the New Street windows or inside the New Street parking garage. There is no access into THE SPACE for this particular exhibit, only the ability to lean in and look through the glass. Curtains officially opened on A Lil' Statler Brothers Exhibit on Friday, July 1 and will run through Labor Day.



[LEARN MORE
ABOUT THE SPACE](#)

[READ THE FULL
PRESS RELEASE](#)

This exhibit was made possible by The Statler Brothers and their families, ShenanArts, Department of Housing and Community Development (DHCD), Virginia Mainstreet, Dwayne Brooks, BJ Waitier, John K. Craft, Jenna Brackman, Hunter Hanger, Michael Conner, City of Staunton (Government), Chip Clarke, and Sue Cornelius.



MARKETING & PROMOTIONS

Marketing & promotions included in this section include:

- Staunton Stories
- BE YOURSELF in Downtown Staunton
- Downtown is Home
- Elfie Squad
- Partnerships

STAUNTON STORIES

OVERVIEW

SDDA partnered with [106.3 WQSV](#) to launch new radio segments/interviews, spotlighting local business owners' and community members' stories, strategies, and goals for the future. The radio interview series, Staunton Stories, is hosted by Greg Beam, SDDA Executive Director and produced by Ben Leonard, WQSV Station Manager. Staunton Stories airs on Thursdays at 6:00p.m. on 106.3 WQSV and are then archived on the Staunton Downtown Development Association's website.

[Listen to Episodes](#)

[Newsleader](#)

[NBC29](#)

List of Episodes

- Ep. 19 - Sandi Cararo | Owner of The Book Dragon Shop
- Ep. 18 - Justine Juart Lunsford | Downtown Staunton Resident
- Ep. 17- Pamela McCray | Owner and Director of Staunton Academy of Ballet
- Ep. 16- Jonathan Wright | Owner of Redbeard Brewing Company
- Ep. 15 - Jessica Sawyers | Owner of Mill Street Body & Soul Day Spa
- Ep. 14 - John Reece | Owner of Yelping Dog Wine and CFO Trading Company
- Ep. 13 - Sherrie Brown | Owner of Essentially Zen
- Ep. 12 Robin von Seldeneck | President & CEO of the Woodrow Wilson Presidential Library and Museum
- Ep. 11 - Tarrod Dobbins | Owner of Father & Sons Barbershop
- Ep. 10 - Jim Call | Owner of Queen City Photography
- Ep. 9 - Sarah Skrobis | Director of the Staunton Public Library
- Ep. 8 - Janie Ballurio | Former Owner of The Bookstack
- Ep. 7 - Wavley Groves | Owner of EccoHollow Art and Sound
- Ep. 6 - Sarah Butterfield | Owner of Blue Mountain Coffees
- Ep. 5 - Katie Campbell Spurlock | Owner of H.L. Lang Jewelers
- Ep. 4 - Gonzalo Accame | Owner and Operator of Gonzo's Pollo
- Ep. 3 - Damon Strickland | General Manager of Crestline Hotels & Resorts at Staunton's Hotel 24 South
- Ep. 2 - Sabrina Burress | Executive Director and Co-founder of ARROW Project
- Ep. 1 - Sarah Lynch | Owner of Baja Bean Co. and Founder of Queen City Mischief & Magic



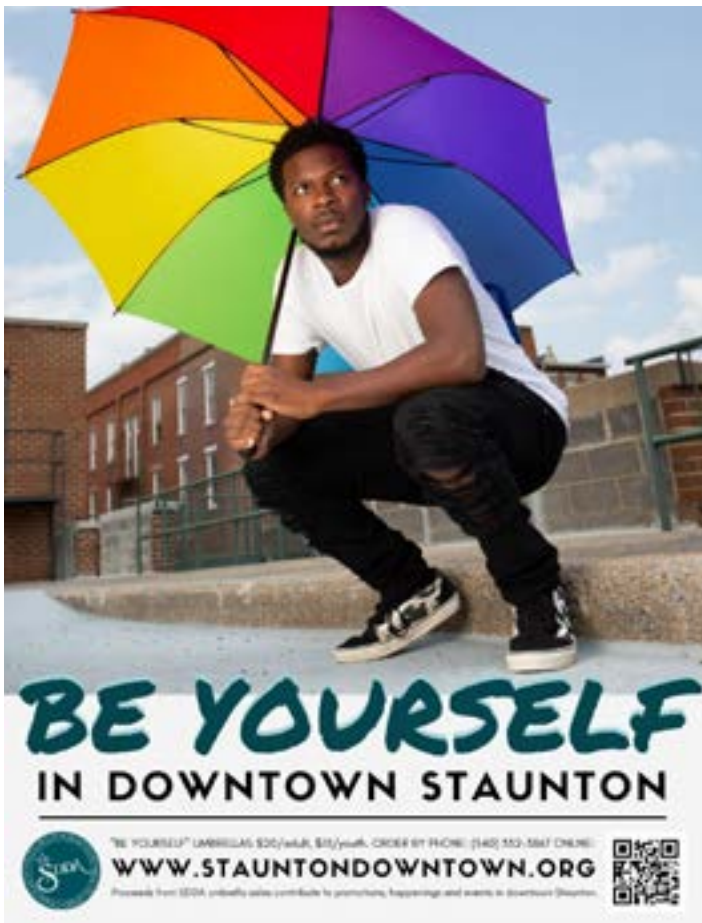
Left: Sarah Skrobis sits in the WQSV studio for her Staunton Stories interview. **Middle:** WQSV is the co-sponsor for Staunton Stories and plays the program on Thursdays at 6pm. **Right:** Tarrod Dobbins talks to Greg Beam during his Staunton Stories interview.

BE YOURSELF

IN DOWNTOWN STAUNTON

OVERVIEW

SDDA has continued to gain momentum and positive feedback for a new promotional campaign with the goal of making downtown Staunton more welcoming and inviting to visitors and community members to as they shop, dine, play and stay. The on-going BE YOURSELF in Downtown Staunton campaign features local community members photographed in various locations in downtown as they are holding large rainbow-themed umbrellas. Photography was provided by [Queen City Photography](#). The SDDA continues to offer the BE YOURSELF umbrellas for purchase at \$20 each for the adult size and \$10 each for the youth size. Umbrellas are available at the SDDA offices or online: www.stauntondowntown.org. Proceeds from the BE YOURSELF umbrellas contribute to additional promotions, activities and happenings in downtown Staunton.



Left: Posters using photos from the campaign were used in downtown kiosks to encourage visitors to the SDDA website. **Top and Bottom Right:** Two photos from the campaign show diverse individuals and groups of friends enjoying downtown Staunton.



BE YOUR ELF IN DOWNTOWN STAUNTON

In response to the success of the BE YOURSELF in Downtown Staunton campaign earlier this fall, the SDDA opted to release hoodies, printed locally by [Tees to Go 2](#) with the phrase “Be Your ELF in Downtown Staunton” during the 2021 holiday season. Staff, volunteers and community members enjoyed wearing these quirky, fun, holiday hoodies which mentioned their favorite place... Downtown Staunton. The SDDA plans to relaunch the hoodie sales in October 2022 for next year’s holiday season.



Top Left, Middle and Right: Photos from the campaign show many different individuals enjoying downtown Staunton. **Bottom Left:** Greg A. Beam poses for a photo with one of Santa’s reindeer and displays his “Be Your Elf” sweatshirt. **Bottom Right:** SDDA staff pose for a photo with Mr. and Mrs. Claus in their “Be Your Elf” sweatshirts.

DOWNTOWN IS HOME

OVERVIEW

SDDA staff teamed up with John Craft to create a downtown promotional photo shoot. [Nanny June Vintage Clothing](#) and [H.L. Lang Jewelers](#) provided accessories for the family and [the Book Dragon](#), [Staunton Antique Center](#) and [Split Banana](#) served as locations for the shoot.

Downtown Fall Happenings



Sponsored by  DuPont Community CREDIT UNION



STAUNTON CITY ORNAMENTS

SDDA presented the 2021 Staunton "Downtown is Home" Christmas ornaments, perfect gifts for the folks who love downtown! These beautiful ornaments were designed by Farmhouse Signs by Layla Reid. Proceeds benefit events and happenings in downtown Staunton.



Left: Photos from the fall Downtown is Home campaign were used to create posters eventually placed in Downtown kiosks. **Top Right and Middle:** John Craft captured different scenes throughout Downtown Staunton for the fall campaign. **Bottom Middle and Right:** Layla Reid created Staunton ornaments for the SDDA to sell in benefit of downtown happenings.

ELFIE SQUAD

OVERVIEW

The Staunton Downtown Development Association kicked off the holiday season with a little cheer, celebrating the many wonderful downtown businesses and organizations during Small Business Saturday, November 27. City Council honored Small Business Saturday with a proclamation at Council's November 11 meeting. SDDA Executive Director Greg Beam was in attendance to receive the proclamation. SDDA encouraged the community to shop, stay and play local in historic and hip downtown Staunton. SDDA revealed the 2021 "elfiesquad" videos through social media the week prior to Small Business Saturday. The "elfiesquad" is a group of youth and teen volunteers, from Staunton City Schools, who are dressed as cheerleader elves, bringing cheer to downtown business owners and customers.



All Photos: Members of the Elfie Squad visit businesses throughout Downtown Staunton to spread cheer to patrons and business owners alike.

PARTNERSHIPS

OVERVIEW

Continued Connection and Collaborations. SDDA staff have been communicating with other non-profits organizations (Staunton Augusta Art Center, Staunton Farmers' Market, Augusta County Railroad Museum, Stonewall Brigade Band, Blue Ridge CASA and Woodrow Wilson Presidential Library & Museum) to add additional activities, music and experiences to downtown Staunton throughout the year. Throughout these conversations, SDDA continues to suggest ways in which the organizations can best partner on other projects in the coming months and further into 2022/2023, therefore making the best use of shared resources to develop new opportunities and experiences for our community.



All Photos: Above are some, but not all, of the different organizations that SDDA has partnered with in 2021.

ACTIVITY REPORTS

JULY 1, 2021 - JUNE 30, 2022



STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION

ACTIVITY REPORTS

July 1, 2021 – June 30, 2022

JULY 2021

New Beverley Street business partners to the Flower Basket/Planter program include Lift Mattress Co., Shenandoah Valley Brewing Co., and Camera & Palette.

The Staunton Downtown Development Association (SDDA) Economic Vitality Committee worked with Alison Heinrich (Ali & Co.) to develop and host an evening networking event for female business owners and leaders within the community. The event was held June 22 at the Woodrow Wilson Presidential Library. Over 40 women attended and remarked how they hope to engage in additional networking, social and educational workshops in the coming year. Supporting partners and businesses included: Greater Augusta Regional Chamber of Commerce, Staunton Innovation Hub, Shenandoah Community Capital Fund and The Foundry.

Jim Call (**Queen City Photography**) and Tarrod Dobbins (**Father & Sons Barbershop**) were the most recent guests for **Staunton Stories** which airs on Thursdays at 6 p.m. on 106.3 WQSV Staunton. Past episodes are available online at <https://www.stauntondowntown.org/staunton-stories/>.

Business owners continue to share stories of how **Shop & Dine Out in Downtown** has allowed them to remain in operation during the pandemic. Community members and visitors remark how they greatly enjoy the event on Beverley Street.

Tourism Advisory Board Greg Beam continued to serve on the Staunton Tourism Advisory Board, providing updates regarding upcoming happenings and projects in downtown Staunton.

VAX THE VALLEY Mr. Beam met with staff members of the **Central Shenandoah Health District** and **Augusta Health**, further developing plans for a VAX THE VALLEY vaccination/concert series that will be happening later this summer. This free event will allow opportunities for members of the community to receive free COVID-19 vaccinations provided by trained staff members of **Augusta Health**.

AUGUST 2021

SDDA Organization Committee members have been preparing for the **SDDA's Annual Celebration** to be held as a casual, dropping in/out event at the SDDA office located at 1 East Beverley Street, Friday, September 17 from 4 p.m. to 7 p.m.

SDDA partnered with **Central Shenandoah Health District (CSHD)** and **Augusta Health** to host VAX The Valley at the Sunspots Pavilion on Saturday, July 24. The event provided members of the community an opportunity to receive free Covid-19 vaccinations and information provided by trained staff members of Augusta Health and CSHD.

Robin Wilson von Seldeneck, President & CEO of the **Woodrow Wilson Presidential Library and Museum**, was the most recent guest for **Staunton Stories** which airs on Thursdays at 6 p.m. on 106.3 WQSV Staunton. Past episodes are available online at <https://www.stauntondowntown.org/staunton-stories/>

Greg Beam remained in communication with the City Manager's office, Tourism, Economic Development Department, Public Works and Police Department to manage and promote the weekly **Shop & Dine Out in Downtown** initiative. Businesses continued to find ways in which to promote weekend shopping and dining opportunities downtown. Business owners continue to share stories of how this initiative has allowed them to remain in operation during the pandemic. Community members and visitors remark how they greatly enjoy the event on Beverley Street.

SDDA staff conducted a downtown promotional photo shoot with volunteers as part of the **Downtown is Home / Fall 2021 campaign**. **Nanny June Vintage Clothing** and **H.L. Lang Jewelers** provided accessories. **The Book Dragon, Staunton Antique Center** and **Split Banana** served as locations.

Staff conducted a promotional photo shoot for the **"BE YOURSELF in downtown"** campaign. SDDA will be a vendor and sponsor of **Staunton Pride 2021** event, Saturday, October 2 in Gypsy Hill Park.

Promotions Committee members have been planning for fall 2021. Activities in downtown will include a Pumpkin Hunt in storefront windows, online costume contest (partnering with Staunton Parks and Recreation Department), strolling characters and other activities throughout the district. SDDA will encourage the community to dress in costume and enjoy the fun, **FALL HAPPENINGS** in downtown Saturdays from 10 a.m. to 2 p.m. October 16, 23, and 30.

SDDA staff submitted a **special events application** for the **Staunton Christmas Parade** to be held on Monday, November 29, beginning at 7 p.m., in downtown Staunton. The Promotions Committee selected a parade theme which will be shared with the parade participant application and event detail upon approval of the event.

The Promotions Committee approved the return of **Saturdays in December events/happenings** for Saturdays December 4, 11 and 18 between 10 a.m. and 2 p.m. in downtown Staunton. Additional details will be announced in the coming months.

SEPTEMBER 2021

Organization Committee members have postponed the Staunton Downtown Development Authority's (SDDA) Annual Celebration in-person, indoor event until spring and/or early fall, in response to the increase of COVID-19 cases in the community. The Annual Report is available on SDDA's website.

Sherrie Brown, owner of **Essentially Zen**, was the most recent guest for **Staunton Stories** which airs on Thursdays at 6 p.m. on 106.3 WQSV Staunton. Past episodes are available online at <https://www.stauntondowntown.org/staunton-stories/>

Executive Director Greg Beam continued to coordinate with the City Manager's Office, and the City's Tourism, Economic Development, Public Works and Police departments, to manage and promote the weekly **Shop & Dine Out in Downtown** initiative. Recently, the SDDA worked with the City of Staunton as adjustments were made to the program guidelines, allowing sidewalks to remain open to pedestrians during the weekend street closures.

SDDA recently launched a new uplifting/positive promotional campaign with a goal of being more welcoming and inviting to visitors and community members as they shop, dine, play and stay in downtown Staunton. The **BE YOURSELF campaign** features local community members photographed in various locations downtown as they are holding large rainbow themed umbrellas. Photography was provided by Queen City Photography. The **BE YOURSELF umbrellas** are \$20 adult, \$10 youth and are available at the SDDA offices or online: www.stauntondowntown.org. Proceeds from the BE YOURSELF umbrellas contribute to additional promotions, activities and happenings in downtown Staunton.

The Promotions Committee members continued to plan fall 2021. Activities downtown will include a **Pumpkin Hunt** in storefront windows, **online costume contest** (partnering with **Staunton Parks & Recreation**), **strolling characters** and other activities and specials throughout the district. SDDA will encourage the community to dress in costume and enjoy the fun, fall themed happenings on Saturdays (10 a.m. – 2 p.m.), on October 16, 23 and 30.

SDDA announced plans for the return of the **Staunton Christmas Parade** on **Monday, November 29, 2021** at 7 p.m. The SDDA Promotions Committee selected **A Welcome Home Christmas** as the theme for the parade, which is organized with support from the Staunton Kiwanis Club. As marshals of the parade, the **Staunton Kiwanis Club** members coordinate the pre-parade line-up, as well as assist with keeping the parade moving and on-schedule. The inclement weather date for the parade has been set for Monday, December 6, 2021. Those interested in participating in the parade may complete their application and payments online or in person 9 a.m.- 5 p.m., Monday through Friday, at the SDDA offices located at 1 East Beverley Street, 2nd Floor, Staunton. Completed applications and payments must be received and/or postmarked by October 15, 2021.

The Promotions Committee continued to make progress on plans for events/happenings on Saturdays in December (December 4, 11 and 18) between 10 a.m. and 2 p.m. in downtown Staunton. Additional details to be announced.

OCTOBER 2021

Economic Development In September, the Staunton Downtown Development Association (SDDA) served as co host with **My Local Token** during the **Hub Happy Hour** on the rooftop deck at the Staunton Innovation Hub. My Local Token is an innovative Main Street payment platform from the folks at Traipse, and the focus of the social was to share updates and information about the My Local Token program and to solicit support of donors which would support the launch the platform in downtown Staunton. Local refreshments (Skipping Rock Beer Co. and Baja Bean Co.) were coordinated by the Staunton Innovation Hub staff. Learn more about My Local Token at <https://crowdfundmainstreet.com/campaigns/nibtmainab>. Promotions

John Reese, owner of **Yelping Dog Wine** and **CFO Trading Company**, both of which are located on Beverley Street in downtown Staunton, was featured on **Staunton Stories** which airs Thursdays at 6:00 p.m. on 106.3 WQSV Staunton. Past episodes are available online at <https://www.stauntondowntown.org/staunton-stories/>

SDDA remained in communication with the City Manager's Office, and the City's Tourism, Economic Development, Public Works and Police departments to manage and promote the weekly **Shop & Dine Out In Downtown** initiative. The program is scheduled to conclude up the

last weekend in October. SDDA will partner with the City's Tourism Department to develop a survey, allowing community members and downtown stakeholders to share feedback and recommendations as the City considers the possible continuation of the initiative in spring 2022.

SDDA has continued to gain momentum and positive feedback for a new promotional campaign with the goal of making downtown Staunton more welcoming and inviting to visitors and community members as they shop, dine, play and stay. The **BE YOURSELF** campaign features local community members photographed in various locations in downtown as they are holding large rainbow-themed umbrellas. Photography was provided by Queen City Photography. The BE YOURSELF umbrellas are \$20 for the adult size and \$10 for the youth size and are available at the SDDA offices or online: www.stauntondowntown.org. Proceeds from the BE YOURSELF umbrellas contribute to additional promotions, activities and happenings in downtown Staunton.

SDDA will be promoting **FALL HAPPENINGS** and fun in downtown Staunton during October, sponsored by **DuPont Community Credit Union**. Activities include:

- o **BE YOURSELF** in downtown Staunton. SDDA will encourage individuals and families to visit downtown dressed in their "Halloween Best" during the three Saturdays leading up to Halloween, October 16, 23 and 30. Take selfies and tag SDDA on social media [#sdda](https://www.instagram.com/sdda) [#stauntondowntown](https://www.instagram.com/stauntondowntown) [#downtownishome](https://www.instagram.com/downtownishome)
- o **Virtual Halloween Costume Contest**. SDDA in partnership with Staunton Parks and Recreation Department will once again offer a virtual costume contest. Deadline to submit photos is October 27. Prizes will be awarded in the following categories: Self-Made Costume, Purchased/Store Bought Costume, Group Costume, and People's Choice. Winners will be announced November 1. Online registration/details: https://rec.ci.staunton.va.us/ParksRec_Live/Home/Class/ClassDetailsById/787 or Facebook: <https://www.facebook.com/events/554828975774817>.
- o **Pumpkin Scavenger Hunt**. Participating downtown businesses will be hiding/displaying pumpkins in their store windows October 21-31. Individuals and families will have the opportunity to count the number of pumpkins they see and submit their guesses online to win a \$75 gift certificate to their favorite downtown business. Additional details are posted on the SDDA website and social media.
- o **Themed, Strolling Characters**. SDDA once again partnered with Medieval Fantasies Company, coordinating costumed individuals who strolled through downtown from 10:00 a.m. to 2:00 p.m. on Saturday, October 16.

Veterans Day. Every year thousands of military members leave the service and enter the civilian workforce, many becoming entrepreneurs and small business owners. The SDDA will be promoting Veterans Day-related happenings, events and promotions, as well as highlighting Veteran-owned downtown businesses through social media leading up to Thursday, November 11. Additional details to be announced.

Small Business Saturday. The SDDA will kick off the holiday season with a little cheer, celebrating the many wonderful downtown businesses and organizations during Small Business Saturday, November 27. SDDA will encourage the community to shop, stay and play local in historic and hip downtown Staunton. Additional details to be announced.

Staunton Christmas Parade. Plans are currently underway for the return of the Staunton Christmas Parade scheduled for Monday, November 29 at 7:00 p.m. The 24 SDDA Promotions Committee has selected A Welcome Home Christmas as the theme for the parade, which is organized with support from the Staunton Kiwanis Club. The inclement weather date for the parade has been set for Monday, December 6. Those interested in participating in the parade

may complete their application and payments online (www.stauntondowntown.org) or in person 9:00 a.m. to 5:00 p.m., Monday through Friday, at the SDDA offices located at 1 East Beverley Street, 2nd Floor, in Staunton. At this time over 40 organizations/businesses have completed their applications to participate in the 2021 parade. The SDDA has secured sponsors for the parade and Santa's sleigh. The Official 2021 Grand Marshals for the parade will be announced in the coming weeks.

Saturdays in December. Most of the holiday season programming, events and happenings will take place Saturdays, December 4, 11 and 18 between 10:00 a.m. and 2:00 p.m. in downtown Staunton. Highlights include (but are not limited to) strolling holiday characters, musicians, performers, and youth focused activities. o **December 4 – Santa's Sleigh & Reindeer** will be in Candy Cane Courtyard at City National Bank (38 N. Central Avenue, Staunton), sponsored by City National Bank. o **December 11 – Santa's Cottage**, located in Gingerbread Gardens at Woodrow Wilson Presidential Library & Museum, (18 N. Coalter Street). Fun activities, music and photo opportunities sponsored by KK Homes. o **December 18 – Santa's Downtown Workshop** will be set up in the storefront windows at the historic Arcadia building (119 E. Beverley Street), supported by the Arcadia Project and sponsored by Banker's Insurance. o December 4, 11 and 18 – **Santa's Mailbox**, where parents and children will be encouraged to bring letters for Santa when visiting downtown during Saturdays in December events. Santa's mailbox will be at all three Santa Sites and is sponsored by Derek Flory of Mountain Valley Homes. No postage necessary!

Winter Market. The Staunton Farmers Market will once again offer an outdoor winter market in Staunton's historic Wharf District, 9:00 a.m. to 1:00 p.m., Saturday mornings, December 4, 11 and 18. SDDA will continue to support the market by including the events as part of the Saturdays in December advertising.

NOVEMBER 2021

Staunton Stories. Jessica Sawyers, owner of **Mill Street Body & Soul Day Spa** located 112 S. New Street in downtown Staunton, was the recent guest on Staunton Stories which airs on Thursdays at 6 p.m. on 106.3 WQSV Staunton. Upcoming guests include: Pam McCray, Founder/Artistic Director of Staunton Academy of Ballet and Jonathan Wright, owner of Redbeard Brewing Company. Past episodes are available online at <https://www.stauntondowntown.org/staunton-stories/>

Shop & Dine Out in Downtown. Shop & Dine Out in Downtown wrapped up the last weekend of October.

"BE YOURSELF in downtown Staunton" campaign. The Staunton Downtown Development Association (SDDA) continued to gain momentum and positive feedback with the promotional campaign with a goal of being more welcoming and inviting to visitors and community members as they shop, dine, play and stay in downtown Staunton. **"BE YOURSELF" umbrellas** are still on sale: \$20 adult, \$10 youth and are available at the SDDA offices or online at www.stauntondowntown.org. Proceeds from the umbrellas contribute to additional promotions, activities and happenings in downtown Staunton.

Fall Happenings. SDDA coordinated fall happenings and fun in downtown Staunton during October, sponsored by Dupont Community Credit Union. Activities included: o BE YOURSELF in

downtown Staunton. Individuals and families visiting downtown were encouraged to be dressed in their "Halloween Best." o Virtual Halloween Costume Contest. SDDA partnered with Staunton Parks and Recreation Department for a virtual costume contest. Winners were announced November 1. o Pumpkin Scavenger Hunt. Downtown visitors were encouraged to count the number of pumpkins in the windows of participating downtown businesses. The winner received a \$75 gift certificate to a downtown business of their choice. o Themed, Strolling Characters. From 10 a.m. to 2 p.m. on Saturday, October 6 costumed characters from the Medieval Fantasies Company strolled downtown to the delight of shoppers.

Staunton Christmas Parade. Plans continue for the Staunton Christmas Parade scheduled for Monday, November 29, 7 p.m. More than 100 local businesses and organizations have signed up to participate in the parade.

DECEMBER 2021

Staunton Stories. Jonathan Wright, owner of **Redbeard Brewing Company** and Pamela McCray, owner of **Staunton Academy of Ballet**, were recent guests of Staunton Stories which airs on Thursdays at 6 p.m. on 106.3 WQSV Staunton. Past episodes are available online at <https://www.stauntondowntown.org/stauntonstories/>.

Small Business Saturday. The Staunton Downtown Development Association (SDDA) kicked off the holiday season with a little cheer, celebrating the many wonderful downtown businesses and organizations during **Small Business Saturday, November 27**. City Council honored Small Business Saturday with a proclamation at Council's November 11 meeting. SDDA Executive Director Greg Beam was in attendance to receive the proclamation. SDDA encouraged the community to shop, stay and play local in historic and hip downtown Staunton. SDDA revealed the 2021 "elfiesquad" videos through social media the week prior to Small Business Saturday. The "elfiesquad" is a group of youth and teen volunteers, from Staunton City Schools, who are dressed as cheerleader elves, bringing cheer to downtown business owners and customers.

Continued Connection and Collaborations. SDDA staff have been communicating with other non-profits organizations (**Staunton Augusta Art Center, Staunton Farmers' Market, Augusta County Railroad Museum, Stonewall Brigade Band, Blue Ridge CASA and Woodrow Wilson Presidential Library & Museum**) to add additional activities, music and experiences to downtown Staunton during the holidays. Throughout these conversations, SDDA continues to suggest ways in which the organizations can best partner on other projects in the coming months and further into 2022/2023, therefore making the best use of shared resources to develop new opportunities and experiences for our community.

Staunton Christmas Parade. The Staunton Christmas Parade returned to downtown Staunton on Monday, November 29, organized with support from the Staunton Kiwanis Club. The SDDA selected brothers **Joseph and Chapman Williams of Williams Brothers Tree and Lawn Service** to serve as the **Grand Marshals of the 2021 Staunton Christmas Parade**. The parade was sponsored by **Columbia Gas of Virginia**. More than 106 organizations/businesses (including Santa) completed their applications to participate in the 2021 parade. Parade goers cheered as Santa arrived in his newly refurbished sleigh, painted by **Shiflett's Auto Repair & Body Shop**, styled by **ShenanArts** and sponsored by **McKee Foods**. Santa's Sleigh was pulled by his 9- faithful reindeer, who were sponsored by **Baja Bean Co., Shenandoah Dermatology, Bears & Blankets Academy of Learning, Lift Mattress, The Blackburn Inn, Tammy Warren (In Memory of Robert**

Warren), Shiflett's Auto Repair and CMA's Valley Dealerships. An official ribbon cutting to kick-off the parade was held at 7 p.m. the night of the parade, led by the Grand Marshals, Mayor Andrea Oakes, SDDA and representatives of Columbia Gas of Virginia.

Saturdays in December. Programming, events and happenings will take place Saturdays on December 4, 11 and 18 between 10 a.m. and 2 p.m. in downtown Staunton. Highlights include (but are not limited to) strolling holiday characters, musicians, performers and youth focused activities. Special Santa Sites include: 25 December 4: Santa's Sleigh & Reindeer in Candy Cane Courtyard at City National Bank (38 N. Central Avenue), sponsored by City National Bank. December 11: Santa's Cottage, located in Gingerbread Gardens at Woodrow Wilson Presidential Library & Museum (18 N. Coalter Street). Fun activities, music and photo opportunities sponsored by KK Homes. December 18: Santa's Downtown Workshop, located at 18 S. New Street, next to Toyland Row. Stop by, take a look inside and capture a selfie with Santa, Mrs. Claus and friends, sponsored by Bankers Insurance. Santa's Mailbox (at all Santa Sites): SDDA will encourage parents and children to bring letters for Santa when visiting downtown during the December Saturdays events. Santa's mailbox is sponsored by Derek Flory of Mountain Valley Homes. Winter Market. The Staunton Farmers Market will once again offer an outdoor winter market in Staunton's historic Wharf district, 9 a.m. to 1 p.m Saturday mornings on December 4, 11, and 18.

Student Intern. During the first semester of the school year, SDDA had the pleasure of working with a Staunton High School (SHS) senior through the Mentorship Program. The SHS student worked with SDDA on several projects and brought a young, new perspective to the downtown work team. SDDA hopes to continue and grow the relationship with Staunton High School and continue to be a youth mentorship site.

National Honor Society. SDDA also had the pleasure of working with Louise Pollack and the National Honor Society (NHS) students at Staunton High School. Many of the SDDA Elfies are students in the NHS program. The Elfie Squad worked on a Small Business Saturday project—Bring a Little Cheer to Downtown Staunton. The group visited multiple downtown businesses and made videos highlighting Staunton on TikTok. The Elfies will also be present at the Saturdays in December working with the children and families and taking their pictures with Santa. The NHS students will have help from a few "Mini Elfies" during Saturdays in December. Three young ladies from A.R. Ware Elementary School and Shelburne Middle School will help to bring the Christmas spirit to the visitors to the Santa Sites.

No City of Staunton Activity Reports (January, February 2022)

MARCH 2022

Street Banners. 144 new street lamp post banners for the Downtown Service District have arrived and will be installed on downtown street lamp posts in March and April. The banners, designed by **Frazier Associates**, replace banners which have been in rotation in the district since 2010.

Street level flowers & plants. Building upon successes from the Downtown Flower/Plant Program in 2021, the SDDA will once again provide botanical design services, installation and maintenance services for street level plantings with participating/partnering downtown

businesses May through September. SDDA will continue to explore cost, feasibility and opportunities for flower baskets to return in other areas of the district in the coming years.

Valentine's Day. SDDA staff distributed valentines' candy to downtown business owners, community members and visitors during February.

Bylaws Review and Planning. SDDA Organization Committee members met recently to review the bylaws of the organization, and will share recommendations to the SDDA Board of Directors for updates and amendments. The Organization Committee also discussed fundraising goals for the coming year, as well as plans to further engage additional volunteers for events, programs and happenings in 2022.

Shopping & Dining Guide. SDDA staff have been working on updates and edits to both the printed and online versions of the downtown shopping and dining guide. New listings and photography, as well as QR codes, will be gathered.

Staunton Stories. SDDA continued to partner with 106.3 WQSV to launch radio segments/interviews, spotlighting the stories, strategies and future goals of local business owners and community members. Staunton Stories, hosted by SDDA Executive Director Greg Beam, is produced by Ben Leonard, WQSV Station Manager. Justine Juart Lunsford, a downtown resident, was a recent guest. Her story will be available for listening on the SDDA website in the coming weeks.

Busk Staunton. SDDA staff have been in communication with volunteers working to highlight, promote and grow the busking presence in downtown Staunton. SDDA has coordinated a meeting to explore ways in which to assist and promote the music scene in the coming season. SDDA will provide links to the street performance guidelines and locations on the organization's website and social media.

Event Planning Support. SDDA recently hosted a meeting of volunteers/event organizers for Queen City Mischief and Magic, as plans are currently underway for the return of the in-person event in September 2022.

APRIL 2022

New Street Banners. 144 new street lamp post banners for the Downtown Service District have been installed throughout the district. Members of the SDDA's Design Team worked with Frazier Associates on the design. Several of those members were present for the Central Avenue Ribbon Cutting and posed for a photo, celebrating the completion of the project and the first weekend the banners were displayed.

Central Avenue Ribbon Cutting. The SDDA recently celebrated with City Council, staff, officials, community members, the completion of the Central Avenue Streetscape Project. Following an opening speech by Mayor Andrea Oakes, Greg Beam, SDDA executive director, shared remarks with the crowd during the event on behalf of the downtown business owners prior to the official ribbon cutting.

Shop & Dine Out in Downtown. Shop & Dine Out in Downtown kicked off Friday, April 1 on Beverley Street.

St. Patrick's Day. SDDA staff meandered throughout the downtown district, distributing St. Patrick's Day fortune cookies to downtown business owners, community members and visitors during March. Promotions

Tourism Advisory Board Meeting. SDDA staff participated in the Tourism Advisory Board meeting, reporting on the recent and upcoming happenings, projects and goals of the organization.

LOVE sign. SDDA staff recently hosted a meeting with downtown business owners and the Staunton Tourism team regarding a downtown LOVE sign, through Virginia Tourism. Several downtown business owners are interested in proposing a LOVE sign for downtown; however, staff will first gather additional details and information about the process in order to begin planning in the coming year.

Event Planning Support. SDDA hosted a second meeting in the organization's offices for volunteers/event organizers of Queen City Mischief and Magic, as plans are currently underway for the return of the in-person event in September.

MAY 2022

Street level flowers & plants. Leslie Geer, SDDA's contracted botanical designer, has been in communication with business owners and is beginning to install plants and flowers at the participating/partner locations as weather allows.

Shop & Dine Out in Downtown. Shop & Dine Out in Downtown has completed its first month of the 2022 season, receiving much praise and attention. Several businesses have invested in updates to their outdoor dining furnishings, tents, canopies, better connecting with their business brands. Recently the SDDA hosted team members from WHSV-TV3 who shared collaborative advertising opportunities for downtown business owners, to further reach/connect with supporters and customers (residents and visitors) during Shop & Dine Out in Downtown.

Saying goodbye. SDDA staff members shared time at **H.L. Lang Jewelers** over the past month, offering helping hands to owner Katie Spurlock as she prepared remaining inventory and display items, packing up for the final days of operation. Many thanks to all who have helped H.L. Lang's sparkle as one of downtown's premier businesses for the past 137 years. Currently the fixtures, cases and other items are on sale at the shop.

Welcome aboard! SDDA staff have been out and about welcoming the new kids on the block: **Remedy Burger** (12 E. Beverley Street), **O'Brien's Antiques & Art** (14 Byers Street-Suite 1), and **Burrow & Vine** (10 E. Beverley Street).

Ribbon Cutting Ceremony. Recently SDDA Executive Director Greg Beam was asked to attend and participate in an official ribbon cutting and grand opening of Stuart Hall School's newest campus building, the Eastham Center, located on Beverley Street in downtown Staunton. This recently renovated space provides SHS students with state-of-the-art facilities and classrooms.

National Small Business Appreciation Week. SDDA staff partnered with Courtney Thompson, executive director of the Greater Augusta County Chamber of Commerce, to create a special

social media blast highlighting a few local businesses leading into Mother's Day weekend. This promotion featured The Foundry Pop-ups, Clocktower Eats & Sweets, Heirloom Home, Made; by the people; for the people, Marion's Candles, Scents & Seasons and Medieval Fantasies Company Gyfte Shoppe during National Small Business Appreciation Week.

Tourism Advisory Board Meeting. SDDA staff participated in the Tourism Advisory Board meeting, reporting on the recent and upcoming happenings, projects and goals of the organization. Mr. Beam was elected vice-chair for the coming year.

Queen City Mischief & Magic. SDDA staff continue to support and attend Queen City Mischief and Magic monthly meetings, preparing for highly anticipated return of the event in September 2022.

Spring Hoppennings in Downtown Staunton. During April, SDDA promoted the return of Staunton Farmers Market on Saturday mornings, as well as encouraged the community to come out for free photos with That Downtown Chick — a new costumed character from the SDDA. That Downtown Chick was on-hand to visit with the community from 9:30 a.m. to 11:30 a.m. on April 2, 9 and 16. SDDA staff handed out plastic eggs filled with temporary tattoos and coloring sheets depicting That Downtown Chick. All of the youth who submitted their coloring sheets of That Downtown Chick on social media received a coupon from The Split Banana. SDDA also partnered with downtown businesses again this year for the Staunton Downtown Egg Hunt. Businesses displayed eggs in their windows and participants submitted their guesses of how many eggs they spotted, following a map provided by SDDA online. Winners were contacted and notified that they would receive a gift card from SDDA at a business of their choosing. First place winner selected Blu Point Seafood, second place selected Byers Street Bistro and third place selected Remedy Burger.

Kindness Matters on Display. SDDA connected with Staunton City Schools staff and offered the use of the 11 South Augusta Street store front windows to promote the Kindness Challenge. SDDA and Schools staff dressed mannequins in t-shirts from the area schools and displayed positive posters and messages from the campaign. The display will be up through June. Many thanks to the property owner for continuing to allow SDDA to use these windows for promotions highlighting community and downtown happenings.

JUNE 2022

Street level flowers & plants. SDDA provides botanical design services, installation and maintenance services for street level plantings with participating/partnering downtown businesses May through September. Leslie Geer,

SDDA's contracted botanical designer remains in communication with business owners and has continued to install/maintain plants and flowers at the participating/partner locations, as weather allows.

Shop & Dine Out in Downtown. Shop & Dine Out in Downtown has completed its second month of the 2022 season, receiving much praise and attention. Business owners report that both community members, residents and visitors enjoy the outdoor dining options.

Ribbon Cutting at BURROW & VINE. SDDA staff members, along with Mayor Andrea Oakes attended a ribbon cutting ceremony at Burrow & Vine (10 East Beverley Street), organized and hosted by the Greater Augusta Regional Chamber of Commerce team.

Event support. SDDA staff recently provided support through marketing and resources to the organizers of **Staunton Jams (Reboot)**. The SDDA's mobile stage was also seen at the one-year anniversary event at **Ciders From Mars**.

Fall Happenings 2022. SDDA staff and committee members are currently developing plans for the Fall Happenings in Downtown. They are scheduled to take place 10 a.m. – 2 p.m., Saturdays, October 15, 22 and 29. Additional details will be announced.

Staunton Christmas Parade & Saturdays in December. SDDA staff and committee members have been developing plans and will be submitting a special event application to the City Manager's Office for review, seeking a green-light for the Staunton Christmas Parade set for Monday, November 28 at 7 p.m. Committee members are discussing SDDA's Saturdays in December line-up, slated to return 10 a.m. – 2 p.m. (weather permitting), Saturdays, December 3, 10 and 17 in various locations throughout downtown. Additional details to be announced.

FY22 WORK REPORT

JULY 2021 - JUNE 2022



STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION

END OF YEAR REPORT

July 1, 2021 through June 30, 2022

DESIGN ...fosters a walkable, sustainable and user-friendly Downtown by capitalizing on its unique physical assets and historic architecture and acting as a proactive agent for implementation of the Streetscape Plan.

Current Committee Chair: Brad Arrowood, Current Committee Members: Kathy Frazier, Bill Frazier, Bob Mortensen, Timothy Hortless, Rodney Rhodes, Frank Strassler, Jeff Johnston, Sharon Angle, Matthew Sensabaugh

Streetscape Elements

***** Facilitate the installation and maintenance of hanging flower baskets on light poles along Beverley Street from May until Labor Day, per City contract.

After attempting a hybrid of street level and hanging baskets last summer, the SDDA Design Committee recommended stepping away from the hanging baskets for the coming season, as the baskets did not hold up as well as hoped without the daily watering/maintenance. Hanging baskets require daily maintenance/watering in our environment—which proves to be somewhat difficult and costly on the weekends during the street closures for the Shop & Dine Out in Downtown initiative. The SDDA did, however, receive positive feedback, collaboration and participation from business/property owners last summer, who partnered with the SDDA for the street level plantings.

Building upon successes from the Downtown Flower/Plant Program in 2021, (with approval from the Interim Staunton City Manager), SDDA is working with Beverley Street business and property owners once again this season. The SDDA has contracted with Ms. Leslie Geer, to provide botanical design and maintenance services for 2022. The street level plantings were put into place prior to Memorial Day weekend and will remain cared for until Labor Day 2022. The SDDA continues to receive feedback from both downtown business/property owners as well as community members that the coordinated street level plantings are an added delight to the summer streetscape.

***** Provide financial support of \$10,026 for the Downtown trolley. SDDA received notification that a portion of the funding would be covered for FY22, however SDDA's match remained at \$10,026.00 for the coming year.

Expand the transit advertising program, in conjunction with the CSPDC. *Ongoing.*

Attend Transit Advisory Committee meetings. *Ongoing.*

■ Maintain pedestrian signs and maps. *Ongoing. Committee will review signs and will move towards applying for grant dollars to allow for updates/replacements in 2023.*

Public transit, bike racks, free parking. *SDDA has received a few requests from community members regarding the need for additional bike racks downtown. SDDA will review current locations of bike racks, questions where additional racks would be beneficial and discuss potential bike rack shifts (if approved by the city). SDDA will highlight/promote locations of current bike racks through social media, etc.*

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Pursue greenspace development. Ongoing.

On-street locations *Through participation/promotion of programs such as SHOP & DINE OUT IN DOWNTOWN, the SDDA will continue to gather information for discussion regarding the community's interest in additional greenspaces/parklets in downtown.*

As part of new development: Courthouse, Hub *In 2019 a Downtown Improvement Grant in the amount of \$24,500. was awarded for The Innovation Hub Plaza which was scheduled to be completed in 2021. Update: In the fall of 2021, at the direction of DHCD, SDDA requested that the DIG funding (\$24,500) be returned, as no further extensions would be granted for the Hub Plaza project. SIH staff complied with the request/deadline and returned funding as instructed.*

Supporting events, activities and promotion. Ongoing.

Public Art, alleyway clean-up, murals, etc. *During February 2020, Executive Director met with Ms. Lindsay Walsh regarding her concept of a 20 in 2020 mural project. This project was postponed due to COVID-19. SDDA has received requests for support/guidance from individuals, businesses, organizations about public art projects/concepts for the coming year(s). SDDA has received numerous requests for a LOVE sign to be created/placed in downtown Staunton. During spring 2022, SDDA Executive Director met with City of Staunton staff to seek approval for a LOVE sign. SDDA will create a committee of downtown stakeholders to make recommendations for a downtown LOVE sign, to be approved by the City of Staunton prior to construction and potential installation in summer/fall 2023.*

Partnership with Historic Staunton Foundation, Staunton Innovation Hub, Tourism Department, The Arcadia Project, etc. *SDDA is continuing to explore and expand on partnerships with other nonprofit organizations in the district. SDDA Executive Director continues to reach out and engage non-profit organizations in conversations in the hopes of developing additional collaborations/partnerships.*

SDDA Executive Director was elected to serve as Vice Chair of the Tourism Advisory Board for 2022/2023.

SDDA Executive Director participated in a meeting, at the invitation of the Arcadia Project team, with representatives from the Industrial Revitalization Fund.

Streetscape Maintenance

***Conduct two maintenance tours per year with committee members and Public Works and track completed repairs and ongoing projects with consideration of the Streetscape Plan, adopted by City Council. Mr. Matthew Sensabaugh, City of Staunton Horticulturist, continued to provide updates and support to SDDA of progress/work within the DSD. Will discuss returning to in-person tour options in the coming year.**

***Continue to improve communications between Public Works and the Downtown businesses regarding advance notice of any capital improvements, repairs, street closings, parking disruption or other streetscape projects that might have an effect on DSD businesses. Ongoing. SDDA has been in communication with Mr. Jeff Johnson, Director of Public Works, City of Staunton. SDDA has facilitated zoom discussions with business owners and the Director of Public Works as requested. SDDA continued to**

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provide various updates/sharing of information related to street closings, Central Avenue Streetscape Project, etc.

Support Bicycle and Pedestrian Advisory Committee. *Ongoing. Will explore ways in which SDDA can become better connected/informed and of more assistance moving forward.*

Provide feedback related to decorations, lighting, street furniture in the DSD when needed and as determined by the committee. *Ongoing.*

*Continue to update the Streetscape addendum with improvements *The Design Committee has recommended a Streetscape Plan refresh with Frazier Associates in 2023/2024.*

Education

Provide clear signage guidance for property owners by maintaining city links on the website *Ongoing.*

Promote the free design services and Façade Design grants through Virginia Main Street *Ongoing.*

Maintain photographic documentation of physical changes in the DSD *Ongoing*

Provide support for businesses and property owners in the Central Avenue corridor to ease the construction burdens and interruptions associated with streetscape improvements, as needed. *Ongoing.*

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ECONOMIC VITALITY ... focuses on business recruitment and retention, entrepreneurial and business development.

Current Committee Chair: Sarah Lynch (Baja Bean & Co.), **Current Committee Members:** Alex Andrew (Staunton Creative Community Fund), Alison Denbigh (Staunton Innovation Hub), Chip Clarke (Assistive Tech Works), Amanda H. DiMeo (City of Staunton, Economic Development Office), Alison Heinrich (Ali & Co.), Terry Holmes (Mill Street Grill and Staunton City Council), Brenda Mead (Staunton City Council)

DSD BUSINESSES Opening, Closing, Relocating - July 1, 2021 – June 30, 2022

Openings	Coming Soon	New Owner/Name For Sale	Closing Downsizing	Relocations Expansions
Serendipity Cafe	Billy Opal	Front Line Model Kits & Hobbies	101 Restaurant	Heirloom Home
Crumb! / Whipp'd Cakery	Brisket Taco		Nature's Bliss	Jude's (Expansion)
Lady Virginia Vintage	Brick's		The Golden Tub	The Foundry ETC
Redwood Base Camp			Laughing Bird Pho	
Vic's Eats			Emilo's / Pompeii Lounge	
The Basement on Byers			H.L. Lang's Jewelers	
Little Shop of Crystals			Cocoa Mill Chocolatiers	
Eclectic Retro				
Remedy Burger				
O'Brien's Antiques & Art				
Burrow & Vine				
VA Creative Collective				

Awareness:

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*Send press releases and email blasts (Downtown Lowdown) and via social media to the press, SDDA members and stakeholders (Downtown business and property owners), and the community at large, once per month. *Ongoing*

Establish a positive portrait of the Downtown business environment for increased investor confidence. *Ongoing. Establishing new/rejuvenated connections with stakeholders and community partners. New/revamped marketing strategies/methods are continuously being developed and implemented.*

Feature business openings and activities, anniversaries and expansions, new ownership, location or name change, property development, for sale and for rent. *Ongoing/continuous promotion of business activities through online/social media outlets (website (blogs), Facebook, Instagram, Twitter).*

SDDA accomplishments, grants, programming and events, partnerships and accolades. *Ongoing. Details included throughout this report.*

Business Retention:

Continue to update the business packet that contains general information about doing business in Downtown. *SDDA continues to provide information for new business owners. SDDA continues to seek feedback/suggestions from current business owners as to the information which they feel would be helpful as they continue to operate downtown. SDDA staff have provided a few hardcopy packets to business owners over the past year, however frequently business owners have requested links and additional information in digital formats versus paper/hardcopies.*

Parking, store hours, storefront maintenance, window displays and cleaning, Façade and sign ordinance, refuse schedule, Facade Design Program, snow removal, SDDA event calendar, Downtown Lowdown policy, SDDA member benefits, SDDA programming, etc. *Ongoing. Staff continues to engage in conversations with business/property owners, community members and volunteers regarding membership benefits, seeking their input as to benefits/assistance/services and support they would hope to receive from the SDDA. These have been on-going conversations/solicitation of ideas which leads to retooling the benefits/services the organization has been able to provide.*

■ Stress importance of parking properly and staying open past 5PM. *Ongoing. SDDA Economic Vitality team members have discussed encouraging retail businesses to remain open past 5pm during Shop & Dine Out in downtown. Further planning will be discussed in the coming year.*

Partner with local and state resources to develop and promote educational and support programs that encourage business activity and entrepreneurial development - City Departments, Staunton Creative Community Fund, Small Business Development Center, banks, Chamber of Commerce, Board of Realtors, educational institutions *Ongoing. Executive Director remains in communication with City of Staunton staff members (City Manager's office, Economic Development, Tourism, Public Works and Police Department) and assists with the development, marketing, implementation as well as on-going refinement of the SHOP & DINE OUT IN DOWNTOWN initiative.*

*Since fall 2020, SDDA Executive Director has served as a member of the **Heifetz Institute Community Advisory Council**, an informal body that meets 4-5 times per year to ensure that the Heifetz Institute's programming, administration, and policies are meeting the civic, educational, and cultural needs of the*

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local community, e.g., the City of Staunton, Augusta County, and the Shenandoah Valley region of Virginia. The Advisory Council, made up of civic, business, political, and philanthropic leaders in the community, also assists in seeking the necessary support and providing counsel to ensure that the Heifetz International Music Institute continues to be a high quality, vital asset to the community as it carries out its mission.

SDDA continues to promote programs/services/events/opportunities provided by the City of Staunton, SCCF, SBDC, Chamber of Commerce and other local educational institutions. SDDA looks to further improve/expand upon connections/partnerships in the coming year.

Visit Downtown businesses and manage personal visits and through the Ambassador Program. Over the past year, SDDA staff continued to visit stakeholders. SDDA has continued to engage volunteers in activities, events and promotions. SDDA Executive Director will encourage the committee to discuss in more detail ways in which the Ambassador Program could be retooled to be of most benefit moving forward in the coming years.

Continue to recruit, reward and develop a team of volunteers that visit SDDA members. Ongoing. SDDA has continued recruiting volunteers who have shared their time and talents by assisting with the development of new programs/services for downtown over the past year. Volunteers have served through committee work as well as hands on by sharing resources or talents. **SAW Habitat for Humanity, Valley Mission Inc, Oak Grove Theater, ShenanArts, Celebration of Holiday Lights Committee, Queen City Music Studios, Staunton Augusta Farmers Market, Medieval Fantasies Company, 106.3 WQSV and the Woodrow Wilson Presidential Library & Museum** are just a few of the organizations which have shared time, talents and resources in the past year. Moving forward, SDDA volunteers will continue to serve both in-person and online in various roles. Volunteers will be recognized/celebrated both in-person as well as online through social media outlets.

■ Get business support for using parking and public spaces for parklets. – Ongoing. Shop & Dine Out in Downtown Initiative has been a step towards gathering information/feedback for discussion of potential recommendations of parklets in downtown Staunton in the coming years.

Business Recruitment:

Maintain communication with property owners to encourage for rent/for sale property listings on the SDDA website and any changes to their property status. Ongoing. Will continue to enhance this resource page on the website in the coming year.

Continue to add business development resources to the “Open a Business” tab. Ongoing

■ Expand residential listings to neighborhoods around Downtown. Will explore this topic in 2023/2024.

Expand the resources tab on the website to include service providers. Ongoing

Focus on opportunities and new business development in the Central Avenue Area. Ongoing. Have been in communication with property/businesses owners over the past year. Will continue to develop ways in which to encourage business development.

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*****Work with city staff to coordinate recruitment efforts, incentives and define the Trade Area, facilitating leasing efforts that will reduce vacant, leasable storefronts by 50%. *Ongoing. Since July 2021, the following 1st Floor Beverley Street storefronts have been leased: 113 W. Beverley Street (Mobile Home LLC, Iota) 101 W. Beverley Street (Vic's Eats), 11 W. Beverley Street (TBA), 16 W. Beverley Street (The Foundry ETC), 10 E. Beverley Street (Burrow & Vine), 12 E. Beverley Street (Remedy Burger), 34 E. Beverley Street (Heirloom Home), 105 E. Beverley (Jude's extension), 114 E. Beverley (TBA) Currently not leasable spaces: 20 E. Beverley Street (two storefronts), Currently under renovations: 2-14 West Beverley, 132 West Beverley Street, 23 E. Beverley Street*

Identify and promote a path for emerging entrepreneurs, cooperatives and partnerships. *Ongoing.*

Market Staunton Downtown as a great place to open or relocate your business. *Ongoing*

*****Market Downtown as a great place to live. *SDDA will continue to highlight and promote the numerous benefits of working/living in downtown Staunton, and will explore partnerships to obtain further success/reach of this goal. SDDA will continue to expand up/use social media and lifestyle advertising to promote and expand the "Downtown is Home" campaign.*

*****Identify and contact local and regional entrepreneurs, within selected business groups positioned for location or expansion into leasable DSD storefronts. *Ongoing*

Property Owners and Residents:

Determine ways to encourage upper floor development. *Former Executive Director's recommendation was to adjust sign guidelines to allow for upper floor business signage. Will explore this recommendation in the coming year with committee members and city staff.*

Work with the City to determine ways to encourage property owners to rent vacant spaces. *Ongoing.*

Develop a volunteer project for residential inventory and resident outreach. *Will continue to develop.*

Find a resident from each connecting neighborhood to assist. *Will continue to recruit.*

Organize resident and property owner gatherings. *Will continue to explore ways in which to improve/grow engagement of residents and property owners in the coming year.*

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ORGANIZATION ...deals with membership development, fundraising and other organizational housekeeping chores.

Current committee chair: Len Doran, Current Committee Members: Sarah Butterfield (Blue Mountain Coffees), Hannah Green, Michele Waitier, (SDDA Assistant Executive Director).

Housekeeping

Organize an Annual Celebration, Volunteer Appreciation and board election. *The SDDA Board Election was held and completed in 2021: Ms. Jessica Godsie Sawyers (Board President, Promotions Committee Chair) Mr. Leonard Doran (Immediate Past Board President, Organization Chair), Ms. Claire Richardson (Vice President), Ms. Tammy Warren (Treasurer), Ms. Liesel Crosier (Secretary), Ms. Sarah Lynch (Economic Vitality Committee Chair), Mr. Brad Arrowood (Design Committee Chair), Mayor Andrea Oakes (City Council Liaison) and Ms. Leslie Beauregard (Interim City Manager, Ex Officio). Due to a rise in covid-19 cases, the annual celebration/meeting and volunteer appreciation event was not held in 2021. The SDDA awards (Achievement, Leadership, Volunteer of the Year, Teamwork, Business of the Year, Restoration of the Year, Civic Service and Joseph White Community Servant) were not given. Organization Committee plans for the Annual Celebration to return in October 2022.*

***Host a minimum of 2-3 Downtown Round Tables per year as a forum for stakeholder and Community input and education.** *Over the past year, numerous on-line discussions though not specifically referred to as Downtown Round Tables— have proven beneficial and focused on Shop & Dine Out in Downtown and other holiday/events planning. Members of city staff have also participated in these conversations. SDDA will look towards new discussion topics for Downtown Round Tables in the coming year.*

Temporary Art, Store Hours, Holiday, QCMM, etc. *SDDA will continue to encourage discovering ways in to best engage the community, while promoting our downtown organizations.*

Maintain and update the procedural contingency plan and Main Street member database. *Ongoing. Committee will be reviewing/updating in the coming year.*

Continue to use the Main Street handbooks for Committee and Board education. *Ongoing*


Membership


Evaluate membership structure and policies. *Ongoing. Currently in the process of being reviewed and reorganized for the coming year – as we look towards being more present in the additional types of support we may be able to provide our stakeholders.*


Establish clear boundaries for member vs. non-member services. *Member/Non-member services were loosened in response to COVID-19. SDDA offered support to non-members and neighboring businesses during the pandemic, at no additional fees. Services/structure to be reviewed and reorganized in 2022/2023.*


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Retool the SDDA Member brochure, update benefits and include member feedback from the previous year. *Ongoing. Expanded to online membership perks and registration/payment options through SDDA website.*

* Make member reports to the City Manager in January 2022. *Completed.*

Change to a monthly invoicing system *Completed.*

Engage the Board and Ambassadors in monthly outreach. *SDDA has continued to engage volunteers in the organization's outreach and community events/happenings.*

Develop Anniversary acknowledgement plan *Ongoing.*

Make service listing on SDDA website available to outside DSD businesses for a fee. *Ongoing.*

Communication

Create press releases and Facebook posts about SDDA accomplishments, services, volunteer opportunities, member benefits, etc. *Ongoing. SDDA will continue to develop and improve on its social media and online presence, as tools to further reach, inform and engage supporters of downtown Staunton.*

Develop a consistent SDDA message and calendar for outreach. *Ongoing. Calendar and messaging continue to be retooled and updated weekly.*

Connect with Media, stakeholders, City Council/Management and the community. *Ongoing.*

* Produce and e-communicate the weekly Downtown Lowdown and Downtown Biz. *Weekly eblasts (Downtown Lowdown and Downtown Biz) communications were halted in response to feedback received from business owners who were requesting an updated/revamped format which would prove to be more user friendly. SDDA now actively participates in Downtown Staunton Business Owner page/group on Facebook, sends e-blasts as well as posts frequently through social media to reach stakeholders. Briefer, more frequent blasts/bites of information have proven to be more effective and appreciated by our business owners who often reported frustrations with the Downtown Lowdown and Downtown Biz*

■ Continue to administer the website. *SDDA continues to add additional elements/tools to the website monthly, improving its usefulness to DSD stakeholders and community members.*

Add a volunteer area for the Ambassador program, events, Streetscape projects *Completed*

Add a jobs page *Completed.*

Add a separate service business and resource section *Ongoing.*

Post Annual Report, Work Plan and Budget *Completed/on-going.*

■ Continue outreach to MBU, SHS, GCHS, SHS, etc. *Ongoing.*

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Student Intern Projects – Ongoing. *Online student internship project with Staunton Montessori students started in fall 2020 (downtown teen survey) and continued into spring 2021 (a teen’s guide to downtown). Will continue to explore additional internship opportunities in the coming year.*

Green space development and implementation *Ongoing.*

#Fundraising

Assist Board with fundraising plan. *Continuing in 2022/2023 the SDDA Board will develop new fundraising projects/goals.*

Website, promotional pieces and community outreach. *Ongoing. Continuing to explore news ways in which to connect/engage community support, moving towards increasing social media presence.*

Pursue grant opportunities *Ongoing.*

Expand campaign for Transit Sign sales *Ongoing. SDDA is continuing to revamp and improve upon advertising opportunities for the BRITE buses and trolleys. SDDA plans to continue marketing this advertising opportunity as an additional way for downtown businesses and nonprofits to reach customers in the City of Staunton.*

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PROMOTIONS *...creates awareness, loyalty and foot traffic through events, promotions, advertising and community and business engagement.*

Current Committee Chair: Jessica Godsie-Sawyers (Mill Street Body & Day Spa), Current Committee Members: Kay Shirey (Stelle Rose) Mia Pugh, Chris Pugh (Medieval Fantasies Company), Sherrie Brown (Essentially Zen), Steven T. Toetzsch (Staunton Recreation & Parks Department), Cole Traxell, Sandi Cararo (The Book Dragon)

Events and Promotions

Plan and implement a minimum of three special events per year. *Completed.

Report to the City Manager 30 days after the event. *Ongoing.

Fall Happenings

Veteran's Day

Small Business Saturday

Staunton Christmas Parade

Saturdays in December

Spring Hoppennings

Support community and business initiatives by assisting with event planning and promotion. *Ongoing.* *Supported events/happenings which were offered by multiple organizations/businesses which included (but not limited to) Medieval Fantasies Company, Staunton-Augusta Art Center, Greater Augusta Regional Chamber of Commerce, Beverley Street Galleries, Heifetz International Music Institute, Shenandoah Valley LGBTQ Center, Celebration of Holiday Lights Committee, Staunton Recreation & Parks, Staunton Jams (Reboot), Ciders from Mars Anniversary Event, and Woodrow Wilson Presidential Library & Museum.*

Follow event support policy for merchant initiatives. *Ongoing*

■ Greenspace events/seasonal, outdoor music. *Ongoing.* *Conversations around greenspace events will continue in the coming year, as the committee and board develop new events and activities for community members to safely participate in. SDDA updated its **Downtown Staunton Street Performance** application/permit process and added it to the organization's website, as an increased convenience for interested participants. Will continue to promote and monitor in the coming year. Will continue to recommend a review/discussion/plan to better share out the guidelines of the process with community, businesses and organizations in the coming year.*

■ Downtown services and insurance fair or gatherings *Committee will review/discuss this item.*

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Determine opportunities for securing sponsorship dollars and creative fundraising to support events. *Ongoing discussion/planning.. SDDA collaborated with 106.3 WQSV to develop an on-going interview series entitled "Staunton Stories".*

Develop programming that responds to the needs of the community, based on the consumer survey results and creates a contiguous District. *Ongoing. Will continue to gather additional information and further insights/responses from the community members. Will use the responses received from the 2021 SDDA Community Survey to develop plans for the coming years.*

Advertising, Marketing and Campaigns

Investigate and continue to pursue regional advertising, cooperative advertising and social media opportunities for Downtown businesses. *Ongoing.*

Continue to develop local media partnerships. *Ongoing. SDDA continued with local media partnerships with News Leader, WMRA, MIX 93.1, NBC-29 and WHSV – TV3.*

Utilize website and Downtown Lowdown(s) for business outreach, education and community awareness with Downtown promotional activities, information, events and SDDA branding.

- *Engagement also grew, with popular posts*
- *SDDA continued and improved consistency with the "Weekend Update" which is a popular Facebook/Instagram post made Fridays at 5pm to share weekend events and happenings (both in person and online) with the community.*
- *SDDA Twitter was reactivated and shared content geared towards both community and businesses in the district.*
- *Email marketing subscribers remained relatively constant, but newsletters became more consistent and went out to both the community, businesses and stakeholders.*

Continue to promote the Downtown Lowdown and the SDDA, TJ Collins, #Shop Staunton First Facebook/Instagram to increase awareness and participation. *Ongoing. The organization's social media accounts continue to be improved and gain momentum as new content continues to be developed.*

***** Update, produce and distribute 10,000 Shopping & Dining Guides and continue to update the digital version on the website. *Completed. With prior approval from the City Manager, SDDA decreased the number of printed guides to 10,000 for 2022. The updated Shopping & Dining Guide was designed by Ms. Gretchen Long, Queen City Creative, was printed by McClung & Co., and was completed in June 2022.*

Continue to implement/expand Shop Staunton First Saturdays/StauntoNites. *Program was paused during the pandemic, however in the coming year, the committee discussion will evaluate effectiveness and/or desire to be continued and/or shifted for the coming year.*

█ Continue to develop posters and distribute them to merchants, around town and display in kiosks. *Ongoing. SDDA staff members have continued to provide support with distribution/display of posters/flyers promoting events/services/activities in the DSD. SDDA continues to maintain the downtown kiosks, posting flyers/posters provided by local businesses/organizations.*

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Customer Loyalty

In mid-March 2020, in response to COVID-19, SDDA suspended the sale/distribution of new SDDA Downtown Gift Cards. The SDDA continued to encourage customers/supporters to reach out to specific businesses and purchase gift cards/certificates directly. Customers responded favorably to the shift. The SDDA encouraged businesses to accept previously sold gift cards in circulation and the SDDA honored those reimbursements through June 2021.

Investigate a new Gift Card program to improve its performance. Ongoing discussions/updates from Mr. Darren Smith of TRAIPISE to discuss the "Local Token" program. The progress on the program slowed as a result of Covid-19. As of June 2021, TRAIPISE shared they were continuing with research/development for funding of the "Local Token" program. SDDA Executive Director will continue to be in communication with TRAIPISE to develop pilot locations/business discussion groups in summer 2022. Ongoing work will continue on this goal.

Continue to develop and expand the Buy Locally campaign to increase community awareness about the benefits of buying from locally owned, independent businesses and develop customer loyalty. Ongoing. Developed "Shop/Support Local" window displays during Small Business Saturday in vacant store fronts. Will continue to use mannequins as "the Locals" –as tools in which to draw attention to the message throughout the seasons. SDDA will continue to expand on the "Downtown is Home" campaign in 2022/2023.

■ *Develop a strategy for enhancing the connection between Downtown and Mary Baldwin College/Stuart Hall/Grace Christian Academy students and employees, increasing awareness for Downtown programs, activities and businesses. Ongoing. SDDA will continue communications for the return of student driven projects/collaborations in the coming year.*

Downtown Lowdown/Discount Card sign ups. Ongoing. SDDA will look towards ways to retool/promote/encourage the use of discount cards in the coming year, in connection with the "Local Token" program/app from TRAIPISE.

Create intern project to define low-cost and free activities, products and services Downtown. To be developed.

Student Orientation Welcome Party/store decals. Will explore possibilities of how to best/safely greet/welcome students returning to MBU in fall of 2022.

Continue to recognize business accomplishments and milestones through the Thumbs Up! Award to be presented to a different business each month, as designated by the committee. Committee has discussed this topic briefly, however has yet to land on how to best relaunch this program in a new format/method of recognizing those who go above and beyond.

Celebrate business Anniversaries as an SDDA member benefit. To be developed. In response to Covid-19, SDDA suspended the anniversary balloon program and will be exploring new ways in which to highlight/celebrate businesses in the coming year through online/social media posts.

KEY - BLUE TEXT are notes regarding current status/progress as of 06/2022, submitted by SDDA Executive Director

* Initiatives addressed in the City Contract

■ Projects Continued from the 2019/2020 Work Plan

■ Projects supported by the 2016 Community Survey

■ Grant dependent

■ Transformational Strategy

Continue to implement and expand the Downtown Discount Card. Committee will review/discuss in the coming year. SDDA staff and several business owners feel that this is a program/benefit that should likely not be resurrected at this time, as businesses attempt to recoup dollars lost over the past year.

Staunton Stories. Since January 2021, SDDA has partnered with **106.3 WQSV** to launch new radio segments/interviews, spotlighting local business owners' and community members' stories, strategies, and goals for the future. The radio interview series, named **Staunton Stories**, will be hosted by SDDA Executive Director and is produced by **Mr. Ben Leonard, WQSV Station Manager**. To date, the following individuals have been interviewed: **Ms. Sarah Lynch (Baja Bean & Co.), Ms. Sabrina Burress (Arrow Project), Ms. Sarah Butterfield (Blue Mountain Coffees), Mr. Damon Strickland (Hotel 24 South), Mr. Gonzo Accame (Gonzo's Pollo), Ms. Katie Campbell Spurlock (Lang's Jewelry Co.), Ms. Janie Ballurio (The Bookstack), Mr. Wavley Groves (EccoHollow) Ms. Sarah Skrobis (Staunton Public Library), and Mr. Jim Call (Queen City Photography) Mr. Torrid Dobbins (Father & Sons Barbershop) Ms. Robin von Seldeneck (ED Woodrow Wilson Presidential Library & Museum) Ms. Sherrie Brown (Essentially Zen), Mr. John Reece (Yelping Dog, CFO Trading Company) Ms. Jessica Sawyers (Mill Street Body & Soul Day Spa), Mr. Jonathan Wright (Redbeard Brewery), Ms. Pamela McCray (Staunton Academy of Ballet), Ms. Justine Lunsford (Downtown Resident), Ms. Sandi Cararo (The Book Dragon Shop)**

KEY - BLUE TEXT are notes regarding current status/progress as of 06/2022, submitted by SDDA Executive Director

* Initiatives addressed in the City Contract

Projects Continued from the 2019/2020 Work Plan

Projects supported by the 2016 Community Survey

Grant dependent

Transformational Strategy

BOARD OF DIRECTORS and EXECUTIVE DIRECTOR

Main Street

Assure that all requirements for remaining a Virginia and National Main Street Community are met. *Completed/on-going.*

Attend all required Main Street training and other meetings/training pertinent to the efforts of the SDDA. *Completed/on-going.*

Implement the Main Street America approach to the Four Points. *Ongoing*

 Review and implement Main Street Refresh approach. *Ongoing*

Transformational Strategies: *In 2019, the SDDA adopted Entrepreneurial Ecosystem and Workers, Students and Residents as strategies. In January 2020, the SDDA board and Executive Director discussed inviting a representative from Virginia Main Street to offer a new training and guidance to revisit the transformational strategies, as the board felt that they were not sure the previously developed strategies were best in line with their goals and work plan. Paused due to COVID-19.*

Strategic Work Plan review *Ongoing.* SDDA Director will assist board members in developing new goals and a new work plan during 2022/2023.


Board, Committee, Staff and volunteer assignments and roles *Ongoing.*

Asset-based decisions *Ongoing.*


Reporting

Submit Main Street quarterly and year-end data reports. *Ongoing and attached*

Make reports to the City Manager on the following:

 Annual Plan of Work that reflects SDDA's mission statement and the objectives of the DSD as reflected in Chapter 3.60 of the Staunton City Code by January 15, 2022. *Completed. Attached.*


 A progress report based on the work plan and SDDA's implementation of this Agreement in the four primary activity areas of economic development, design, promotions and organization, no later than January 15, 2022, and July 1, 2022. *Completed. Attached*


 A list of all members of SDDA as of January 15, 2022, as contained in the Annual Report. *Completed. Attached*


 A monthly financial report. *Ongoing. Shared with Staunton City Manager via email. Hard copies are also available upon request.*


KEY - BLUE TEXT are notes regarding current status/progress as of 06/2022, submitted by SDDA Executive Director

 Initiatives addressed in the City Contract

 Grant dependent

 Projects Continued from the 2019/2020 Work Plan

 Transformational Strategy

 Projects supported by the 2016 Community Survey

Public Relations and Ambassadorship

* Be the resource for information, particularly pertaining directly to Main Street, for SDDA members, downtown businesses and property owners and other Main Street organizations. *Ongoing*

Build relationships with other Main Street Directors and Communities *SDDA Executive Director participates in on-going zoom meetings/conference calls and social media connections with regional VA Main Street directors/managers and staff.*

Keep SDDA accomplishments and initiatives publicly visible by being the organization's main spokesperson/educator via television interviews, radio interviews, public speaking and press releases. *SDDA Executive Director participates in on-camera interviews with WHSV-TV3 and NBC-29 upon request. SDDA continues to share press releases and respond to questions/interviews with local media outlets upon request.*

Represent the SDDA at related Main Street and local community functions. *Ongoing. Several VA Main Street events/training were virtual throughout the past year. SDDA Executive Director will continue to participate in both virtual and/or in-person VA Main Street trainings, meetings, conferences to be offered in 2022/2023.*

■ Build relationships with City Council and management *Ongoing.*

■ Active role in establishing relationships with schools and universities: MBU, SHS, GCHS, LHS, etc. *Ongoing. SDDA Executive Director will continue to improve on connections with local schools and universities.*

Board Education

Conduct a Board Orientation. *Will conduct orientations/training in 2023/2024.*

Educate new board about Main Street refresh and officer expectations *Ongoing*

District Expansion – *Discussion paused. Will review in 2022/2023.*

Upper Floor Development – *Discussion paused. Will review in 2022/2023.*

Involve Board in Membership Drive and volunteer recruitment. *Ongoing*

Each Board member purchases an SDDA membership. *Not yet achieved. Ongoing*

Assist with constructing membership benefits and rates. *Ongoing*

Fundraising

Strategize a plan for fundraising that will support SDDA initiatives. *Ongoing*

Additional employee hours and benefits – *Will begin discussions, explore ability to add additional part-time employee hours in 2023/2024.*

KEY - BLUE TEXT are notes regarding current status/progress as of 06/2022, submitted by SDDA Executive Director

* Initiatives addressed in the City Contract

■ Projects Continued from the 2019/2020 Work Plan

■ Projects supported by the 2016 Community Survey

■ Grant dependent

■ Transformational Strategy

FY23 WORK PLAN

JULY 2022 - JUNE 2023



STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION

WORK PLAN

July 1, 2022 through June 30, 2023

DESIGN ...fosters a walkable, sustainable and user-friendly Downtown by capitalizing on its unique physical assets and historic architecture and acting as a proactive agent for implementation of the Streetscape Plan.

Streetscape Elements

* Provide and maintain hanging flower baskets on each light pole along Beverley Street, from Lewis Street to Market Street, from May until September, weather permitting, or implement an alternative landscaping program in all or a portion of the DSD, at a comparable cost and subject to prior approval of the City.

* Provide financial support of \$10,612 for the City trolley operation, by means of contributions to the Central Shenandoah Planning District Commission (CSPDC) (the regional agency responsible for management of transit services in the City), by payment of invoices received from CSPDC, with evidence of payment of invoices to be delivered to the City contemporaneously with payment of such invoices; provided, in the event the City instructs SDDA to provide such support in another manner, SDDA shall proceed as instructed by the City.

Expand the transit advertising program, in conjunction with the CSPDC –focusing on returning advertisers as well as new partners. Develop ADVERTISE HERE promotion.

Attend Transit Advisory Committee meetings.

Maintain pedestrian signs and maps. Determine costs for updates/replacements of street maps/signage. Seek potential co-sponsors and/or grant dollars for production/installation.

SDDA will review current locations of bike racks in DSD. Survey community as to where additional racks would be beneficial and discuss potential bike rack shifts (if approved by the city). SDDA will highlight/promote locations of current bike racks through social media, etc.

Pursue creation of LOVE sign for Staunton. SDDA will create a committee of downtown stakeholders to make recommendations for a downtown LOVE sign, to be approved by the City of Staunton prior to construction and potential installation in summer/fall 2023.

Partnership with Historic Staunton Foundation, Staunton Innovation Hub, Tourism Department, The Arcadia Project, etc. SDDA is continuing to explore and expand on partnerships with other nonprofit organizations in the district. SDDA Executive Director continues to reach out and engage non-profit organizations in conversations in the hopes of developing additional collaborations/partnerships.

Research cost and possible addition of kiosks in the North Central Shopping District.

Continue to evaluate/assist Staunton Farmers Market w/ requests for relocation/placement of benches.

Explore additional resources, methods, service providers and costs for eventual return to flower baskets on Beverley Street.

KEY - BLUE TEXT are notes regarding current status/progress as of 06/2022, submitted by SDDA Executive Director

* Initiatives addressed in the City Contract

Streetscape Maintenance

*Conduct two maintenance tours per year with committee members and Public Works and track completed repairs and ongoing projects with consideration of the Streetscape Plan, adopted by City Council.

*Continue to improve communications between Public Works and the Downtown businesses regarding advance notice of any capital improvements, repairs, street closings, parking disruption or other streetscape projects that might have an effect on DSD businesses.

Provide feedback related to decorations, lighting, street furniture in the DSD when needed and as determined by the committee.

*Continue to update the Streetscape addendum with improvements. *The Design Committee has recommended a Streetscape Plan refresh with Frazier Associates in 2023/2024.*

Conduct a DESIGN AT NIGHT walking tour to evaluate/review experiences for streetscape elements in the evening and/or at night.

Education

Provide clear signage guidance for property owners by maintaining city links on the website

Promote the free design services and Façade Design grants through Virginia Main Street

Maintain photographic documentation of physical changes in the DSD

KEY - BLUE TEXT are notes regarding current status/progress as of 06/2022, submitted by SDDA Executive Director

* Initiatives addressed in the City Contract

ECONOMIC VITALITY ... focuses on business recruitment and retention, entrepreneurial and business development.

* Reduce the number of vacant and leasable first floor storefronts within the DSD, on Beverley Street, with a goal of increasing occupancy by 50c/o as of June 1, 2023, and deliver a list and addresses of vacant storefronts as of that date to the City Manager.

Awareness:

Send press releases and email blasts (Downtown Lowdown) and via social media to the press, SDDA members and stakeholders (Downtown business and property owners), and the community at large, once per month.

Establish a positive portrait of the Downtown business environment for increased investor confidence.

Feature business openings and activities, anniversaries and expansions, new ownership, location or name change, property development, for sale and for rent via eblast, web and/or social media.

Share SDDA accomplishments, grants, programming and events, partnerships and accolades.

Develop a "Looking Up" campaign, highlighting/promoting upper floor businesses.

Business Retention:

Continue to update the business packet and online resources with general information about doing business in Downtown.

Continue to discuss parking, store hours, storefront maintenance, window displays and cleaning, façade and sign ordinance, refuse schedule, Facade Design Program, snow removal, SDDA event calendar, ~~Downtown Lowdown policy~~, SDDA member benefits, SDDA programming, etc.

Engage in conversations with business/property owners, community members and volunteers regarding membership benefits, seeking their input as to benefits/assistance/services and support they would hope to receive from the SDDA.

Partner with local and state resources to develop and promote educational and support programs that encourage business activity and entrepreneurial development - City Departments, ~~Staunton Creative Community Fund~~, Shenandoah Community Capital Fund (SCCF), Small Business Development Center, Chamber of Commerce, Board of Realtors, educational institutions and financial institutions

Increase connection with downtown business/property owners with in-person visits.

Provide support (meetings, promotions, hands-on) for new businesses during opening stages as well as to current/established businesses as they transition and/or close operations.

Business Recruitment:

KEY - BLUE TEXT are notes regarding current status/progress as of 06/2022, submitted by SDDA Executive Director

* Initiatives addressed in the City Contract

*Identify types of new businesses that are needed in the DSD and look for opportunities to recruit local and regional businesses interested in locating and expanding in downtowns; distribute written material to and visit or schedule meetings with those prospects as a step in recruiting them to locate in the DSD; and make personal contact with at least 30 such identified prospects throughout the year to create relationships and a reputation for the SDDA that will establish the association as a reliable resource, develop business opportunities for entrepreneurs and foster leasing opportunities for property owners.

*SDDA will provide to the City Manager/designee a record of recruitment and retention/expansion activities that includes the address and owners of at least five of those prospects that have located in the DSD by July 1, 2023

Maintain communication with property owners to encourage for rent/for sale property listings on the SDDA website and any changes to their property status.

Continue to add business development resources to the "Open a Business" tab.

Continue to encourage, support and recognize entrepreneurs. Assist with making additional connections/introductions with current/seasoned business owners and mentors. Assist with growing natural supports.

Market Staunton Downtown as a great place to open or relocate your business.

Market Downtown as a great place to live. Develop new marketing/promotions which highlight benefits of living downtown.

Property Owners and Residents:

Determine ways to encourage upper floor development.

Work with the City to determine ways to encourage property owners to rent vacant spaces.

Develop a volunteer project for residential inventory and resident outreach.

Organize resident and property owner gatherings.

Facilitate survey of neighboring DSD property owners as to their interest in possible expansion of DSD (to be reviewed/approved by Staunton City Council).

KEY - BLUE TEXT are notes regarding current status/progress as of 06/2022, submitted by SDDA Executive Director

* Initiatives addressed in the City Contract

ORGANIZATION *...deals with membership development, fundraising and other organizational housekeeping chores.*

Housekeeping

Organize an Annual Celebration, Volunteer Appreciation and board election.

*Host a minimum of 2-3 Downtown Round Tables per year as a forum for stakeholder and Community input and education. *Wharf Business/Property Owners, Central Business/Property Owners, Beverly Street Business/Property Owners.*

Maintain and update the procedural contingency plan and Main Street member database.

Recognize/show appreciation for volunteers through badges, buttons, shirts and/or “swag”

Recruit additional volunteers to serve on the Organization committee for 2022/2023.

Purchase donor/member database software (etapestry)

Membership

Evaluate and update membership structure and policies.

Establish clear boundaries for member vs. non-member services.

Make service listing on SDDA website available to outside DSD businesses for a fee. Expand upon “Walkable Neighbors” and community supporters.

Communication

Create press releases and Facebook posts about SDDA accomplishments, services, volunteer opportunities, member benefits, etc.

Connect with Media, stakeholders, City Council/Management and the community.

Post Annual Report, Work Plan and Budget

Continue outreach to MBU, SHS, GCHS, SHS, etc.

Continue to brainstorm potential Student Intern Projects

#Fundraising

Assist Board with fundraising plan.

Website, promotional pieces and community outreach.

Pursue grant opportunities

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Initiatives addressed in the City Contract

Expand campaign for Transit Sign sales

Explore use of Little Truck for small ads, etc (similar to transit sign program)

Continue to promote/sell/expand on BE YOURSELF in DOWNTOWN umbrellas.

Continue to offer Downtown is Home Christmas ornaments, Be YourELF in Downtown sweatshirts, etc

Explore potential SDDA and Staunton Downtown and/or Downtown is Home SWAG on website.

KEY - BLUE TEXT are notes regarding current status/progress as of 06/2022, submitted by SDDA Executive Director

***** Initiatives addressed in the City Contract

PROMOTIONS *...creates awareness, loyalty and foot traffic through events, promotions, advertising and community and business engagement.*

Events and Promotions

*Plan, organize, advertise and implement a minimum of three special events in the DSD to attract visitors and customers for DSD businesses, including but not limited to the Christmas parade, and report results to the City Manager/designee within 30 days of completion of the event.

Continue to develop/improve upon Fall Happenings, Veteran's Day, Small Business Saturday, Staunton Christmas Parade, Saturdays in December, and Spring Hoppenings

Continue to support/promote Shop & Dine Out in Downtown in cooperation w/ City of Staunton

Continue to develop the use of THE SPACE (35A South New Street) as a center for evolving conversations, small happenings and events.

Support community and business initiatives by assisting with event planning and promotion. QCMM, Staunton Jams, etc...

Follow event support policy for merchant initiatives.

Determine opportunities for securing sponsorship dollars and creative fundraising to support events. Continue to seek additional/new sponsors/support. Develop sponsorship opportunities packet.

Develop programming that responds to the needs of the community, based on the consumer survey results and creates a contiguous District. Explore ways in which events/happenings will become more inclusive.

Advertising, Marketing and Campaigns

*Provide a minimum of 10,000 copies of a shopping and dining guide listing the retail shops and restaurants within the DSD, by June 1, 2022, or implement an alternative program, including a possible combination of print and online materials, at a comparable cost and subject to prior approval of the City.

Investigate and continue to pursue regional advertising, cooperative advertising and social media opportunities for Downtown businesses.

Continue to develop local media partnerships.

Utilize website and Downtown Lowdown(s) for business outreach, education and community awareness with Downtown promotional activities, information, events and SDDA branding.

Continue to develop "Downtown is Home" campaign

Continue to develop/expand on the "BE YOURSELF in DOWNTOWN STAUNTON" campaign.

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* Initiatives addressed in the City Contract

Develop holiday promotional campaign for downtown “nightlife” w/ holiday costumed character for social media.

* Administer the street performance program in the DSD. The street performance permitting system is designed to permit the orderly flow of pedestrians and other traffic in the DSD while still preserving performers’ First Amendment freedom of expression. The City shall inform SDDA of any Special Event Permit requested for the DSD in which a musical or artistic performance may be incorporated into the Special Event Permit.

Update website. Explore more user friendly applications/platforms. Survey/improve on the pages stakeholders most frequently visit and/or would like to see added.

Customer Loyalty

Continue to meet with and support TRAIPOSE during development of the “Local Token” program.

Continue to develop and expand the Buy Locally campaign to increase community awareness about the benefits of buying from locally owned, independent businesses and develop customer loyalty.

Continue to create “Shop/Support Local” window displays. Use “little cart” for promotional space similar to hotel display cases as a member benefit—highlighting business owners/products/services. Use mannequins as “the Locals” –as tools in which to draw attention to the message throughout the seasons. SDDA will continue to expand on the “Downtown is Home ” campaign in 2022/2023.

Develop a strategy for enhancing the connection between Downtown and Mary Baldwin College/Stuart Hall/Grace Christian Academy students and employees, increasing awareness for Downtown programs, activities and businesses. Discuss developing multicultural block party events on Central Avenue in partnership with MBU. Explore additional on-campus events as well as creating additional downtown volunteer opportunities for MBU students.

Develop student resources/guide to downtown on website.

Update/redistribute MBU welcome decals to businesses.

Relaunch THUMBS UP award—as a way to recognize business accomplishments and milestones. Seek nominations/submissions.

Celebrate business Anniversaries through social media highlights and/or through e-blasts.

Continue to partner with 106.3 WQSV with STAUNTON STORIES, airing radio segments/interviews, spotlighting local business owners’ and community members’ stories, strategies, and goals for the future.

KEY - BLUE TEXT are notes regarding current status/progress as of 06/2022, submitted by SDDA Executive Director

* Initiatives addressed in the City Contract

BOARD OF DIRECTORS and EXECUTIVE DIRECTOR

Main Street

Assure that all requirements for remaining a Virginia and National Main Street Community are met.

Attend all required Main Street training and other meetings/training pertinent to the efforts of the SDDA.

Implement the Main Street America approach to the Four Points.

Review and implement the Main Street Refresh approach.

Strategic Work Plan review. SDDA Director will assist board members in developing new goals and new work plans during 2022/2023.

Reporting

* Provide the following reports and documentation to the City Manager/designee:

- An annual plan of work that reflects SDDA's mission statement and the objectives of the DSD as reflected in Chapter 3.60 of the Staunton City Code, no later than January 15, 2023.
- A progress report based on the work plan and SDDA's implementation of this Agreement in the four primary activity areas of economic development, design, promotions and organization, no later than July 1, 2023.
- A summary of the results of a survey distributed to a random sample of a minimum of 100 people who shop in the DSD, soliciting their opinions as to the availability of goods and services, attractiveness and safety of the DSD and such other issues as SDDA deems appropriate, by July 1, 2023.
- A copy of the annual report provided to SDDA members, which shall include a list of all members of SDDA as of January 1, 2023, no later than the date on which the annual report is provided to SDDA members.
- A monthly financial report.
- A monthly communications report, detailing communications activity of SDDA.
- An updated list of the SDDA Board members with the address of their business and residence, on or before January 15, 2023, and July 1, 2023, documenting that at least 51 percent of the Board members are DSD property owners, business owners, or operators. Submit Main Street quarterly and year-end data reports.

Public Relations and Ambassadorship

Be the resource for information, particularly pertaining directly to Main Street, for SDDA members, downtown businesses and property owners and other Main Street organizations.

Build relationships with other Main Street Directors and Communities

KEY - BLUE TEXT are notes regarding current status/progress as of 06/2022, submitted by SDDA Executive Director

* Initiatives addressed in the City Contract

Keep SDDA accomplishments and initiatives publicly visible by being the organization's main spokesperson/educator via television interviews, radio interviews, public speaking and press releases.

Represent the SDDA at related Main Street and local community functions.

Build relationships with City Council and management

Active role in establishing relationships with schools and universities: MBU, SHS, GCHS, SHS, etc.

Board Education

Conduct a Board Orientation. *Host/offer additional opportunities for Board members to gather/connect.*

Educate new board about Main Street refresh and officer expectations

Engage Board of Directors in District Expansion Survey Process

Involve Board in securing additional volunteers, members, sponsors, etc..

Each Board member purchases an SDDA membership.

Fundraising

Strategize a plan for fundraising that will support SDDA initiatives. Encourage board members to assist w/ promoting

Discuss planning for additional part-time employee position in 2023/2024

KEY - BLUE TEXT are notes regarding current status/progress as of 06/2022, submitted by SDDA Executive Director

***** Initiatives addressed in the City Contract

MAIN STREET REPORTS

2021 Q3 - 2022 Q2

Quarterly Report

Main Street Economic Development Data

email to: mainstreet@dhcd.virginia.gov

Quarter	Quarter 3	Community Name:	Staunton
Year:	2021	Program Manager:	Greg Beam

COMPLETED PRIVATE BUILDING IMPROVEMENTS			
<i>For description of improvements indicate only one of the following: façade, signage, exterior, interior, new construction, or other</i>			
#	Street Address of Building (provide full address)	Improvement	Cost
1	12 BYERS ST B	interior	\$15,000
2	21 N. AUGUSTA ST	exterior	\$15,000
3	320 N. CENTRAL AVE	interior	\$80,000
Total			\$110,000

COMPLETED PUBLIC IMPROVEMENTS			
<i>For description of improvement, indicate only one of the following: streetscape, signage utilities, new facility/amenity, or other</i>			
#	Source of Funds (no address - only direct source, e.g. Town of ABC)	Improvement	Cost
1			
2			
3			
Total			\$0

BUSINESSES OPENING AND EXPANDING EMPLOYMENT				
<i>For description of activity, indicate only one of the following: new opening, expansion or retention/relocation within district</i>				
#	Business Name	Street Address (provide full address)	Activity	# Jobs*
1	Serendipity Café	12 South Augusta Street	new opening	4
2	Crumb!	18 E. Johnson Street	new opening	4
3	Lady Virginia Vintage	11 E. Beverley Street, Suite 21	new opening	1
Total				9

BUSINESSES CLOSING				
<i>For description of activity, indicate only one of the following: closing, reducing employees, or relocating outside district</i>				
#	Business Name	Street Address (provide full address)	Activity	# Jobs*
1	101 Restaurant	101 W. Beverley Street	closing	5
2				
3				
Total				5
* Please list full-time jobs or full-time equivalents only. Calculate full-time equivalents (FTEs) for part-time employees (e.g., 1 FTE = x part-time employees where their combined weekly hours total 35 or more).				

VOLUNTEER INVESTMENT		
<i>Total number of hours spent by all Main Street Program volunteers (board, committee & special projects) this month</i>		
		# Hours
Executive), Board Meetings, BE YOURSELF in DOWNTOWN campaign/photoshoot/editing, FALL HAPPENING		2,000

Quarterly Report

Main Street Economic Development Data

email to: mainstreet@dhcd.virginia.gov

Quarter	Quarter 4	Community Name:	Staunton
Year:	2021	Program Manager:	Greg Beam

COMPLETED PRIVATE BUILDING IMPROVEMENTS			
<i>For description of improvements indicate only one of the following: façade, signage, exterior, interior, new construction, or other</i>			
#	Street Address of Building (provide full address)	Improvement	Cost
1			
2			
3			
Total			\$0

COMPLETED PUBLIC IMPROVEMENTS			
<i>For description of improvement, indicate only one of the following: streetscape, signage utilities, new facility/amenity, or other</i>			
#	Source of Funds (no address - only direct source, e.g. Town of ABC)	Improvement	Cost
1			
2			
3			
Total			\$0

BUSINESSES OPENING AND EXPANDING EMPLOYMENT				
<i>For description of activity, indicate only one of the following: new opening, expansion or retention/relocation within district</i>				
#	Business Name	Street Address (provide full address)	Activity	# Jobs*
1	Redwood Base Camp	110 W. Johnson Street - Terrace Level	new opening	5
2	Vic's Eats	101 W. Beverley Street	new opening	2
3	The Basement on Byers	3 Byers Street	new opening	2
4	Little Shop of Crystals	124 E. Beverley Street, Suite 2	new opening	2
5	Electric Retro	6 Byers Street	new opening	2
Total				13

BUSINESSES CLOSING				
<i>For description of activity, indicate only one of the following: closing, reducing employees, or relocating outside district</i>				
#	Business Name	Street Address (provide full address)	Activity	# Jobs*
1	Nature's Bliss	34 E. Beverley Street	closing	2
2	The Golden Tub	20 E. Beverley Street	closing	1
3	Laughing Bird Pho	12 E. Beverley Street	closing	10
4	Emilio's/Pompeii Lounge	23 E. Beverley Street	closing	15
Total				28
* Please list full-time jobs or full-time equivalents only. Calculate full-time equivalents (FTEs) for part-time employees (e.g., 1 FTE = x part-time employees where their combined weekly hours total 35 or more).				

VOLUNTEER INVESTMENT	
<i>Total number of hours spent by all Main Street Program volunteers (board, committee & special projects) this month</i>	
Promotions, Org, Executive), Board Meetings, Small Business Saturday, Fall Happenings, Staunton Christmas Pa	# Hours
	5,000

Quarterly Report

Main Street Economic Development Data

email to: mainstreet@dhcd.virginia.gov

Quarter	1	Community Name:	Staunton (SDDA)
Year:	2022	Program Manager:	Greg A. Beam

COMPLETED PRIVATE BUILDING IMPROVEMENTS			
<i>For description of improvements indicate only one of the following: façade, signage, exterior, interior, new construction, or other</i>			
#	Street Address of Building (provide full address)	Improvement	Cost
1	320 N. Central Avenue	interior	\$3,600
2	19 W. Johnson Street	exterior	\$45,500
3			
4			
5			
6			
7			
8			
9			
10			
Total			\$49,100

COMPLETED PUBLIC IMPROVEMENTS			
<i>For description of improvement, indicate only one of the following: streetscape, signage utilities, new facility/amenity, or other</i>			
#	Source of Funds (no address - only direct source, e.g. Town of ABC)	Improvement	Cost
1	Staunton Downtown Development Association (SDDA)	other	\$13,000
2			
3			
4			
5			
6			
7			
8			
9			
10			
Total			\$13,000

BUSINESSES OPENING AND EXPANDING EMPLOYMENT				
<i>For description of activity, indicate only one of the following: new opening, expansion or retention/relocation within district</i>				
#	Business Name	Street Address (provide full address)	Activity	# Jobs*
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
Total				0

BUSINESSES CLOSING				
<i>For description of activity, indicate only one of the following: closing, reducing employees, or relocating outside district</i>				
#	Business Name	Street Address (provide full address)	Activity	# Jobs*

6			
7			
8			
9			
10			
Total			4
<i>* Please list full-time jobs or full-time equivalents only. Calculate full-time equivalents (FTEs) for part-time employees (e.g., 1 FTE = x part-time employees where their combined weekly hours total 35 or more).</i>			

VOLUNTEER INVESTMENT	
<i>Total number of hours spent by all Main Street Program volunteers (board, committee & special projects) this month</i>	
Board Meeting, Committees, BE YOURSELF in Downtown, Spring Hoppennings, That Downtown Chick	# Hours
	1600

Quarterly Report

Main Street Economic Development Data

email to: mainstreet@dhcd.virginia.gov

Quarter	2	Community Name:	Staunton (SDDA)
Year:	2022	Program Manager:	Greg A. Beam

COMPLETED PRIVATE BUILDING IMPROVEMENTS

For description of improvements indicate only one of the following: façade, signage, exterior, interior, new construction, or other

#	Street Address of Building (provide full address)	Improvement	Cost
1			
2			
3			
4			
5			
9			
10			
Total			\$0

COMPLETED PUBLIC IMPROVEMENTS

For description of improvement, indicate only one of the following: streetscape, signage utilities, new facility/amenity, or other

#	Source of Funds (no address - only direct source, e.g. Town of ABC)	Improvement	Cost
1			
2			
3			
9			
10			
Total			\$0

BUSINESSES OPENING AND EXPANDING EMPLOYMENT

For description of activity, indicate only one of the following: new opening, expansion or retention/relocation within district

#	Business Name	Street Address (provide full address)	Activity	# Jobs*
1	Remedy Burger	12 E. Beverley Street	new opening	6
2	O'Brien's Antiques & Art	14 Byers Street - Suite 1	new opening	3
3	Burrow & Vine	10 E. Beverley Street	new opening	3
4	VA Creative Collective	9 Lawyers Row	new opening	5
5	The Foundry ETC	16 W. Beverley Street	new opening	3
6	Jude's	101 E. Beverley AND	expansion	3
6	Heirloom Home	34 E. Beverley Street	retention/relocation	3
9				
10				
Total				26

BUSINESSES CLOSING

For description of activity, indicate only one of the following: closing, reducing employees, or relocating outside district

#	Business Name	Street Address (provide full address)	Activity	# Jobs*
1	Cocoa Mill Chocolate	114 E. Beverley Street	closing	3
2				
3				
10				
Total				3

* Please list full-time jobs or full-time equivalents only. Calculate full-time equivalents (FTEs) for part-time employees (e.g., 1 FTE = x part-time employees where their combined weekly hours total 35 or more).

VOLUNTEER INVESTMENT



CENTRAL BUSINESS OCCUPANCY

[VIEW ONLINE](#)

		CBD Occupancy - June 2022																		
		Type of Business																		
		Retail	Restaurant	Professional office	Service business	Wholesale	Manufacturer	Other	O/V/R											
Business name											parking	Stairs	Elevator	Rear Egress	restrooms	kitchen	basement	Storage	WiFi/Ethernet	
Vacant																				
Residential																				
Unrentable																				
City or Government																				
Church or Bank																				
Information Needed																				
Marion's Candles Scents & Seasons	100-102 E. Beverley St	X							O		X				X			X		
Heirloom Home	34 E Beverley St	X							R		X									
The Honey Hill Hops Corner Place	30 E Beverley St				X				O		X			X	X					
Pampered Palate Café	28 E Beverley St		X						O		X		X	X	X					
Pampered Palate Dining Room	26 E. Beverley St		X						O		X			X						
Vacant	24 E Beverley St								O		X			X						X
Vacant-formally Golden Tub	20 E Beverley St		X						O		X	X		X	X		X			
Storage - Unrentable	20 E. Beverley St.								V											
Latitudes Fair Trade Store	16 E Beverley St	X							O					X	X					X
Latitudes Fair Trade Store	18 E Beverley St	X							O						X					X
Upper floor single family residential	16 E Beverley St								R											
Remedy Burger	12 E. Beverley St.		X						O						X	X				
Storage - Unrentable	12 E. Beverley St.								R											
Burrow & Vine	10 E Beverley St	X							O		X			X	X					X
Upper Floor Production	10 E. Beverley St.				X				O		X			X	X					X
Storage - Unrentable	10 E. Beverley St.-3rd Floor								V											
Beverley Cigar Store	2 E Beverley St	X							O						X					X
Upper floor apartment	2 E Beverley St								R											
Upper floor apartment	2 E Beverley St								R											
Upper floor apartment	2 E Beverley St								R											
Upper floor apartment	2 E Beverley St								R											
Lift Mattress	1 E Beverley St	X							O						X					
SDDA	1 E Beverley St, 2nd Floor			X					O		X	X		X				X	X	
Assisted Technology Work	1 E. Beverley St., 3rd Floor			X					O		X	X			X					
Hammond Insurance	5 E Beverley St				X				O											
Upper floor apartment	5 E Beverley St								R											
Design at Nine Women's Boutique	7 E Beverley St	X							O		X	X		X	X					X
Upper floor single family residential	7 E Beverley St								R											
Vacant	9 E Beverley St, Rear of Building								V											
Yelping Dog Wine	9 E Beverley St		X						O					X	X					X
Vacant	11 E Beverley St								V		X	X	X							
Secure Futures	11 E Beverley St #19			X					O		X	X	X							
Upper Floor Vacant	11 E. Beverley St								V		X	X	X							
Lady Virginia Vintage	11 E. Beverley St. #21	X							R		X	X	X		X					
Madison Monroe Properties	11 E. Beverley St.				X				O		X	X	X		X					
Micheal Brown Architect	11 E Beverley St #5			X					O		X	X	X		X					

Vacant	11 E Beverley St									V							X	X	X	X			
Stewart Title	11 E Beverley St									R							X	X	X	X			
CFO Trading Co	13 E Beverley St	X								O									X				
Crown Jewelers	6 E Beverley St	X								O							X		X		X	X	
2nd Floor Storage/3rd floor unrentable	6 E. Beverley St									V									X				
MADE: For the People By the People	15 E Beverley St	X								O									X				
17 E Beverley Antiques	17 E Beverley St	X								O							X		X				
17 E. Beverley St. Antiques	17 E. Beverley St. 1&2	X								O							X						
Retro & Me	17 E. Beverley St. 3	X								R													
Shenandoah Pizza	19-21 E Beverley St		X							O							X		X		X	X	
Shenandoah Pizza Kitchen	19-21 E. Beverley St.									O	Kitchen and offices						X		X	X			X
Vacant	23 E Beverley St	X								O							X	X	X	X	X		X
Vacant	23 E. Beverley St.	X								O							X		X				X
Vacant	23 E. Beverley St.	X								O							X		X				X
Vacant	23 E Beverley St	X								O							X	X	X				X
Nanny June's Vintage Clothing	29 E Beverley St	X								O							X		X				
Tiffany Hanlon Photography	29 E Beverley St. Second Floor		X							O													
Queen City Creative	29 E. Beverley St. Second Floor		X							O							X		X				X
Kathy Moore Public Relations	29 E. Beverley St.			X						O							X		X				X
The Law Office of Dana Cormier	103 E. Beverley St., Suite C			X						R							X		X				X
Watch Ya Mouth Corporate Office	103 E Beverley St., Floor 1		X							R							X		X				X
Judes	101 E. Beverley St.	X								O													
Judes	105 E Beverley St	X								O							X	X	X	X	X		X
Vacant	101-105 E. Beverley St.		X							V													
Upper Floor Residential	106 E. Beverley Street									R													
Hefetz International Music Gift Shop and Box	107 E. Beverley Street	X								O									X				X
Cocoa Mill Chocolatier	114 E Beverley St	X								O							X	X	X	X			X
Upper floor apartment	114 E Beverley St									R													
Upper floor apartment	114 E Beverley St									R													
Stanton Courthouse	113 E Beverley St								X	O													
Zynodoa	115 E Beverley St		X							O									X	X	X		X
The Arcadia Project	119-121 E Beverley St			X						O													
The Arcadia Project	125 E Beverley St			X						O													
The By & By Cafe and Beer Garden	138-140 E Beverley St		X							O	Courtyard						X	X	X	X	X		X
Vacant	138-140 E Beverley St									O							X		X	X	X		X
Blair Made	134 E Beverley St	X								O							X		X	X			
Upper Floor Vacant	138 E. Beverley St.									V							X		X				
Stanton School of Cosmetology	128-132 E. Beverley St								X	O							X		X	X	X		X
Carlton & Titus, PLC	118 E Beverley St		X							O							X	X	X	X			X
Albo and Oblan	116 E Beverley St		X							O							X	X	X	X	X		X
First Floor Residential	124 E Beverley St.									R													
Schrid's Printery	124 E Beverley St			X						O							X	X	X	X	X	X	X
Little Shoppe of Crystals	124 E. Beverley St	X								R							X	X	X	X	X	X	X
Basement Apartment	124 E. Beverley St.									R													
Upper Floor Apartment	124 E. Beverley St									R							X		X	X			X
The Sparrows Nest	112 E Beverley St	X								O							X	X	X	X			X
Words Matter Gift Shop	110 E Beverley St	X								R							X		X				X
Bonfire Begonia	106 E. Beverley St.	X								O							X		X				X
The Bard's Nest	108 E. Beverley St. 2nd Floor								X	O							X		X	X			X
Vacant	132 W Beverley St									V							X						
The Green Room	130 W. Beverley St.		X							R							X		X	X	X		
Miller Levin PC	128 W Beverley St			X						O							X		X	X			X

Staunton Olive Oil Company	126 W Beverley St	X							O								X	X				X	
City Hall	116 W Beverley St								X	O							X	X	X	X	X	X	X
Restoration Anglican Church	110 W Beverley St								X	O							X	X	X	X		X	X
Vic's Eats	101 W Beverley St		X							R									X	X			X
Shenandoah Brewing Co. & Taproom	103 W Beverley St		X							O							X	X	X				X
Upper Floor Residential	103 W Beverley St									R							X	X		X	X		X
Upper Floor Residential	103 W Beverley St									R							X	X		X	X		X
Upper Floor Residential	103 W Beverley St									R							X	X		X	X		X
Upper Floor Residential	103 W Beverley St									R							X	X		X	X		X
The Book Dragon	102 W Beverley St		X							O							X		X				
Upper floor apartments	102 W Beverley St									R							X		X	X			
Upper floor apartments	102 W Beverley St									R							X		X	X			
Stuart Hall School	107 W Beverley St									V							X		X	X	X		X
Upper floor unrentable	107 W Beverley St									V							X		X	X			X
Stuart Hall School	105 W Beverley St									X	O							X	X	X			
Mobile Home LLC	113 W Beverley St						X				O							X	X				X
Unleasable	117 W Beverley St										V												
Blue Point Seafood	119 - 123 W Beverley St		X							O								X	X	X			
Clocktower Eats & Sweets	27 W Beverley St		X							O							X	X		X	X		X
Clocktower Convenience	29 W Beverley St		X							O								X					
Once Upon A Time Clock Shop	25 W Beverley St		X							O								X					X
David McCaskey, Atty	24 W Beverley St						X			O							X						X
Staunton Antiques Center	19 W Beverley St		X							O							X	X	X	X			X
Staunton Antiques Center Artisan Loft	19 W Beverley St, 2nd Flr		X							O							X		X	X			X
The Foundry	15 W Beverley St		X							O							X		X	X			X
Upper floor single family residential	15 W Beverley St									R													
Vacant	11 W Beverley St		X							O							X		X				X
Baja Bean Co.	9 W Beverley St		X							O								X	X				
The Split Banana Co.	7 W Beverley St		X							O								X	X				X
Chris Okay Law	13 W Beverley St, 2nd						X			O							X	X	X	X			X
Vacant	13 W Beverley St, Lobby/2nd									O							X	X	X				X
Hurston Law Office	13 W Beverley St, 3rd						X			O													
Law Library	13 W Beverley St, 6th									X	O												
Closure Title and Settlement	13 W Beverley St, 4th						X			O								X		X			X
Shenandoah LGBTQ Center	13 W Beverley St, 5th									X	O							X		X	X		
Camera Heritage Museum	1 W Beverley St									X	O						X						X
Camera & Palette	1 W Beverley St		X							O							X						X
Vacant	2-14 W Beverley St									V							X	X	X	X			X
The Foundry ETC	16 W Beverley St		X							O							X		X	X			X
Queen City Music Studio	16 W Beverley St, 2nd Floor						X			O													
Silver Line Theatre	16 W Beverley St, 2nd Floor						X			O							X		X				
Vacant	16 W Beverley St, Third Floor									V							X		X	X			
JC General Hobbie Surplus Outlet	18 W Beverley St		X							O							X		X	X			X
Upper Floor Storage	18 W Beverley St									V													
CoArt Gallery	22 W Beverley St		X							O								X	X				X
Saturday's Quilts	24 W Beverley St, 2nd floor									X	O						X		X				X
Blue Ridge Green Craftsmen/Builders	24 W Beverley St, 2nd floor						X			O							X		X				X
Photos by Jarrel	24 W Beverley St, 2nd Floor									X	O						X		X				X
Sewing and Fashion Design	24 W Beverley St, 2nd Floor						X			O							X		X				X
Studios and storage	24 W Beverley St, 3rd Floor									V							X		X				X
Warehouse Antiques & Collectibles	26 W Beverley St		X							O							X		X	X			X
Trust Wealth	205 N Central Ave						X			O							X	X	X	X	X	X	X

First Citizens Bank	207 N Central Ave			X				O				X	X	X	X	X	X	X	X
Hardees	241 N Central Ave		X					O				X			X	X	X		
Growing Together Fellowship Church	261 N Central Ave							X	O										
Domino's Pizza	283 N Central Ave		X					O				X			X	X	X		X
EcoHollow Art and Sound	315 N Central Ave				X			O				X			X	X			X
Pet Grooming	328 N Central Ave				X			O				X							X
Detamore Printing	327 N Central Ave				X			O	Loading Dock			X	X	X	X				
Dixon's Antiques	323 N. Central Avenue	X						O				X			X	X	X	X	X
Gloria's Pupusaria	331 N Central Ave		X					O				X	X	X		X	X		X
First Floor Residential	337 N Central Ave							R											
Trust	205 N Central Ave				X			O				X	X	X	X	X	X		X
First Bank	Central Ave & Frederick St				X			O				X	X	X	X	X	X		X
Dollar General	340 N Central Ave	X						O				X			X	X			X
Bears & Blankets Academy of Early Learning	320 N Central Ave				X			O				X			X	X			X
Vacant	308 N. Central Ave							V				X			X	X			X
Vacant	304-306 N Central Ave							V							X				
Vacant	302 N Central Ave							V							X	X			
Vacant	300 N. Central Ave.							V							X	X			
Howard Johnsons	268 N Central Ave						X	O				X	X	X	X	X	X		X
Chicano Boy Taco	240 N Central Ave #6		X					O				X			X	X	X		
Chicano Boy take-out	240 N Central Ave #4		X					O				X			X	X	X		X
The China House	240 N Central Ave #5		X					O				X			X	X	X		
Touch of Beauty	240 N Central Ave #3				X			O				X			X	X			X
The Vinyl Asylum LLC	240 N Central Ave #2	X						R											
D & L Donuts	240 N Central Ave #1		X					O				X			X	X			
VASAP	240 N Central Ave suite C & D						X	O				X			X				X
LBM Office Solutions	240 N Central Ave. B				X			O											
Clayton R. Wisely CPA	240 N Central Ave A			X				O				X			X				X
Helvetica Designs	212 N Central Ave							X	O										
Single family residential	212 N Central Ave							R											
Sole Focus Running	210 N Central Ave	X						O				X			X	X			
Vacant	208 N Central Ave							V											
The Mane Effect	206 N Central Ave				X			O				X			X	X			
Jenkins Automotive	130 S. Central Ave				X			O						X	X	X			
Garage	122 N Central Ave				X			O											
Robert Taylor, DDS	120 N Central Ave			X				O						X	X				X
Vacant	114 N Central Ave							O							X	X			X
Big Red BBQ	108 N. Central Ave		X					O						X	X				X
City National Bank	38 N. Central Ave				X			O				X	X	X	X	X	X		X
Vacant	29 N. Central Ave							V	Under Renovation										
MGW Communications	27 N. Central Ave							O											
LingoNetworks	23 N. Central Ave				X			O				X			X	X	X		X
MIX 93.1 Studio	21 N. Central Ave							X	O						X				
Vacant	17 N. Central Ave							V	Innovation Hub						X	X			X
Vacant	11 N. Central Ave							V	Innovation Hub			X	X	X	X	X		X	X
Timberlake, Smith, Thomas & Moses, PC	25 N. Central Ave		X					O											
James Cooke, DDS	25 N. Central Ave		X					O											
Valley Credit Service	25 N. Central Ave			X				O											
Compass Counseling Services	2 N. Central Ave		X					O	2nd office			X			X	X			X
Valley Third Party Services	2 N. Central Ave							X	O			X			X	X	X		
Upper floor single family residential	2 N. Central Ave							R											
Worthington's Antiques Lower Level	7 S. Central Ave	X						O				X			X				X

Staunton Glass & Mirror Co	111 Pump Street			X				O												
Upper floor apartment	1 Pump Street							R												
Upper floor apartment	2 Pump Street							R												
Upper floor apartment	3 Pump Street							R												
Upper floor apartment	4 Pump Street							R												
Upper floor apartment	5 Pump Street							R												
Upper floor apartment	6 Pump Street							R												
Jenkins Security Service	102 Pump Street			X				O			X		X	X						X
Mane Effect	101 Baldwin St			X				O						X						
Church of Christ	105 Baldwin St							X	O											
Vacant	116 Baldwin St							V												
Refill	110 A Baldwin St	X						O			X			X						
Residential	10+11 N Market St							R												
Residential	23 N Market St							R												
The Michael Tusing Gallery	21 N Market St	X						O			X			X						
Temple House of Israel	15 N Market St							X	O											
Residential	1 S. Market St.							R												
Residential	7 Market St							R												
Community Fellowship Church & Grace Christ	19 S. Market St							X	O											
Residential	27 S Market St							R												
Residential	33 S Market St							R												
Blackfrans Playhouse	10 S Market St						X	O			X	X	X	X						X
Hotel 24 South	24 S Market St						X	O	Courtyard		X	X	X	X	X	X				X
Residential	23- 25 Middlebrook Ave							R												
Vacant	27 Middlebrook Ave							V			X	X		X	X					
Upper Floor Residential	21 Middlebrook Ave.							R												
Upper Floor Residential	21 Middlebrook Ave.							R												
Upper Floor Residential	21 Middlebrook Ave.							R												
The Well Balanced Paw- Pet Wellness Shopp	29 Middlebrook Ave	X						R												
Essentially Zen Shop	29 Middlebrook Ave, 2nd Fl	X						R						X						X
Upper Floor Residential	21 Middlebrook Ave							R												
92 Proof	17 Middlebrook Ave.			X				O						X						X
Gibson's Warehouse	19 Middlebrook Ave.							X	R											
Upper floor residential apartment	17 Middlebrook Ave							R												
Lisa Shelton, PT CMT	15 A Middlebrook Ave		X					O						X						X
Upper floor apartment	11 Middlebrook Ave							R												
Upper floor apartment	11 Middlebrook Ave							R												
Upper floor apartment	11 Middlebrook Ave							R												
Rockingham Insurance Group	13 Middlebrook Ave		X					O						X						
Arrow Project Counseling	11 Middlebrook Ave.		X					O						X						X
Holy Cross Admin	9 Middlebrook Ave.							V						X	X					X
Upper floor single family residential	7 Middlebrook Ave							R												
Edwards Jones Investments	5 Middlebrook Ave		X					O						X	X					X
Upper floor single family residential	3 Middlebrook Ave							R												
Charlie Hunter	1 Middlebrook Ave							X	O					X						
Upper floor office	1 Middlebrook Ave							X	O											
Upper floor residential	1 Middlebrook Ave							R												
Vacant	30 Middlebrook Ave							V			X			X						X
Lee Lee's	38 Middlebrook Ave			X				O												
Appalachian Piecwork	38 Middlebrook Ave	X						O			X			X	X					X
Vacant	40 Middlebrook Ave							O			X			X	X					X
The Depot Grille	42 Middlebrook Ave	X						O			X			X	X	X				X

Ox-Eye Vineyards Tasting Room	44 Middlebrook Ave	X							O	Patio		X	X	X	X	X	X	X
Ox-Eye Vineyards Event Space	44 Middlebrook Ave., 2nd Flr							X	O			X	X	X	X	X	X	X
Basment on Byers	3 Byers Street	X							R			X		X				
Eclectic Retro	6 Byers Street	X							R			X		X				
Vacant	8 Byers Street								V					X				X
Vacant	10 Byers Street								V			X		X				X
Queen City Place & Photography	12 Byers Street			X				X	O			X	X	X				X
Vacant	14 Byers Street								V					X				X
Vacant	14 Byers Street								V			X		X				X
Ace Communication Arts	16 Byers Street			X					O				X	X				X
Byers Street Bistro	18 Byers Street		X						O									
Office of Public Defender	20 Byers Street							X	O									
Upper Floor Residential	29 Byers Street								R	3rd floor								
Essentially Zen Shop	29 Byers Street	X							R	2nd floor								
The Well Balanced Paw- Pet Wellness Shopp	29 Byers Street	X							R			X		X				X
Sunspots Pavilion	30 Byers Street							X	O	Ampitheater		X						
Story of Virginia Museum	50 Middlebrook Ave., 2nd Floor								X	O								
Widemess Adventure	50 Middlebrook Ave	X							O			X	X	X	X	X		X
Miller's Auto Clinic	141 Greenville Ave			X					O									
Queen City Barber Shop	115 Greenville Ave							X	O			X		X				
First Floor Vacant	121 Greenville Ave.								V									
Upper floor apartment	121 Greenville Ave.								R									
Upper floor apartment	121 Greenville Ave.								R									
Upper floor single family residence	121 Greenville Ave.								R									
Brown and Company Realtors	121 Greenville Ave			X					O									
GW Motorwerks	125 Greenville Ave	X							O			X	X	X	X	X		
Clyde's Auto Body	150 Greenville Ave			X					O									
Lee's Heating & Cooling	142 Greenville Ave			X					O									
John Burnett Insurance Agency	157 Greenville Ave			X					O									
First Floor Vacant	160 Greenville Ave								V			X		X	X			
First Floor Vacant	162C Greenville Ave								V					X				
Vacant	162 A & B Greenville Ave								V					X				
Vacant	170 Greenville Ave								V									
Staunton Junction	215 Greenville Ave			X					O			X		X				X
Brisket Taco	101 State St		X						R			X						
VA ABC	201 State St	X							O			X		X				X
Mill Street Grill	1 Mill Street		X						O			X	X	X	X	X		X
Parking Garage	101 W Johnson St							X	O									
Peterson's & Dairy Queen Offices	115 W Johnson St			X					O					X				
Reac Mechanical	114 W Johnson St			X					O			X		X				
New Directions	110 W Johnson St			X					O			X	X	X	X	X	X	X
Allure Salon	110 W. Johnson St.			X					O			X	X	X	X			
Vacant	110 W Johnson St.								V	Courtyard		X		X				
Vacant	110 W Johnson St, 2nd Flr							X	O			X	X	X	X	X	X	X
Hill Community Services	110 West Johnson St., 2nd Flr	X							O			X	X	X	X	X	X	X
Vacant	110 West Johnson St., 2nd Flr								O			X	X	X	X	X	X	X
Sarah Brodie	110 West Johnson St., 2nd Flr							X	O			X	X	X	X	X	X	X
Baker Law Offices	110 West Johnson St., 2nd Flr			X					O			X	X	X	X	X	X	X
John Hooe, Attorney	110 West Johnson St, 2nd Flr	X							O			X	X	X	X	X	X	X
Glendon Gill, Attorney	110 W Johnson St, 2nd Flr	X							O			X	X	X	X	X	X	X
Military Markets at AFBA	110 W. Johnson Street, 3rd Flr	X							O			X	X	X	X	X	X	X
MBU Performing Arts	19 W. Johnson St.							X	O			X	X	X	X	X		X

Staunton Innovation Hub	32 N Augusta St					X	O	70 Members/coworking	X	X	X	X	X	X	X
Project Grows	32 N Augusta St, 2nd Flr #1					X	O		X	X	X	X	X	X	X
Points of Distinction Life (Fancy Pens)	32 N Augusta St 2nd flr #2		X				O		X	X	X	X	X	X	X
Tributum/Anpersand/Flywheel	32 N Augusta St 2nd flr #3		X				O		X	X	X	X	X	X	X
Genuine Attraction Life coaching for Men	32 N Augusta St 2nd flr #4		X				O		X	X	X	X	X	X	X
Camp Quest	32 N Augusta St 2nd flr #5		X				O		X	X	X	X	X	X	X
Staunton Creative Community Fund	32 N Augusta St 2nd flr #6		X				O		X	X	X	X	X	X	X
Ajoli Mediteranean Cuisine	29 N Augusta St		X				O				X	X	X		
Upper floor apartment	29 N Augusta St						R								
Upper floor apartment	29 N Augusta St						R								
Old Wharf Tattoo	21 N Augusta St			X			R	back of building				X	X		
Vacant	23 N Augusta St						V					X			
Bela Inn	27 N. Augusta Street						X	O							
Vacant First Floor Unrentable	24 N Augusta St						V								
Visulite Theater	12 N Augusta St			X			O	3 Auditoriums				X		X	
Vacant	6 N Augusta St						V								
Upper floor apartment	6 N Augusta St						R								
Shenandoah Valley Club of the Deaf	7 S Augusta St						X	O					X		
First Floor Vacant	8 S Augusta St						V								
Susan Johnson, Atty	9 S Augusta St		X				O								
First Floor Vacant	11 S Augusta St						V								
First Floor Vacant	120 S Augusta St						V								
McKissick Stanmye Noel Architects	123 S. Augusta St		X				O								
Vellines, Glick and Whitell	125 S. Augusta St.		X				O		X	X	X	X	X	X	X
Wharton Aidhizer & Weaver, PLC	125 S Augusta St		X				O		X	X	X	X	X	X	X
World Strides	125 S Augusta St		X				O		X	X	X	X	X	X	X
Stacks Foods & Catering	125 S. Augusta St.		X				O		X	X	X	X	X	X	X
American Beauty Salon	125 S Augusta St			X			O		X	X	X	X	X	X	X
World Strides OnStage	125 S Augusta St, Basement		X				O		X	X	X	X	X	X	X
Cox Law Group	121 S Augusta St		X				O								
Upper floor single family residential	121 S Augusta St						R								
First Floor Unrentable	337 N Lewis St						V	Storage							
Allenergy Solar Energy Solutions	331 N Lewis St		X				O		X			X		X	X
Bears and Blankets Academy of Learning	317 N Lewis St		X				O	Courtyard	X			X	X		
The Store (Nu-Beginning Farm)	221 N Lewis St		X				O								
McCary's Repair Shop	213 N Lewis St		X				O								
S & S Service & Repair	117 N Lewis St		X				O								
Vacant	3 N Lewis St						V								
The Shop	109 S Lewis St			X			O					X			
Jane Latham Salon	111 S. Lewis St.		X				O					X			
Vacant	114 S Lewis St						O		X			X	X		X
The Motor Car Co	110 S Lewis St.			X			O								
Red Beard Brewing	120 S Lewis St			X			O		X			X			
First Floor Vacant	120 S Lewis St						V	Storage							
Lynn Sisson/Rusty Ashby	117 S Lewis St		X				O			X	X	X			
Cardinal Financial	117 S Lewis St		X				O			X	X	X			
Community Foundation of the Blue Ridge	117 S. Lewis St		X				O								
Ben Cline Congress	117 S. Lewis St			X			O								
Healing Roots	117 S Lewis St			X			O			X	X	X			
Blue Ridge Legal Services	117 S. Lewis St		X				O								
Ciders From Mars	121 S Lewis St		X				R		X			X	X		
Upper Floor Apartment	121 S. Lewis						R								

Upper Floor Apartment	121 S. Lewis									R										
Upper Floor Apartment	121 S. Lewis									R										
Sunspots Studios	202 S Lewis St	X								O			X	X	X	X	X	X	X	X
Shenandoah Green	202 S. Lewis St , 2nd Fir		X							O										
Upper Floor Vacant	202 S. Lewis St									V										

FY23 BUDGET

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[VIEW FY22 BUDGET](#)

FY23 SDDA Proposed Budget

INCOME - 2022-2023	
	(Projected)
CITY APPROPRIATION	\$ 50,000.00
TAX DISTRICT CONTRIBUTION	\$ 145,650.00
TRANSIT SIGNS	\$ 10,612.00
MEMBERSHIP DUES	\$ 1,500.00
SPONSORSHIP	\$ 10,000.00
PROMOTIONS INCOME	\$ 7,500.00
BUSINESS RELIEF & RETENTION	\$ 4,636.79
Projected INCOME	\$ 229,898.79

EXPENSES 2022-2023

BOARD	\$6,650.00
DESIGN	\$ 15,888.72
ECONOMIC VITALITY	\$5,786.79
OPERATING	\$34,308.70
ORGANIZATION	\$3,205.18
PROMOTIONS	\$8,888.00
SALARIES & COMPENSATION	\$140,159.40
TRAVEL & CONFERENCE	\$ 5,000.00
TROLLEY	\$10,612.00
TOTAL EXPENSES	\$229,898.79
NET INCOME	\$ 229,898.79

FY21 COMPILED FINANCIAL STATEMENTS

The following pages are the Compiled Financial Statements prepared by Didawick & Co. as the result of the SDDA's annual audit. These statements are reflective of the organizations most recent fiscal year that ended on June 30, 2021.

[VIEW ONLINE](#)

**STAUNTON DOWNTOWN
DEVELOPMENT ASSOCIATION, INC**
Compiled Financial Statements
June 30, 2021

STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION, INC

Contents

	<u>Page</u>
Independent Accountant's Compilation Report	1
Financial Statements:	
Statement of Assets, Liabilities, and Net Assets - Modified Cash Basis	2
Statement of Revenues, Expenses, and Other Changes in Net Assets - Modified Cash Basis	3-4
Statement of Cash Flows - Modified Cash Basis	5
Notes to Financial Statements	6-8

INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

To the Board of Directors and Management of
Staunton Downtown Development Association, Inc

Management is responsible for the accompanying financial statements of Staunton Downtown Development Association (a nonprofit organization), which comprise the statement of assets, liabilities, and net assets – modified cash basis as of June 30, 2021, and the related statements of revenues, expenses, and other changes in net assets – modified cash basis and cash flows – modified cash basis for the year then ended, and the related notes to the financial statements in accordance with the modified cash basis of accounting, and for determining that the modified cash basis of accounting is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion nor provide any form of assurance on these financial statements.

We emphasize two matters in the accompanying financial statements. First, we draw attention to Note 1 of the financial statements, which describes the basis of accounting. The financial statements are prepared in accordance with the modified cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Secondly, we draw attention to Note 5 to the financial statements which describes the effects of the coronavirus (COVID-19) pandemic on Staunton Downtown Development Association, Inc.

Didawick & Company, P.C.

December 16, 2021

Staunton Downtown Development Association, Inc
Statement of Assets, Liabilities, and Net Assets - Modified Cash Basis
At June 30, 2021

ASSETS

Current assets:	
Cash - operating	\$ 2,738
Cash - savings and certificates of deposit	<u>37,727</u>
Total current assets	<u>40,465</u>
Property and equipment:	
Furniture and equipment	13,598
Banners for downtown streets	10,740
Software	<u>2,632</u>
Total property and equipment	26,970
Less accumulated depreciation	<u>(26,970)</u>
Net property and equipment	<u>-</u>
Total assets	<u>40,465</u>

LIABILITIES AND NET ASSETS

Current liabilities:	
Accounts payable	262
Payroll taxes payable	<u>2,089</u>
Total current liabilities	<u>2,351</u>
Total liabilities	<u>2,351</u>
Net assets:	
Without donor restrictions	23,084
With donor restrictions	<u>15,030</u>
Total net assets	<u>38,114</u>
Total liabilities and net assets	<u>\$ 40,465</u>

Staunton Downtown Development Association, Inc.
Statement of Revenues, Expenses, and Other Changes in Net Assets - Modified Cash Basis
For the Year Ended June 30, 2021

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES, GAINS AND OTHER SUPPORT:			
City of Staunton	\$ 50,000	\$ -	\$ 50,000
Tax district	121,688	-	121,688
Grants	3,811	500	4,311
Contributions	1,165	-	1,165
Memberships	1,405	-	1,405
Promotions	1,620	-	1,620
Advertising	8,994	-	8,994
Interest income	13	-	13
Other income	705	-	705
Net assets released from restrictions:			
Expenses satisfying donor-stipulated usage restrictions	-	-	-
Total revenues, gains and other support	<u>189,401</u>	<u>500</u>	<u>189,901</u>
EXPENSES:			
Program services:			
Downtown enhancement:			
Salaries	51,652	-	51,652
Payroll taxes	3,845	-	3,845
Training	246	-	246
Advertising and promotion	18,116	-	18,116
Committee expenses	11,405	-	11,405
Depreciation	626	-	626
Gift cards	8,060	-	8,060
Information technology	1,890	-	1,890
Insurance	4,374	-	4,374
Miscellaneous	1,610	-	1,610
Office, postage, and printing	6,266	-	6,266
Total program services	<u>108,090</u>	<u>-</u>	<u>108,090</u>
Supporting services:			
General and administration:			
Salaries	25,256	-	25,256
Payroll taxes	1,922	-	1,922
Training	246	-	246
Bank fees	48	-	48
Occupancy	18,334	-	18,334
Information technology	333	-	333
Office, postage, and printing	1,106	-	1,106
Professional fees	2,502	-	2,502
Total general and administration	<u>49,747</u>	<u>-</u>	<u>49,747</u>

Staunton Downtown Development Association, Inc.
Statement of Revenues, Expenses, and Other Changes in Net Assets - Modified Cash Basis
For the Year Ended June 30, 2021

	Without Donor Restrictions	With Donor Restrictions	Total
Fundraising:			
Salaries	23,605	-	23,605
Payroll taxes	1,922	-	1,922
Training	253	-	253
Committee expenses	2,851	-	2,851
Events	1,260	-	1,260
Trolley	142	-	142
Total fundraising	<u>30,033</u>	<u>-</u>	<u>30,033</u>
Total expenses	<u>187,870</u>	<u>-</u>	<u>187,870</u>
Change in net assets	1,531	500	2,031
Net assets, beginning of year	<u>21,553</u>	<u>14,530</u>	<u>36,083</u>
Net assets, end of year	<u>\$ 23,084</u>	<u>\$ 15,030</u>	<u>\$ 38,114</u>

Staunton Downtown Development Association, Inc.
Statement of Cash Flows - Modified Cash Basis
For the Year Ended June 30, 2021

Cash flows from operating activities:

Change in net assets	\$ 2,031
Adjustments to reconcile change in net assets to net cash provided by (used for) operating activities:	
Depreciation	626
Increase (decrease) in accounts payable	(286)
Increase (decrease) in payroll taxes payable	<u>(167)</u>
Net cash provided by (used for) operating activities	<u>2,204</u>
Net change in cash and cash equivalents	2,204
Cash and cash equivalents, beginning of year	<u>38,261</u>
Cash and cash equivalents, end of year	<u>\$ 40,465</u>

STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION, INC.
Notes to Financial Statements
June 30, 2021

1. ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

A. Reporting Entity

Staunton Downtown Development Association, Inc. (the Organization) is a private, not-for-profit organization that exists to enhance downtown Staunton's economic environment as a center of commerce while maintaining the character and integrity of the city's Downtown Service District. The Organization is supported primarily through government grants and Downtown Service District taxes.

B. Financial Statement Presentation

For the year ended June 30, 2021, the Organization has prepared its financial statements in accordance with Financial Accounting Standards Board (FASB) Accounting Standards Codification 958, *Not-for-Profit Entities* as amended by Accounting Standards Update 2016-14, *Presentation of Financial Statements of Not-for-Profit Entities*. Under this guidance, the Organization is required to report information regarding its financial position and activities according to two classes of net assets: net assets without donor restrictions and net assets with donor restrictions.

Without donor restrictions – Net assets that are not subject to donor-imposed stipulations. Net assets without donor restrictions may be designated for specific purposes by action of the Board of Directors or may otherwise be limited by contractual agreements with outside parties.

With donor restrictions – Net assets subject to donor-imposed stipulations that may be temporary or permanent in nature. Stipulations that are temporary in nature expire either by passage of time or fulfillment by action of the Organization. Stipulations that are permanent in nature require amounts to be held in perpetuity.

C. Basis of Accounting

The financial statements of the Organization have been prepared in accordance with the cash basis of accounting with modifications made for payroll withholdings, accounts payable and depreciation. Additionally, the Organization records gift card sales as a liability until redeemed. The Organization records funds collected on behalf of others as a liability until paid. Consequently, revenues are recognized when received rather than when earned and expenses are recognized when paid rather than when incurred. The bases of revenue recognition for the major sources of income are as follows:

Support and Revenue

The Organization receives grants and revenue from state, local agencies and downtown promotional events.

Grants and Contributions

All grants and contributions are considered to be without donor restriction use unless specifically restricted by the grantor or donor. Revenue is recognized as cash is received. Amounts received that are designated for future periods or restricted by the grantor or donor for specific purposes are reported as net assets with donor restrictions.

STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION, INC.
Notes to Financial Statements
June 30, 2021

1. ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONT'D)

D. Contributed Services and Supplies

The contributions of services are recognized if the services received (a) create or enhance non-financial assets or (b) require specialized skills that are provided by individuals possessing those skills and would typically need to be purchased if not provided by donation. A portion of the Organization's program activities are conducted by unpaid volunteers. The value of this contributed time is not reflected in the accompanying financial statements since the volunteers' time does not meet the criteria necessary for recognition.

E. Property and Equipment

The Organization capitalizes all real and personal property acquired with a significant value and useful life greater than one year. Property and equipment are recorded at cost or fair value at the date of gift, if contributed. Depreciation is computed on the straight-line basis over the following estimated useful lives:

Equipment	5-7 years
Leasehold improvements	15-30 years

F. Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

G. Income Tax Status

The Organization is exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code and has been classified as an organization that is not a private foundation under Section 509(a) of the Internal Revenue Code. Accordingly, no provision is made for income tax in the financial statements. Generally, federal, state, and local authorities may examine the Organization's tax returns for three years from the date of filing or the due date of the return. The current year remains subject to examination as of June 30, 2021.

H. Cash and Cash Equivalents

For purposes of the statement of cash flows – modified cash basis, the Organization considers cash in bank, cash on hand, and all highly liquid investments purchased with an initial maturity date of three months or less to be cash and cash equivalents.

I. Advertising

The Organization expenses advertising costs as they are paid. Advertising costs during the year ended June 30, 2021 were \$18,116.

2. FUNCTIONAL ALLOCATION OF EXPENSES

The costs of providing the various programs and activities have been summarized on a functional basis in the statement of revenue, expenses, and other changes in net assets – modified cash basis. Accordingly, certain costs have been allocated among the programs and supporting services benefited. Allocations are based on employee time usage across the functional areas, as well as management experience with the Organization.

STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION, INC.
Notes to Financial Statements
June 30, 2021

3. LIQUIDITY MANAGEMENT

The following reflects the Organization's financial assets as of June 30, 2021, reduced by amounts not available for general use because of contractual or donor-imposed restrictions within one year of the balance sheet date.

Financial assets at year-end:	
Cash and cash equivalents	\$ 40,465
Less those unavailable for general expenditure within one year, due to:	
Donor- and grantor-imposed usage restrictions	<u>15,030</u>
Financial assets available to meet cash needs for general expenditure within one year	<u>\$ 25,435</u>

The Organization structures its financial assets to be available as its general expenditures, liabilities and other obligations come due.

4. NATURE OF DONOR-IMPOSED RESTRICTIONS

Net asset restrictions consist of donor contributions and grant funding received by the Organization that is required to be spent in accordance with stipulations as specified by the donor or grantor.

5. RISK AND UNCERTAINTIES

On March 11, 2020, the World Health Organization pronounced the coronavirus (COVID-19) outbreak a pandemic. Citizens and the economies of the United States and other countries have been significantly impacted by the pandemic. The duration and total impact are unknown, but so far have been expansive. The Organization has faced operating challenges due to social distancing guidelines and continued economic uncertainty. It is unknown how long these conditions will last and what the complete financial effect will be to the Organization.

6. SUBSEQUENT EVENTS

Management has evaluated subsequent events through December 16, 2021, which is the date the financial statements were issued. As of that date, the Organization was not aware of any events warranting disclosure in these financial statements.

